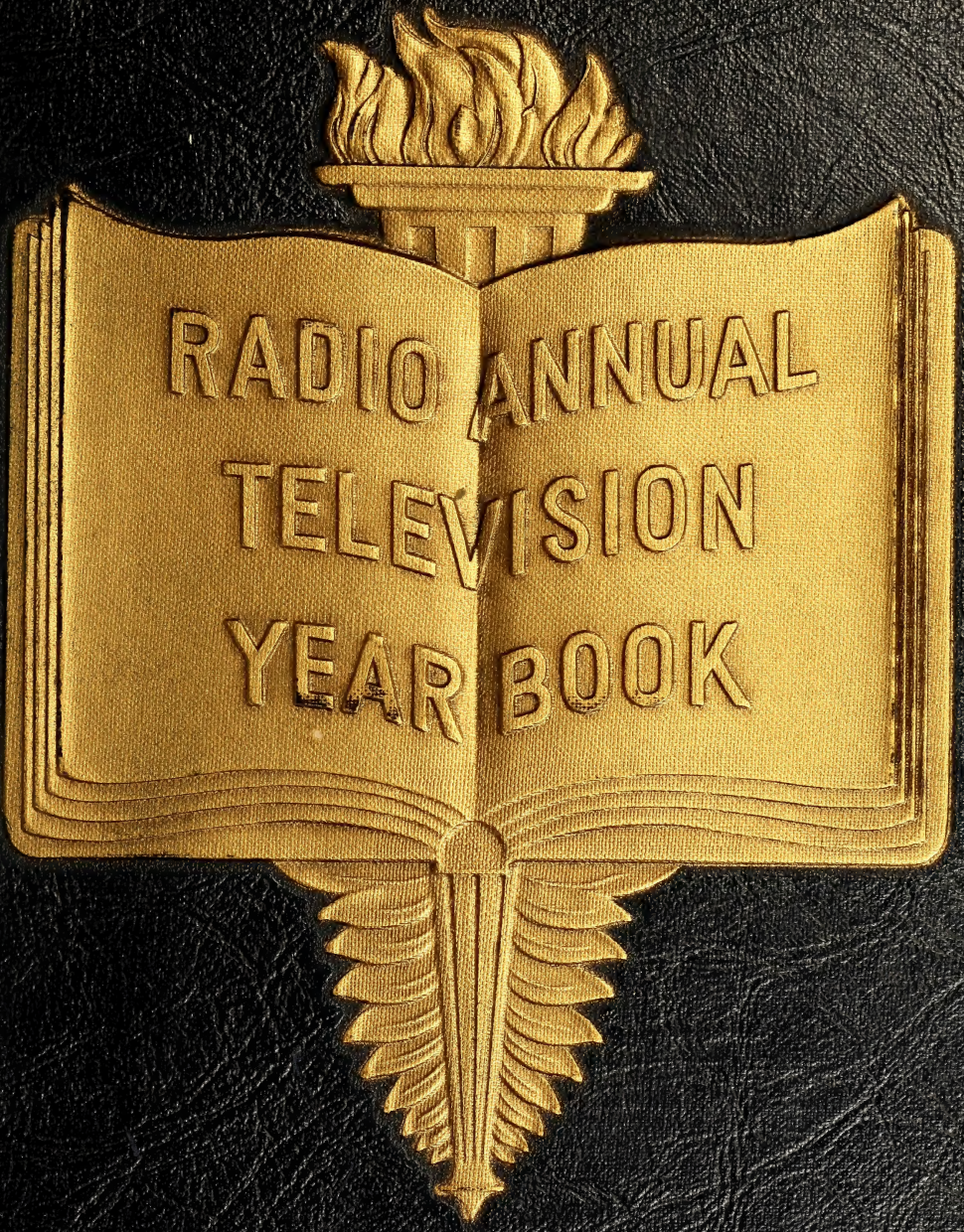


1958

NOW SHOOTING AT ZIV STUDIO!

TARGET



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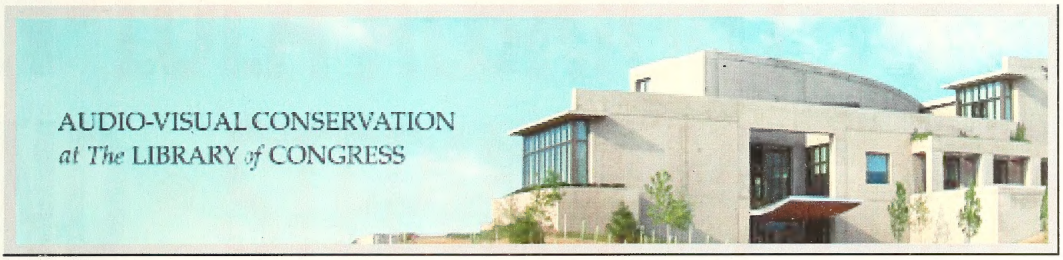
ZIV Television

"FIVE HOURS TO LIVE" starring STEVE McNALLY	*SUSPENSE!*
"THE CAVE" starring CESAR ROMERO	*WESTERN!*
"NO WAY OUT" starring PAT O'BRIEN	*MYSTERY!*
"TATTOO ARTIST" starring DAVID BRIAN	*LAW ENFORCEMENT!*
"POLICE DOCTOR" starring GENE BARRY	*ACTION-ADVENTURE!*

THE HOT, HOT SHOW OF '58!

PAT
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TA GRANVILLE • DAVID
N • LOLA ALBRIGHT • JOHN
ND • STEPHEN McNALLY
RD DUFF • HANS CONRIED
HOMEIER • KENT TAYLOR
A RIVA • JOHN BERARDINO
BARRY • NEVILLE BRAND
PHE MENJOU
Your host



DENNIS JAMES

Representatives:

WM. MORRIS AGENCY

RADIO ANNUAL

RADIO TELEVISION DAILY

presents the

Yearbook of radio & television

1958

TWENTY-FIRST ANNUAL EDITION

RADIO ANNUAL and TELEVISION YEAR BOOK

CHAS. A. ALICOATE
Editor-in-Chief

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RADIO DAILY CORP.

1501 Broadway, N. Y. 36, N. Y.

NO-CAL IS SOLD ON SPOT.



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SERIAL RECORD
JUN 2 - 1958

ADVERTISER: ***How do No-Cal and its agency, Paris & Peart, account for the biggest New York sales jump in No-Cal history? They credit Spot Television on WRCA-TV.***

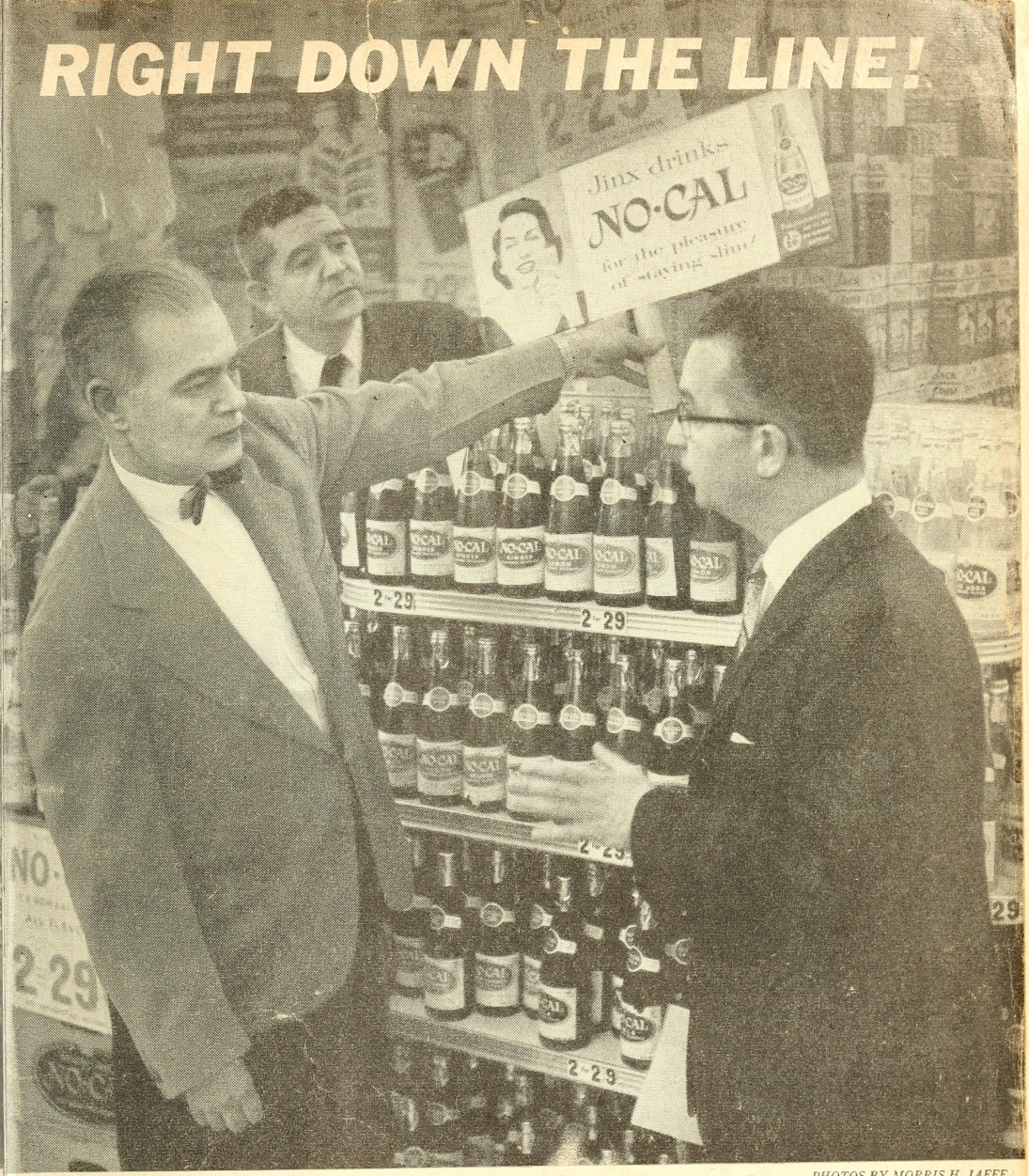
No-Cal Board Chairman Hyman Kirsch says, "Spot TV . . . because its high frequency at low cost makes a full saturation campaign financially feasible. And Spot's selectivity allows us to concentrate on our prime sales target — the figure-conscious housewife."

"WRCA-TV," continues Mr. Kirsch, ". . . first, because it commands such a healthy chunk of the New York audience. Secondly, because it offers an economical saturation schedule of good availabilities. And finally, because the station backs our 30-spots-per-week, around the clock campaign with a complete merchandising and promotion program — the headline-making *Miss No-Cal Contest*."

Does Spot Television on WRCA-TV deliver? "Actual sales figures are confidential," says Mr. Kirsch, "but No-Cal is devoting a larger share of a larger advertising budget to Spot TV. Not only have we signed for an increased Spot schedule on WRCA-TV, and renewed our sponsorship of the *Miss No-Cal Contest* for 1958, but we've also expanded our Spot TV campaign into the Philadelphia market."

Seated, left to right: No-Cal Corporation officials: Lee Kirsch, Treasurer; Hyman Kirsch, Chairman of the Board; Morris Kirsch, President. Standing, left to right: Donald C. Porteous, TV-Radio Director, Paris & Peart; Max Buck, Director of Sales, WRCA-TV; Ed Kenefick, TV Spot Sales Representative, NBC Spot Sales.

RIGHT DOWN THE LINE!



PHOTOS BY MORRIS H. JAFFE

RETAILER: ***Joseph Reich, Grand Union Supermarket Manager in White Plains says, "Judging from the additional number of cases we've been moving, No-Cal sales have increased appreciably in recent weeks."***

Retailers and advertisers alike are convinced that No-Cal's use of Spot Television pays off *right down the line.* They know first-hand what adjacencies to the great NBC entertainment lineup and the top local programs can do for advertisers who buy schedules on the television stations represented by NBC Spot Sales.

Left to right: Joseph Reich, Grand Union Supermarket Manager, White Plains Shopping Center, New York; Joe Murphy, Merchandising Manager, WRCA-TV; Irving Ehrlich, Sales Manager, No-Cal Corporation.

NBC SPOT SALES

REPRESENTING TELEVISION STATIONS:

HARTFORD-NEW BRITAIN—WNBC
NEW YORK—WRCA-TV
SCHENECTADY-ALBANY-TROY—WRGB
PHILADELPHIA—WRCV-TV
WASHINGTON—WRC-TV
MIAMI—WCKT
BUFFALO—WBUF
LOUISVILLE—WAVE-TV
CHICAGO—WNBQ
ST. LOUIS—KSD-TV
DENVER—KOA-TV
SEATTLE-TACOMA—KOMO-TV
LOS ANGELES—KRCA
HONOLULU—KONA-TV

TK6542
.A4
Sept. 1958
3/8/85

TO BROADCASTERS

AP

MEANS

ADDED PROFITS

ADDED PRESTIGE

THE ASSOCIATED PRESS
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

Foreword



RADIO-TELEVISION DAILY, the daily newspaper of the radio and television industry, once again presents to the world of broadcasting its RADIO ANNUAL and TELEVISION YEAR BOOK. This volume is the twenty-first edition of broadcasting's encyclopedia and is consistently recognized throughout the world as the standard book of reference for the industry.

✲

THE enthusiastic support received from the broadcasting industry in compiling this twenty-first annual edition bespeaks its sustained interest in the volume and its confidence in the future of broadcasting. Here will be found documentation of the untiring creative efforts of all who have contributed so much to the success of this indispensable medium.

✲

AGAIN we are grateful to all who have contributed to the success of this volume. Without their contributions this dramatic story of a growing service could never have been so completely told.

Chas A. Alicoate.

Editor and Publisher

THE PERRY COMO SHOW



NBC-TV Network – Saturdays 8:00 to 9:00 P.M. EST

Direction

GAC GENERAL ARTISTS CORPORATION

NEW YORK • CHICAGO
BEVERLY HILLS • CINCINNATI • DALLAS • LONDON



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(Pontiac)

Sports Time
(Bethlehem Steel Co.)

HARRY WISMER

Broadcasting and Telecasting

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"The Symbol of
Quality Musical Commercials"



GOLDSWAN
PRODUCTIONS, INC.

Always on the SPOT

730 5th Avenue
New York 19, N. Y.

Circle 7-3220

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Television Films from Britain

NOW IN PRODUCTION:

A WEEKLY PACKAGE OF 13 FOURTEEN-MINUTE PROGRAMS FOR SEPTEMBER 1958 RELEASE

WRITE NOW FOR 1958 CATALOG

BRITISH INFORMATION SERVICES
RADIO AND TELEVISION DIVISION
45 Rockefeller Plaza
New York 20, N. Y.

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ABC TV NETWORK
Thursday
9:00 to 9:30 PM
e.s.t.

THE
PAT BOONE
CHEVY
SHOWROOM



Personal Management RANDY WOOD—JACK SPINA
6 West 57th Street, New York 19, N. Y.

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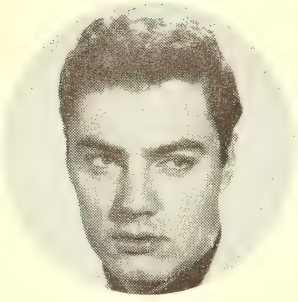
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ALL FOUR ARTISTS

"GOLD RECORD"

PRODUCERS IN 1957



JIMMY BOWEN — Roulette
and the Rhythm Orchids



SONNY JAMES — Capitol
and His Southern Gentlemen



BUDDY KNOX — Roulette
and the Rhythm Orchids



GENE VINCENT — Capitol
and the Blue Caps

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ED. E. McLEMORE

SPORTATORIUM

CADIZ & INDUSTRIAL, in DALLAS RIverside 8-3261

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KCJB-TV
KCMC-TV
KCMO-TV
KCRA-TV
KCSJ-TV
KCTV
KDAL-TV
KDKA-TV
KDLO-TV
KDUB-TV
KEDY-TV
KELO-TV
KENS-TV
KEPR-TV
KERO-TV
KFBB-TV
KFDA-TV
KFDM-TV
KFDX-TV
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KFMB-TV
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KFSD-TV
KFVS-TV
KGBT
KGEO-TV
KGGM-TV
KGLO-TV
KGMB-TV
KGNC-TV
KGUL-TV
KHAS-TV
KHBC-TV
KHOL-TV
KHPL-TV
KHQ-TV
KHQA-TV
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KID-TV
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KIMA-TV
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KIVA
KKTV
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WBIR-TV
WBNS-TV
WBRC-TV
WBRE-TV
WBRZ
WBTW
WBTV
WBUF
WBZ-TV
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WCHS-TV
WCIA
WCKT
WCOV-TV
WCSC-TV
WCSH-TV
WCTV
WCYB-TV
WDAF-TV
WDAU-TV
WDAY-TV
WDBJ-TV
WDBO-TV
WDEF-TV
WDSM-TV
WDSU-TV
WDXI-TV
WEAR-TV
WEAU-TV
WEEK-TV
WEEQ-TV
WEHT
WESH-TV
WFBC-TV
WFBG-TV
WFBM-TV
WFGA-TV
WFIE-TV
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WGEM-TV
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WHCT
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WHEN-TV
WHIS-TV
WHO-TV
WHTN-TV
WHYN-TV
WIBW-TV
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WJTV
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WKNX-TV
WKOW-TV
WKRC-TV
WKRG-TV
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WRCV-TV
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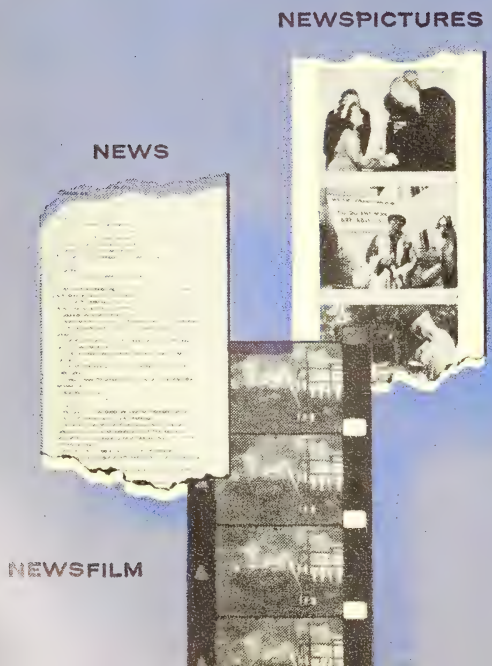
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GENERAL STATISTICS RADIO AND TELEVISION

- Total Radio-TV broadcast income (before tax) for 1956 ..... $238.8 million
- Number of commercial AM stations licensed and operating December 1, 1957 .. 3180
- Number of commercial FM stations licensed and operating December 1, 1957 .. 537
- Number of commercial TV stations licensed and operating December 1, 1957 .. 539
- Total radio sets produced in 1957 15,611,043
- Total TV sets produced in 1957 7,179,145
- Total network TV gross time charges for 1957 ..... $516,201,566
- Total national spot radio time sales for 1957 ..... $183,987,000
- Total 1956 FM broadcast loss (before tax) for stations operated by non-AM licensees $400,000
- Total gross spot TV time sales, 1957 ..... $448,734,000
- Total spent by 1957's top spot TV advertiser (Procter & Gamble) $25,916,840
- Number of homes delivered by the average week day daytime network TV program in January 1958 4,463,000
- In 1957 national and regional spot TV advertisers spent 32.3 per cent of budget on daytime programs, 57.8 per cent nighttime, and 9.9 per cent late night.
- Average number of U.S. advertising agencies, excluding branches 2700
- Number of advertising agency failures in 1957 55
- Total liabilities $2,081,000
- Total radio broadcast income (before tax) for 1956 ..... $49.2 million
- Total TV broadcast income (before tax) for 1956 ..... $189.6 million
- Total automobile radio set sales for 1957 5,495,774
- Total employee income for broadcast industry in 1956 ..... $518 million
- Average employee income for broadcast industry in 1956 ..... $6,584
- Number of full-time employees of broadcast industry in 1956 77,000
- National expenditures in 1956 for radio-TV set repairs ..... $756 million
- Percentage of U.S. families owning TV sets, January 1957 ..... 79%
- Number of U.S. TV sets in use in 1957 ..... 44.5 million

(*Continued on page* 35)

Best Wishes From



Guy Lombardo and his Royal Canadians

Currently at Hotel Roosevelt Grill, New York
Current Capitol Album, "The Lively Guy"
Current Decca Album, "Waltzland"

PUBLICITY: DAVID O. ALBER ASSOC., Inc.; Gene Shefrin

- Stations on the air June 30, 1957: Commercial AM 3,079
  - Commercial FM 539
  - Educational FM 135
  - Commercial TV 519
  - TV Translator 41
  - Educational TV 26
- Number of radio stations in Canada 187
- Number of radio stations in Mexico 367
- Number of member stations, Radio Cadena Nacional, S.A. 61
- Number of radio stations in Cuba 113
- Number of radio stations in Haiti 2
- Number of radio stations in Dominican Republic 18
- Number of radio stations in the Bahamas 1
- Number of radio stations in Jamaica 4
- Number of radio stations in Alaska 13
- Number of radio stations on Guam 1
- Number of radio stations in Hawaii 15
- Number of radio stations in Puerto Rico 23
- Number of radio stations in the Virgin Islands 2
- Number of international radio stations in U.S. 35
- Number of international radio stations in Canada 18
- Number of TV stations in Alaska 5
- Number of TV stations in Hawaii, including satellites 7
- Number of TV stations in Puerto Rico 5
- Number of TV stations on Guam 1
- Number of TV stations in Canada, excluding satellites 45
- Number of radio receiver sets in the world, exclusive of the U.S., its territories, and Canada 143,330,500
- Number of wired speakers in the world, exclusive of the U.S., its territories, and Canada 28,918,800
- Worldwide total of TV stations, exclusive of the U.S., its territories, Canada, and overseas Armed Forces stations 447

(*Continued on page* 37)



▸ Worldwide total of TV receivers, exclusive of the U.S., its territories, Canada, and overseas Armed Forces 16,390,100

▸ Number of network color-equipped stations in the U.S..... 293

▸ Number of community TV antenna systems in the U.S.....over 500

▸ Number of network affiliates and O & O stations:

Network	*Number of Affiliates*		*Number of O & O Stations*		
	Radio	*TV*	*AM*	*FM*	*TV*
ABC	301	195	5	4	5
CBS	201	225	6	5	6
MBS	450	—	—	—	—
NBC	190	195	7	5	7
KBS	1031	—	—	—	—
NTA	—	134	—	—	1

ABC also owns a 50 per cent interest in WLS, Chicago.

Sale of WCAU-AM-FM-TV Philadelphia, to CBS was pending at press time.

Sale of WATV, WAAT, Newark, N. J., to NTA was pending at press time.

▸ Number of NAEB member stations..... 157

▸ Number of voting members, Broadcasters' Promotion Association..... 130

▸ On June 30, 1957, of 475 commercial TV stations in operation, 389 were VHF and 86 were UHF; 24 educational stations (19 VHF, 5 UHF) and 41 UHF translator stations were on the air.

▸ On June 30, 1957, 302 communities had one or more commercial TV stations in operation; of these 80 had two, 27 had three, and 11 had four or more.

▸ Over 90 per cent of the U.S. population is estimated to be within range of at least one TV station; over 75 per cent within range of two or more.

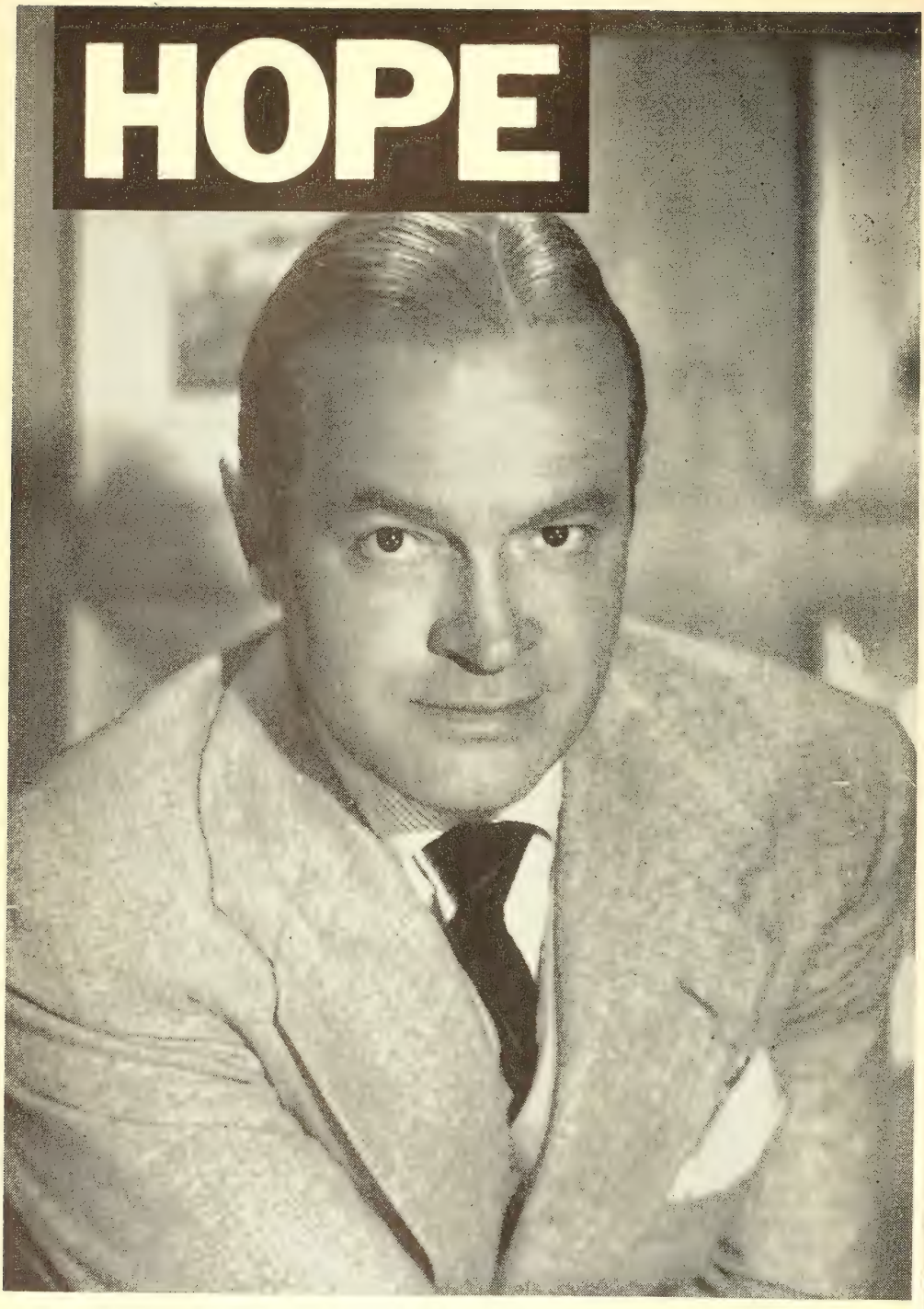
▸ On June 30, 1957, about 160,000 color receivers were in use; this number is expected to reach 300,000 by 1958.

▸ Highest price paid for an AM station was sale in 1957 of WNEW, New York for $5,160,800.

▸ Highest price paid for a TV station was sale in 1955 of WDTV, Pittsburgh, for $9,750,000.

▸ In 1957 the tallest TV tower in use was 1,610 feet above ground (KSWS-TV, Roswell, N. M.), said to be the world's highest man-made structure.

▸ In 1957 colorcasting was available to over 96 per cent of TV homes in the U.S.


HOPE

Financial Data Covering 1955-56 Broadcasting Industry Operations

A continued increase in total revenue for the radio-television industry in 1956 is indicated by financial figures released by the Federal Communications Commission. Combined radio and television income before tax shows an increase of 21.7 per cent over the figures for 1955 (in 1955 this increase was 48.4 per cent over the preceding year). While the four nationwide radio networks and their owned and operated stations show a revenue decrease of 11.7 per cent in 1956, three regional networks and their stations are reported to have a revenue increase of 14.7 per cent. The revenue increase for all other stations is 9.4 per cent.

All Networks and Stations, 1955-56

Item	1955 (*Millions*)	1956 (*Millions*)	*Per Cent Increase in* 1956
	Broadcast Revenues		
Radio[1]	$ 453.4	$ 480.6	6.0
Television	744.7	896.9	20.4
Total	$1,198.1	$1,377.5	15.0
	Broadcast Expenses		
Radio[1]	$ 407.4	$ 431.4	5.9
Television	594.5	707.3	19.0
Total	$1,001.9	$1,138.7	13.7
	Broadcast Income (before Federal Income Tax)		
Radio[1]	$ 46.0	$ 49.2	7.0
Television	150.2	189.6	26.2
Total	$ 196.2	$ 238.8	21.7

[1]Radio includes AM and FM broadcasting.

Note. 1956 radio data cover the operations of four nationwide networks and three regional networks, 2,916 AM and AM-FM and 53 independent FM stations. Excluded are 55 stations whose reports were filed too late for tabulation. 1955 data are for the same networks and 2,704 AM and AM-FM and 38 independent FM stations. Excluded are 90 stations whose reports were filed too late for tabulation. 1956 TV data cover the operations of three networks and 474 stations. 1955 TV data cover the operations of four networks (three networks after September 15, 1955, when DuMont ceased network operations) and 437 stations.

Source: FCC.

BEST WISHES



MILTON BERLE

Nationwide Network Financial Figures for 1955-1956

Nationwide Networks Only, 1955-56
(Including Owned and Operated Stations)

Item	1955 (*Millions*)	1956 (*Millions*)	*Per Cent Increase or (Decrease) in* 1956
		Broadcast Revenues	
Radio	$ 74.5	$ 65.8	(11.7)
Television	374.0	442.3	18.3
Total	$448.5	$508.1	13.3
		Broadcast Expenses	
Radio	$ 69.4	$ 66.2	(4.6)
Television	306.0	356.9	16.6
Total	$375.4	$423.1	12.7
		Broadcast Income (before Federal Income Tax)	
Radio	$ 5.1	$(0.4)	...
Television	68.0	85.4	25.6
Total	$ 73.1	$ 85.0	16.3

Note. Radio data include the operations of 15 network-owned AM stations in 1955 and 1956. Television data include the operations of 16 network-owned stations in 1955 and 15 in 1956.

Source: FCC.


R.R. Bonfils

Radio Industry Financial Data For the Period 1955-1956

AM Radio[1] Broadcast Revenues, Expenses and Income, 1955-56

Item	1955 (*Thousands*)	1956 (*Thousands*)	*Per Cent Increase or (Decrease) in* 1956
	Broadcast Revenues		
4 nationwide networks and their stations[2]	$ 74,511	$ 65,804	(11.7)
3 regional networks and their stations[2]	3,814	4,373	14.7
All other stations[3]	374 013	408,984	9.4
Total	$452,338	$479,161	5.9
	Broadcast Expenses		
4 nationwide networks and their stations[2]	$ 69,449	$ 66,233	(4.6)
3 regional networks and their stations[2]	2,968	3,579	20.6
All other stations[3]	333,565	359,794	7.9
Total	$405,982	$429,606	5.8
	Broadcast Income (before Federal Income Tax)		
4 nationwide networks and their stations[2]	$ 5,062	$ (429)	...
3 regional networks and their stations[2]	846	794	(6.1)
All other stations[3]	40,448	49,190	21.6
Total	$ 46,356	$ 49,555	6.9

[1]Excludes independently operated FM stations, 38 in 1955 and 53 in 1956. Also excludes 90 AM stations reporting too late to tabulate in 1955 and 55 in 1956.

[2]Includes the operations of 18 network-owned stations in 1955 and 19 network-owned stations in 1956.

[3]Includes 2,685 stations in 1955 and 2,897 stations in 1956.

Source: FCC.



TV Industry Financial Data For the Period 1955-1956

TV Broadcast Revenues, Expenses and Income, 1956

Item	*3 Networks and Their 15 Owned and Operated TV Stations (Millions)*	*459 Other TV Stations (Millions)*	*Total 3 Networks and 474 TV Stations (Millions)*
		Broadcast Revenues	
Revenues from the sale of time:			
Total network time sales	$269.1	$ 98.6	$367.7
Non-network time sales to:			
National and regional advertisers	$ 55.7	$225.5	$281.2
Local advertisers	22.9	151.3	174.2
Total non-network time sales	$ 78.6	$376.8	$455.4
Total times sales	$347.7	$475.4	$823.1
Deduct—Commissions to agencies, representatives, etc.	70.9[1]	63.1	134.0
Net time sales	$276.8	$412.3	$689.1
Revenues from incidental broadcast activities:			
Talent	$135.1	$ 11.3	$146.4
Sundry broadcast revenues	30.4	31.0	61.4
Total incidental broadcast activities	$165.5	$ 42.3	$207.8
Total broadcast revenues	$442.3	$454.6	$896.9
		Broadcast Expenses	
Total broadcast expenses of networks and stations	$356.9	$350.4	$707.3
		Broadcast Income (before Federal Income Tax)	
Broadcast income before Federal income tax	$ 85.4	$104.2	$189.6

[1]Of this amount $55.7 million is applicable to the total sale of network time.

Source: FCC.



JIMMY DURANTE

MANAGEMENT:

WILLIAM MORRIS AGENCY

NEW YORK — CHICAGO — HOLLYWOOD

FM Industry Financial Data For the Period 1955-1956

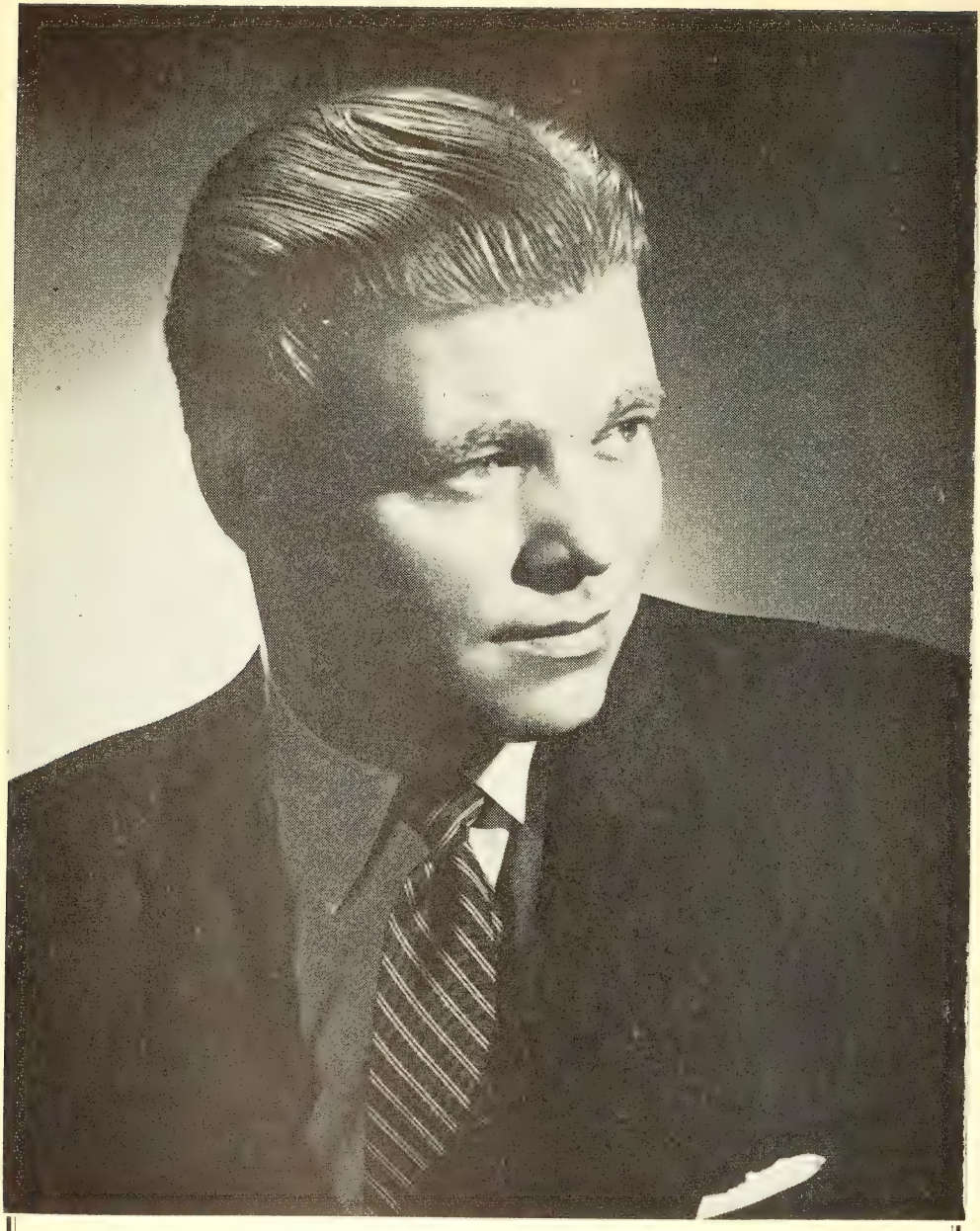
FM Broadcast Revenues, Expenses and Income, 1955-56

Item	1956 Number of Stations	1956 Amount (Millions)	1955 Number of Stations	1955 Amount (Millions)
		FM Broadcast Revenues		
FM Stations Operated by:				
AM Licensees:				
Reporting no FM revenues.....	302	..	332	..
Reporting FM revenues.....	119	$1.0	123	$0.9
Non-AM Licensees	51	1.4	38	1.0
Total FM Stations.....	472	$2.4	493	$1.9
		FM Broadcast Expenses		
FM Stations Operated by:				
Non-AM Licensees	51	$1.8	38	$1.4
Industry Total	..	(1)	..	(1)
		FM Broadcast Income (before Federal Income Tax)		
FM Stations Operated by:				
Non-AM Licensees	51	(0.4)	38	(0.4)
Industry Total	..	(1)	..	(1)

( ) Denotes loss.

(1) In view of the difficulty in a joint AM-FM operation in allocating FM operation expense separately from AM station operation expense, licensees of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation if such data were readily available. In only a few instances did AM-FM licensees state they were unable to segregate the FM revenues.

Source: FCC.



JACK LESCOULIE

EIA Figures on Radio and Television Set Factory Production — 1957

	AM-FM Radio	*Table Models, Over $15 AM-FM, FM*	*TV, UHF Tuner*	*Other TV*
January	1,085,529	15,136	67,079	450,190
February	1,264,765	15,185	68,219	464,697
March	1,609,073	16,783	62,815	559,842
April	1,115,813	9,755	42,374	361,246
May	1,023,771	9,749	41,596	342,386
June	1,088,343	7,408	72,766	543,778
July	612,588	6,853	55,401	360,660
August	965,724	10,744	88,615	673,734
September	1,610,748	15,072	87,040	832,631
October	1,569,180	17,588	83,372	661,994
November	1,688,868	24,470	55,035	574,646
December	1,793,336	34,562	55,488	573,541
Total	15,427,738	183,305	779,800	6,399,345



Broadcast Industry Wages: 1952-1956

	Number Full-time Employees	Average Employee Income	Total Employee Income	National Expenditures Radio-TV Set Repairs
1952	61,000	$5,559	$355,000,000	$476,000,000
1953	65,000	5,889	379,000,000	533,000,000
1954	72,000	6,029	430,000,000	600,000,000
1955	74,000	6,333	465,000,000	664,000,000
1956	77,000	6,584	518,000,000	756,000,000

Source: Department of Commerce.

Sales of Automobile Radio Sets — 1957

January	521,624	July	256,279
February	522,859	August	301,971
March	597,532	September	446,419
April	380,452	October	522,746
May	396,151	November	563,066
June	416,058	December	570,617

Total 5,495,774

Source: EIA.



TED STEELE

Radio and TV Stations in Operation in U. S.

AM Stations

1957	Licensed & Operating	CP's	Total Authorizations
January 1	3008	117	3125
February 1	3014	123	3137
March 1	3031	133	3164
April 1	3040	145	3185
May 1	3049	154	3203
June 1	3060	167	3227
July 1	3079	159	3238
August 1	3095	155	3250
September 1	3113	148	3261
October 1	3133	142	3275
November 1	3157	122	3279
December 1	3180	109	3289

FM Stations (Commercial)

January 1	530	24	554
February 1	527	24	551
March 1	529	23	552
April 1	526	23	549
May 1	529	22	551
June 1	532	27	559
July 1	530	31	561
August 1	531	31	562
September 1	532	30	562
October 1	532	36	568
November 1	533	47	580
December 1	537	51	588

TV Stations (Commercial)

January 1	511	120	631
February 1	513	120	633
March 1	515	123	638
April 1	515	126	641
May 1	515	126	641
June 1	519	126	645
July 1	519	132	651
August 1	522	132	654
September 1	528	133	661
October 1	531	126	657
November 1	536	119	655
December 1	539	117	656

Source: FCC

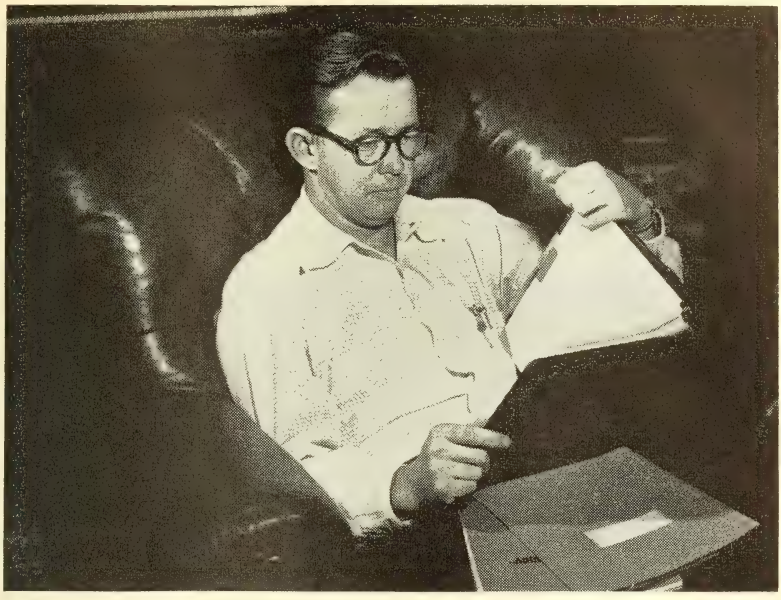


THE FRANK SINATRA SHOW

ABC-TV

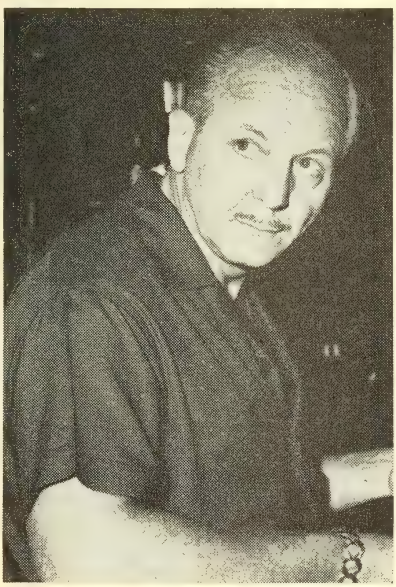
Hobart Productions

WILLIAM SELF



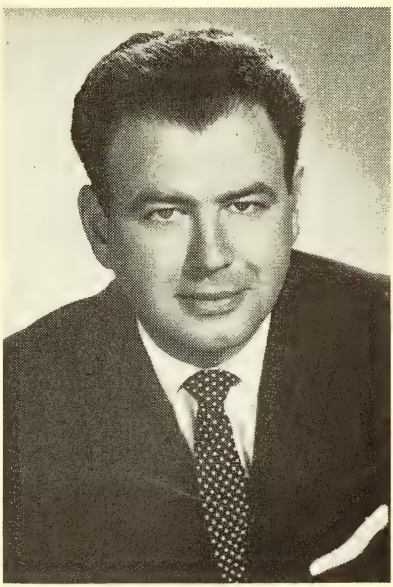
Producer

JACK DONOHUE



Director

NELSON RIDDLE



Musical Director



MEL ALLEN

OWNERSHIP OF TV SETS

A Percentage Study of U. S. Family Television Ownership—by Location and Family Types

• *A continued increase in the number of U. S. families owning television sets (five per cent more in January, 1957 than in January, 1956) is indicated by the latest figures made available by the Market Research Corporation of America. This organization, feeling that television ownership has reached a saturation point of about 80 per cent, has ceased to compile current figures.*

	PER CENT OF FAMILIES IN EACH GROUP WITH TELEVISION SETS			
	Apr. '56 Per Cent	*July '56 Per Cent*	*Oct. '56 Per Cent*	*Jan. '57 Per Cent*
UNITED STATES TOTAL	75	76	78	79
REGIONS:				
Northeast	88	88	88	90
South	63	64	68	68
North Central	77	79	80	81
Mountain and Southwest	60	62	65	68
Pacific	74	76	77	77
CITY SIZE:				
Farm	53	54	57	61
Under 2,500	64	67	69	69
2,500 to 50,000	62	65	66	68
50,000 to 500,000	80	82	83	84
500,000 and Over	89	89	90	90
TOTAL FAMILY INCOME:				
Upper Fourth	86	87	89	90
Next Fourth	82	85	86	87
Next Fourth	75	76	77	78
Lowest Fourth	56	58	59	61
EDUCATION OF FAMILY HEAD:				
Grade School	68	70	71	73
High School	82	83	85	86
College	79	79	81	82
SIZE OF FAMILIES:				
1 and 2 Members	67	69	70	71
3 Members	78	81	83	83
4 & 5 Members	84	85	86	87
6 Members or more	74	74	74	76
AGE OF HOUSEWIFE:				
Under 35	81	82	84	85
35 Thru 44 Years	79	82	84	85
45 Years and Over	68	70	71	72
PRESENCE OF CHILDREN:				
5 Years and Under	80	81	84	85
6-12 Years	82	83	84	85
13-20 Years	76	78	80	81
No Children	68	70	71	72

Source: Market Research Corporation of America.



Robert Q. Lewis

ADVERTISING AGENCY FAILURES
1934-1957

Year	*Number*	*Liabilities*
1934	52	$1,061,000
1935	32	1,218,000
1936	22	418,000
1937	16	297,000
1938	34	284,000
1939	46	414,000
1940	43	1,056,000
1941	16	205,000
1942	19	130,000
1943	6	111,000
1944	—	—
1945	1	4,000
1946	6	145,000
1947	12	304,000
1948	24	793,000
1949	34	746,000
1950	38	1,167,000
1951	34	1,043,000
1952	19	531,000
1953	24	466,000
1954	34	1,265,000
1955	31	815,000
1956	32	1,519,000
1957	55	2,081,000

Comparative Failure Trends

	Percentage Change 1956-57		*Avg. Liability Per Failure in 1957*
	Number	*Liabilities*	
Total Businesses, All Lines	+ 8	+ 9	$44,784
Total Commercial Services	+ 7	+ 9	39,703
Advertising Agencies	+72	+37	37,836

Source: Dun & Bradstreet, Inc.
N.B. This record includes those businesses that ceased operations following assignment or bankruptcy; ceased with loss to creditors after such actions as execution, foreclosure, or attachment; voluntarily withdrew leaving unpaid obligations; were involved in court actions such as receivership, reorganization, or arrangement; or voluntarily compromised with creditors.



SID CAESAR

FCC Report — Station Expansion

Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
COMMERCIAL AM								
1949	209	55	382	1,963	43	2,006	173	2,179
1950	191	70	277	2,118	26	2,144	159	2,303
1951	116	35	270	2,248	33	2,281	104	2,385
1952	60	25	323	2,333	22	2,355	65	2,420
1953	187	23	250	2,439	19	2,458	126	2,584
1954	148	29	226	2,565	18	2,583	114	2,697
1955	161	18	304	2,719	13	2,732	108	2,840
1956	197	18	389	2,871	25	2,896	124	3,020
1957	232	14	431	3,044	35	3,079	159	3,238
COMMERCIAL FM								
1949	57	212	65	377	360	737	128	865
1950	35	169	17	493	198	691	41	732
1951	15	91	10	531	115	649	10	659
1952	24	36	9	582	47	629	19	648
1953	29	79	8	551	29	580	21	601
1954	27	54	5	529	24	553	16	569
1955	27	44	6	525	15	540	12	552
1956	31	37	10	519	11	530	16	546
1957	41	26	24	519	11	530	31	561
EDUCATIONAL FM								
1949	18	7	9	31	3	34	24	58
1950	25	4	3	61	1	62	20	82
1951	19	6	2	82	1	83	12	95
1952	12	2	2	91	1	92	12	104
1953	13	1	3	106	0	106	10	116
1954	9	2	1	117	0	117	6	123
1955	7	3	1	121	3	124	3	127
1956	13	4	5	126	0	126	10	136
1957	17	5	2	135	0	135	13	148
COMMERCIAL TV								
1949	15	7	338	13	56	69	48	117
1950	0	8	351	47	57	104	5	109
1951	0	0	415	81	26	107	2	109
1952	0	1	716	96	12	108	0	108
1953	381	6	572	101	97	198	285	483
1954	174	81	200	194	298	492	171	573
1955	67	58	127	137	321	458	121	582
1956	60	25	128	186	319	496	113	609
1957	55	13	129	344	175	519	132	651
TV TRANSLATOR								
1957	74	0	48	17	24	41	33	74
EDUCATIONAL TV								
1952	0	0	1	0	0	0	0	0
1953	17	0	29	0	1	1	16	17
1954	13	0	17	0	6	6	24	30
1955	5	1	14	1	10	11	23	34
1956	7	0	11	1	19	20	21	41
1957	8	0	8	14	12	26	23	49

Any seeming discrepancy in the relation of grants and deletions during the year to total authorizations at the close of the year is due to reinstatement of some deleted authorizations and other considerations impossible to detail in this general table. Figures shown are for close of each fiscal year.



JAN MURRAY

"TREASURE HUNT SHOW"—NBC-TV

Monday to Friday — 10:30 to 11:00 A.M. EST
Every Tuesday — 7:30 to 8:00 P.M. EST

Management:
WILLIAM MORRIS AGENCY

GROSS TIME CHARGES NETWORK TELEVISION

Network Television

	Dec. 1957	Dec. 1956	% Change	Jan.-Dec. 1957	Jan.-Dec. 1956	% Change
American	$ 8,614,646	$ 6,699,450	+28.6	$ 83,071,234	$ 76,726,129	+8.3
Columbia	21,938,264	20,395,400	+ 7.6	239,284,899	223,520,382	+7.1
National	19,146,483	17,666,721	+ 8.4	193,845,383	187,921,123	+3.2
Total	$49,699,393	$44,761,571	+11.0	$516,201,566	$488,167,634	+5.7

1957 Network Television Totals

	ABC	CBS	NBC	Total
January	$ 6,715,581	$ 20,231,474	$ 16,554,941	$ 43,501,996
February	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786	19,385,098	15,154,388	41,222,272
May	7,258,807	20,307,762	15,811,033	43,377,602
June	6,413,708	18,356,892	14,746,537	39,517,137
July	6,348,496	18,537,069	13,874,872	38,760,437
August	6,134,380	18,240,823	14,473,677	38,848,880
September	5,704,888	19,935,115	15,286,270	40,926,273
October	8,093,724	22,421,673	18,752,891	49,268,288
November	8,079,932	21,449,468	18,511,686	48,041,086
December	8,614,646	21,938,264	19,146,483	49,699,393
Total	$83,071,284	$239,284,899	$193,845,383	$516,201,566
Share of total, 1957	16.1%	46.3%	37.6%	
Share of total, 1956	15.7%	45.8%	38.5%	

Source: Publishers Information Bureau, Inc.



ARLENE FRANCIS

Exclusive Rep.: Martin Goodman, 36 Central Park So., PLaza 1-3555

Homes Delivered by Average Week Day Daytime Network TV Program

	Homes Delivered (Thousands)		
	1956	*1957*	*1958*
January	3,780	4,004	4,463
February	3,180	3,553	
March	2,899	3,318	
April	2,662	3,211	
May	2,292	2,557	
June	1,998	2,361	
July	2,222	2,628	
August	2,415	2,568	
September	2,223	2,474	
October	2,915	3,055	
November	3,231	3,373	
December	3,074	3,756	
Annual Average	2,743	3,060	

Source: TvB

Homes Delivered by Average Nighttime Network TV Program

	Homes Delivered (Thousands)		
	1956	*1957*	*1958*
January	7,467	9,195	9,832
February	7,779	9,098	
March	7,536	9,052	
April	7,350	9,025	
May	6,855	7,817	
June	6,115	7,053	
July	5,426	6,244	
August	5,383	6,751	
September	6,436	7,942	
October	7,400	8,890	
November	8,077	9,387	
December	8,378	9,222	
Annual Average	7,073	8,364	

Source: TvB

"The Lux Show"



Starring

ROSEMARY CLOONEY

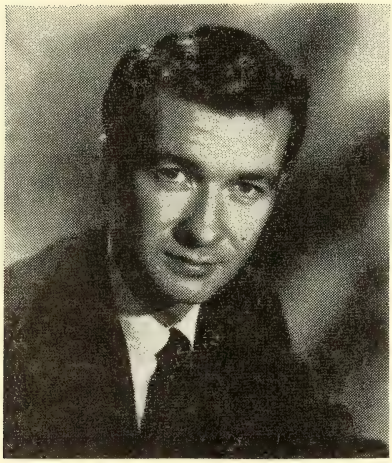
NBC-TV

Co-produced by Joe Shribman and Dik Darley

A Maysville Corporation Production

"The Lux Show"

Directed By



DIK DARLEY

Head Writer and Guest Sequence Director



DANNY ARNOLD

Musical Director and Arranger



FRANK DEVOL



THE ADVENTURES OF OZZIE AND HARRIET

TELEVISED EVERY WEEK OVER THE ABC-TV NETWORK

Radio Receivers — World-Wide Distribution

At the end of 1957, *the number of radio receivers and wired speakers in the world, exclusive of the United States, its territories, and Canada, had expanded by* 10 *per cent and* 16 *per cent respectively, as compared with February,* 1957. *Of the approximate increase of* 12,800,000 *radio receivers (exclusive of wired speakers), the greatest expansion both in absolute numbers and proportionately, took place in the Communist Bloc countries of Eastern Europe* (4,500,000—27 *per cent), followed by Western European countries* (4,000,000—*six per cent), the Far East* (2,700,000—14 *per cent), the Near East, South Asia, and Africa* (1,000,000—13 *per cent), and Latin America* (600,000—*three per cent). *The more than* 4,000,000 *increase in the number of wired speakers took place almost exclusively in Communist Bloc countries. The following tabulation of radio receivers and wired speakers by areas and by countries of the world is as of December* 31, 1957.

Accuracy of the material varies with the reliability of the statistics utilized by the sources. In some instances official statistics based upon licensed sets and supplemented by estimates as to the number of unlicensed sets were relied upon. Other sources, in countries where there are no licensing systems, have had to make informed guesses or estimates from import and production statistics. At best, radio set statistics are approximate and should be treated with caution, particularly when they refer to newly-developing countries.

Country	*Receivers*	*Wired Speakers (Additional)*
WESTERN EUROPE		
Andorra	1,800	.....
Austria	1,819,200	.....
Belgium	2,256,400	132,900
Denmark	1,821,700	.....
Finland	1,300,000	.....
France	10,532,000	.....
W. Germany (Incl. W. Berlin)	14,879,000	.....
Gibraltar	4,900	.....
Iceland	61,000	.....
Ireland	461,200	.....
Italy	7,400,000	.....
Liechtenstein	3,000	.....
Luxembourg	85,700	.....
Malta	13,000	43,000
Monaco	4,000	.....
Netherlands	2,430,000	531,000
Norway	1,429,000	.....
Portugal	1,200,000	.....
Saar	236,200	.....
San Marino	1,700	.....
Spain	3,500,000	.....
Sweden	2,565,000	160,000
Switzerland	994,000	304,700
United Kingdom	15,754,000*	1,041,900
Total	68,752,800	2,213,500
EASTERN EUROPE		
Albania	23,000	8,000
Bulgaria	457,000	380,000
Czechoslovakia	2,963,000	143,000
East Germany	5,200,000	.....
Hungary	1,396,000	250,000
Poland	2,359,000	1,526,000
Rumania	688,000	632,000
U.S.S.R.	8,000,000	23,000,000
Yugoslavia	711,000	.....
Total	21,797,000	25,939,000

* Includes 7,900,000 combined sound and television licenses.

(*Continued on page* 71)

MICKEY ROONEY

Personal

Management:

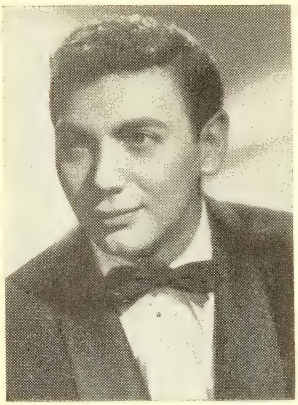
RED DOFF

Radio Receivers — World-Wide Distribution

Country	*Receivers*	*Wired Speakers (Additional)*
NEAR EAST, SOUTH ASIA AND AFRICA		
Arabic Countries		
Aden	6,000	.....
Algeria	364,000	.....
Egypt	771,300	.....
Iraq	300,000	.....
Jordan	39,700	.....
Lebanon	180,000	.....
Libya	46,800	.....
Morocco	430,500	.....
Saudi Arabia	15,000	.....
Sudan	6,000	.....
Syria	300,000	.....
Tunisia	150,000	.....
Total	2,609,300	.....
Non-Arabic Asia		
Afghanistan	20,000	.....
Ceylon	145,600	18,400
Cyprus	92,000	.....
Greece	528,300	.....
India	1,187,600	.....
Iran	610,000	.....
Israel	355,000	.....
Nepal	10,000	.....
Pakistan	335,000	.....
Portuguese India	1,200	.....
Turkey	1,198,400	.....
Total	4,483,100	18,400
Non-Arabic Africa		
Angola	26,000	.....
Belgian Congo	27,000	.....
Central African Fed	142,000	.....
Ethiopia	58,000	.....
French Equatorial Africa	10,000	.....
French West Africa	50,000	.....
Ghana	17,100	30,000
Kenya	70,000	.....
Liberia	4,000	.....
Madagascar	60,000	.....
Mauritius	20,000	.....
Mozambique	12,500	.....
Nigeria (Including Cameroons)	154,000*	57,500
Tanganyika	7,500	.....
Union of South Africa	854,400	14,200
Total	1,512,500	101,700

* This figure is based on import statistics. Only a few thousand sets are licensed.

(*Continued on page 73*)



"ED"



"VIC"

The

AMES BROTHERS

Exclusively **RCA VICTOR RECORDS**

Personal Management
BILL FICKS



"GENE"

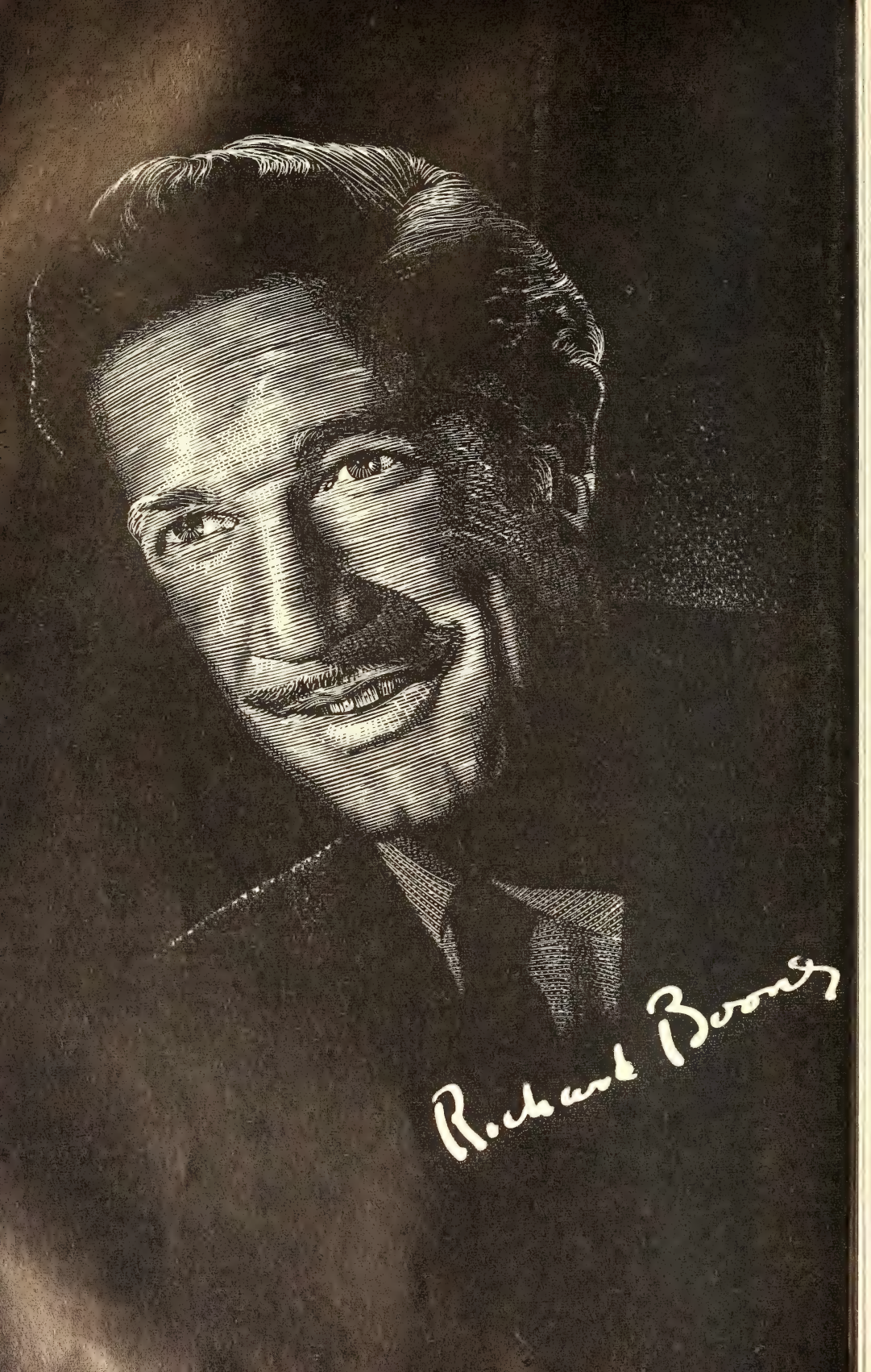


"JOE"

Radio Receivers — World-Wide Distribution

Country	*Receivers*	*Wired Speakers (Additional)*
FAR EAST		
Australia	2,107,600	.....
Burma	45,000	.....
Cambodia	6,000	.....
China (Communist)	2,000,000	500,000
Hong Kong (Including 15,000 in Macau)	98,000	61,000
Indonesia	700,000	.....
Japan	14,322,700	.....
North Korea	100,000	.....
South Korea	279,000	.....
Laos	5,000	.....
Malaya and Singapore	226,600	60,000
New Zealand	525,000	.....
Philippines	450,000	.....
Taiwan	191,400	.....
Thailand	493,500	25,200
North Vietnam	300,000	.....
South Vietnam	300,000	.....
Total	22,149,800	646,200
LATIN AMERICA		
Argentina	5,500,000	.....
Bolivia	150,000	.....
Brazil	6,000,000	.....
Chile	700,000	.....
Colombia	1,800,000	.....
Costa Rica	50,000	.....
Cuba	1,300,000	.....
Dominican Republic	52,000	.....
Ecuador	250,000	.....
El Salvador	108,000	.....
Guatemala	150,000	.....
Haiti	50,000	.....
Honduras	125,000	.....
Mexico	3,400,000	.....
Nicaragua	70,000	.....
Panama	136,000	.....
Paraguay	150,000	.....
Peru	750,000	.....
Uruguay	385,000	.....
Venezuela	900,000	.....
Total	22,026,000	.....
World total, excluding the U. S., its territories, and Canada	143,330,500	28,918,800

Source: U. S. Information Agency.


Richard Boone

1957 Spot Television Expenditures Of National and Regional Advertisers

— BY TIME OF DAY AND TYPE OF SPOT —

Time of Day	*Expenditure*	*Per Cent*
Day	$145,038,000	32.3
Night	259,320,000	57.8
Late Night	44,376,000	9.9
	$448,734,000	100.0

Type of Spot	*Expenditure*	*Per Cent*
Announcements	$199,879,000	44.5
ID's	48,856,000	10.9
Participations	112,549,000	25.1
Programs	87,450,000	19.5
	$448,734,000	100.0

Source: TvB

The Top 10 Spot Television Advertisers: A Comparison Between 1957 and 1956

	Rank	*1957*	*Rank*	*1956*
Procter & Gamble	1	$25,916,800	1	$17,522,500
Brown & Williamson Tobacco Corp.	2	12,988,900	2	11,288,600
Continental Baking Co., Inc.	3	10,190,100	8	5,732,500
Sterling Drug, Inc.	4	8,635,890	4	8,823,300
General Food Corp.	5	8,447,900	3	9,415,900
Colgate-Palmolive Co.	6	7,739,100	6	7,314,700
Lever Brothers Co.	7	7,643,000	—	—
Carter Products, Inc.	8	6,995,300	—	—
Miles Laboratories, Inc.	9	6,392,600	10	5,354,700
National Biscuit Co.	10	5,822,300	9	5,536,500
Warner-Lambert Co.	—	—	5	7,369,400
Philip Morris Co.	—	—	7	5,820,400

Source: TvB-N. C. Rorabaugh

***Complete** facilities for:*

television

theatrical

commercial

industrial

FILMS

Desilu

DESI ARNAZ, *President*

Desilu-Gower

Desilu-Culver City

Motion Picture Center

HOLLYWOOD, CALIFORNIA

RADIO-TELEVISION DAILY
ALL-AMERICAN FAVORITES OF 1957

TELEVISION

MAN OF THE YEAR
JACK PAAR

WOMAN OF THE YEAR
DINAH SHORE

DRAMATIC SHOW OF THE YEAR
GREEN PASTURES

COMEDY SHOW OF THE YEAR
TONIGHT

MUSICAL SHOW OF THE YEAR
ANNIE GET YOUR GUN

COMMENTATOR OF THE YEAR
EDWARD R. MURROW

DOCUMENTARY OF THE YEAR
PROJECT 20 —
("The Innocent Years";
"The Jazz Age")

QUIZ SHOW OF THE YEAR
TWENTY-ONE

SPORTSCASTER OF THE YEAR
MEL ALLEN

BEST NEW PROGRAM IDEA
SEVEN LIVELY ARTS

COLOR PROGRAM OF THE YEAR
ANNIE GET YOUR GUN

BEST FILMED SERIES
DISNEYLAND

CHILDREN'S SHOW OF THE YEAR
PINOCCHIO

WESTERN SHOW OF THE YEAR
WAGON TRAIN
GUNSMOKE (Tie)

BEST PUBLIC SERVICE PROGRAMMING
FACE THE NATION —
KHRUSHCHEV

PRODUCER OF THE YEAR
MARTIN MANULIS

DIRECTOR OF THE YEAR
GEORGE SCHAEFER

VARIETY SHOW OF THE YEAR
STEVE ALLEN

VOCALIST OF THE YEAR
MALE—PERRY COMO
FEMALE—DINAH SHORE

SONG HIT OF THE YEAR
AROUND THE WORLD IN 80 DAYS

MOST PROMISING NEW TALENT
MALE—JAMES GARNER
FEMALE—POLLY BERGEN

RADIO

MAN OF THE YEAR
EDWARD R. MURROW

WOMAN OF THE YEAR
ROSEMARY CLOONEY

DRAMATIC SHOW OF THE YEAR
GUNSMOKE

COMEDY SHOW OF THE YEAR
JACK BENNY

MUSICAL SHOW OF THE YEAR
WOOLWORTH HOUR

COMMENTATOR OF THE YEAR
EDWARD R. MURROW

DOCUMENTARY OF THE YEAR
BIOGRAPHIES IN SOUND

QUIZ SHOW OF THE YEAR
SEZ WHO?

SPORTSCASTER OF THE YEAR
BILL STERN

BEST NEW PROGRAM IDEA
NIGHTLINE

BEST TRANSCRIBED SERIES
JACK BENNY

BEST PUBLIC SERVICE PROGRAMMING
YEAR-LONG COVERAGE OF CONGRESSIONAL
HEARINGS AND PROBES

PRODUCER OF THE YEAR
JERRY BRESSLER-LYN DUDDY

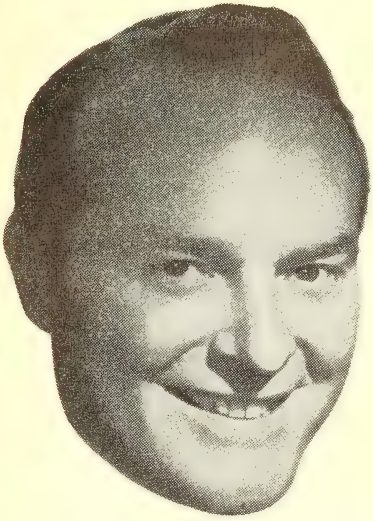
DIRECTOR OF THE YEAR
HI BROWN

VARIETY SHOW OF THE YEAR
NBC BANDSTAND

VOCALIST OF THE YEAR
MALE—EDDIE FISHER
FEMALE—ROSEMARY CLOONEY

SONG HIT OF THE YEAR
MELODIE D'AMOUR

MOST PROMISING NEW TALENT
MALE—STAN FREBERG
FEMALE—DOROTHY OLSON



RALPH EDWARDS'

"THIS IS YOUR LIFE"
With Ralph Edwards
NBC-TV Wednesday

"TRUTH OR CONSEQUENCES"
With Steve Dunne
NBC-TV Friday

"TRUTH OR CONSEQUENCES"
With Bob Barker
NBC-TV Monday Through Friday

"IT COULD BE YOU"
With Bill Leyden
NBC-TV Monday Through Friday
(UNDER MANAGEMENT MCA)

AVAILABLE IMMEDIATELY

"END OF THE RAINBOW"

"HUMAN THING TO DO"

FOR INFORMATION CONTACT
BILL BURCH
RALPH EDWARDS' PRODUCTIONS
1655 NORTH CHEROKEE
HOLLYWOOD 28, CALIFORNIA

RADIO-TV TOP TEN NEWS EVENTS OF 1957

RADIO-TELEVISION DAILY'S *selection of the top* 10 *news events of* 1957, *covered by radio and TV, follows*:

1—Sputniks and the missile race.

2—Little Rock integration crisis.

3—President Eisenhower's illness.

4—Rise of Khrushchev and downgrading of Zhukov.

5—Senate Rackets investigation.

6—Middle-East turmoil.

7—Rescue of Benny Hooper.

8—NATO summit meeting.

9—Queen Elizabeth II's visit.

10—Cameron, La. hurricane.

•

Outstanding Broadcasts

ABN—"Disaster" (Red Cross series).

ABC-TV—Interviews with Gov. Orval Faubus.

CBS RADIO—"Radio Beat" series.

CBS-TV—Interview with Khrushchev.

NBC RADIO—"Nightline" report on Hungary.

NBC-TV—"The Life of Samuel Johnson."

MBS—Live account of Vanguard failure.



ALAN DALE

Personal Management: JOE FONTANA, 1697 BROADWAY

TOP NEWS SELECTIONS OF MAJOR NETWORKS

The networks' evaluations of the top 10 news stories of 1957, not necessarily in order of importance, are as follows:

— ABN AND ABC-TV —

1—Sputnik and missile race.
2—School segregation crisis.
3—Labor-management disclosures.
4—Russian shakeup.
5—Eisenhower's illness.
6—Russia's infiltration into Syria.
7—Business recession in U. S.
8—Problems of Western Alliance.
9—Queen Elizabeth's visit to U. S.
10—Cameron, La. hurricane.

— CBS RADIO —

1—Launching of Sputnik and the missle race.
2—Integration.
3—President Eisenhower's illnesses.
4—Congress' probe in the labor-management field.
5—Changes in Kremlin leadership.
6—The changing economic story.
7—Queen Elizabeth II's visit to the U. S. and Canada.
8—The rescue of Benny Hooper from the well.
9—The NATO Conference in Paris.
10—The Syrian-Turkish controversy.

— CBS-TV —

1—Russia's Sputniks and the threshold of space.
2—Little Rock story.
3—President Eisenhower's year—his illness—Nixon's increasing significance.
4—Power politics in the Kremlin.
5—The saga of Benny Hooper.
6—Senate rackets probe.
7—Queen Elizabeth's visit.
8—Administration's foreign policy in 1957.
9—Crisis around the world—Cuban revolt, Algerian war, Turkey-Syria dispute.
10—Cameron, La. hurricane.

— MBS —

1—Little Rock.
2—Vanguard failure and Sputnik launchings.
3—Teamster scandals.
4—Visit of Queen Elizabeth to the U. S.
5—Eisenhower's illnesses.
6—Sen. McClellan's probes.
7—Hurricane Audrey.
8—Milwaukee's World Series victory.
9—Sen. McCarthy's sudden death.
10—Benny Hooper's travail.

— NBC RADIO AND TV —

1—The race for space supremacy—starting with the Soviet launching of its Sputnik and all the ramifications.
2—President Eisenhower's illnesses.
3—The President's second inauguration.
4—The royal visit of Queen Elizabeth and Prince Philip.
5—The labor rackets investigations.
6—Marshal Zhukov's dismissal.
7—Little Rock and the integration crisis.
8—Middle East turmoil, including the Syrian and North African crises.
9—Anthony Eden's resignation.
10—The NATO summit meeting in Paris (Dec. 16-18).



Broadcasting Expansion During 1957 Increased Heavy Burdens On The FCC



JOHN C. DOERFER
Chairman
Federal
Communications
Commission

THE close of 1957 finds the Commission with about 1,900,000 radio authorizations on its books. This is the largest number in its 23 years of existence.

It is significant that for every broadcast facility there are nearly 50 radio stations of other kinds which serve the public, commerce and individuals. Altogether, about one and a quarter million fixed and mobile transmitters are in use.

Broadcast authorizations collectively now approximate 8,500.

They include:

About 3,300 AM stations.

More than 800 TV stations. Of these, over 650 are commercial, over 100 are translators, and over 50 are educational.

More than 700 FM stations. Nearly 600 of these are commercial and over 150 are educational.

Two stations which send programs overseas.

Auxiliary, remote pickup, studio-transmitter links and other adjuncts account for the remaining 3,600 broadcast authorizations.

The Commission has recommended to Congress that the law be changed to permit licensing broadcast stations for 5 instead of 3 years.

The Commission is studying a special staff report on TV network operations.

"Satellite" and "translator" stations are bringing TV service to smaller communities. In addition, the Commission is proposing "booster" and "repeater" stations to extend TV service to even more isolated places.

Channels reserved for educational TV use now number 256. This is 14 more than allocated originally.

A special industry group known as the Television Allocations Study Organization is completing an engineering review of present and potential UHF and VHF television service.

Commercial FM stations show their first numerical increase in 9 years.

Resolvement of the "clear channel" and "daytime skywave" problems affecting AM operations is receiving priority consideration at special meetings of the Commission.

The United States and Mexico have agreed on AM and UHF-TV channel use along the border. The Senate has pending the 1950 North American Regional Broadcasting Agreement on AM operation.

The Commission is re-examining its frequency allocations to radio services throughout most of the radio spectrum in the light of present and future needs and technical developments.

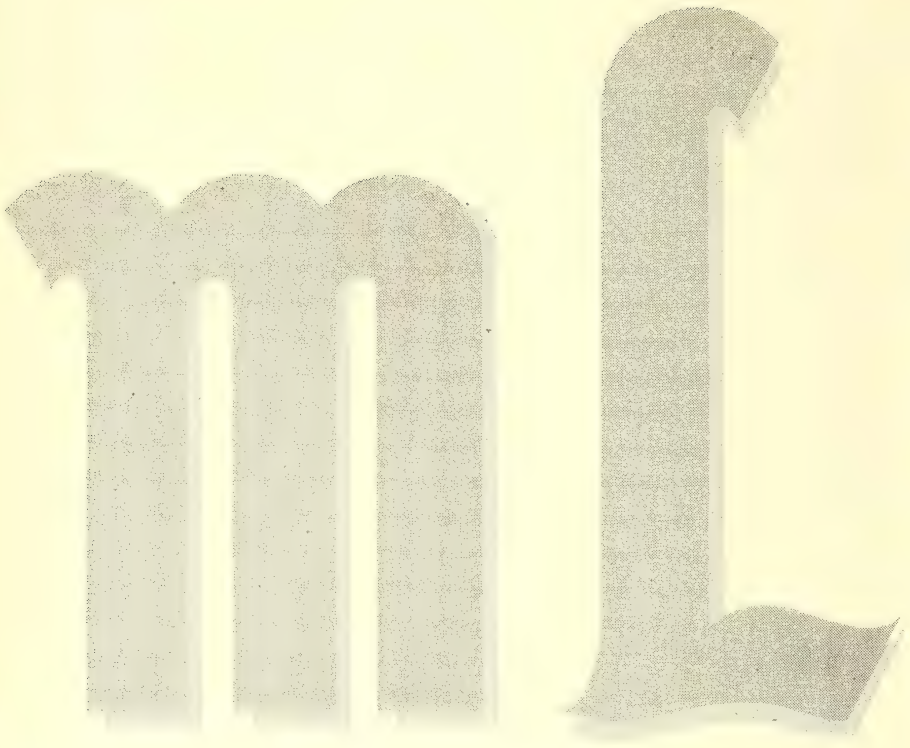
It is dealing with new spectrum-saving techniques such as "offset carrier," "single sideband" and "split channel" transmission, also tropospheric and ionospheric "scatter" techniques, and expanding "microwave" operation.

The growing height of antenna towers requires joint consideration by Federal agencies concerned with hazards to air navigation—especially since the advent of the jet plane. The Commission proposes that towers over 500 feet high be grouped on "antenna farms" away from the air lanes. It also seeks legislation to require the painting and lighting of abandoned towers. About 90 TV towers exceeding 1,000 feet in height are operating authorized or applied for.

The FCC monitoring network helped obtain positioning data on the two Russian earth satellites. This was in addition to its normal around-the-clock patrol of the ether highways, including furnishing bearings on ships and planes in distress, detecting spectrum traffic violators, and determining areas of interference.

Competition and interference considerations now require one-third of all applications for new TV or AM stations to go to hearing. Hard-fought cases take at least a year to go through the prescribed application and hearing procedure, not considering further delays due to crowded dockets and extra time needed to handle the flood of associated pleadings. Many of these filings are repetitious and still further delay final determination.

To sum it up, the Commission is trying to handle an administrative load which has more than doubled in volume and complexities since World War II with little change in amount of appropriations or personnel.



MAX LIEBMAN PRODUCTIONS INC.

A Growing Industry Meets A Year That Is Filled With New Challenges



By HAROLD E. FELLOWS
President and Chairman of the Board
National Association of Broadcasters

THE responsibilities which have been placed on the radio and television industry in its service to the American people have increased with the years. The great source of satisfaction which I have derived from a lifetime in broadcasting has been the way in which the industry has met those responsibilities. And I can recall no year to compare with the one that has just passed in which the demands made upon broadcasters have been greater or have been met with more imagination and with a deeper awareness of the vital function which broadcasting serves. I should like to review briefly some of the developments in television and radio during 1957 and to mention some of the contributions made by the National Association of Broadcasters.

Just 10 years ago there were 102,000 television sets in the nation, most of them in New York. Today there are 47 million sets in use in nearly 42 million American homes.

Ten years is a very short time for an infant industry to grow to a major one. Television has become a way of life for Americans. It has brought into being new ideas, new ways of acting and thinking, and it is proving to be the most effective means ever devised by which values can be communicated to a mass audience. That television can and does transmit ideas to tens of millions of homes in one instant is perhaps not so significant as that as a medium of instant communication it also *creates* new ideas.

The proof, if indeed any is needed, of the impact which television may have upon ideas and world developments was given in dramatic terms during 1957.

Public service programming was in fact for many of us the most exciting aspect of television during the past year, remarkable for the high level of responsibility it reached and for the wide scope of its concern.

With all three national TV networks offering memorable programming, the 1957-58 season was the most competitive in television's history.

While television continued its amazing growth, radio dramatically captured attention by demonstrating again that it could sell, inform and entertain in a way no other medium can. Financially 1956 was the best year in radio's history. Estimates indicate that 1957 will be even better. Today radio has the largest potential audience of any mass means of communication, reaching over 98 per cent of American homes and, on a typical day, approximately 70 million people.

With these developments in radio and television broadcasting, the National Association of Broadcasters has been intimately concerned. In 1957 NAB membership reached an all-time high with 2,187 members. This gratifying support has increased along with the activities in which NAB has been involved.

A major development within NAB was the expansion of its Public Relations Service, which has as the underlying theme of its expanded efforts "Broadcasting Serves America." Weekly and monthly publications, television and radio kits, speech materials, brochures and booklets designed for various broadcast purposes, and on-the-air material have been designed to aid the broadcaster and to show the service of broadcasting in its responsible programming, its ability to inform directly and accurately, and its effectiveness as an economic stimulus for selling goods and expanding markets.

Certainly the greatest challenge during the year with which broadcasters, and consequently NAB, was faced was the FCC decision to consider applications for pay-TV on broadcast channels. From its early days the NAB has opposed subscription broadcasting as against the public interest, and at a time when a free and continuous flow of information and ideas is needed as never before it remains in firm opposition.

These and many other vital problems were reviewed at eight NAB regional conferences held in the fall. The results of these meetings were gratifying. The promise for 1958 is great, and I have no doubt that we shall realize it to the fullest.



Stan Burns

Electronics Industry Continues Its Growth; 10% Increase Is Forecast



By
JAMES D. SECREST
Executive
Vice President
Electronic Industries
Association

THE radio-TV-electronics industry continued its spectacular growth in 1957 and achieved a new dollar volume record at the factory level of $7.6 billion. This trend will probably continue in 1958 with a rise of eight to 10 per cent.

Factory sales of all types of electronic products rose more than 30 per cent above the 1956 level of $5.9 billion. Military electronics alone increased from $2.7 billion to about $3.9 billion during the past year and this rate of spending is sure to rise further in 1958.

About half of the industry's production revenue now comes from its sales to the Armed Services. Consumer goods, including radio-TV sets and phonographs, which once dominated the industry's output now account for only about 20 per cent.

✲

The television business was the only industry segment which declined in 1957, but balanced inventories made it more stable than in other years when production and sales were higher. Only one manufacturer withdrew from the competition compared with a score in 1956.

While TV set production dropped 12 per cent, compared with 1956, retail sales of about 6.6 million were only three per cent below the previous year. Manufacturers believe television receiver sales and production will bounce back in 1958 close to the seven million mark.

Multiple TV set homes increased to an estimated five million by the end of the year, while total television receivers in use amounted to 46 million.

✲

Radio, which has made a remarkable resurgence during the past few years, continued its advance in 1957. Production of all types of radios rose nine per cent to 15.4 million. One-third of these were auto sets and two-thirds were home and portable receivers.

The trend toward substitution of transistors for tubes turned sharply upward. The production of transistorized auto sets jumped more than 300 per cent, while portables with transistors almost doubled.

National interest was focused during the year on two experiments which may greatly broaden the use of television. The most significant of these was the application of closed circuit TV to the classroom as an aid to teaching. An industry-sponsored program at Hagerstown, Md., now in its second year, drew educators from all parts of the United States.

While subscription TV was still awaiting its chance to test public interest, wired television for the home was inaugurated during the year in Bartlesville, Oklahoma. Whether this form of TV transmission will spread was conjectural at the end of 1957, but several West Coast cities were investigating its potentials and practicality.

✲

While Uncle Sam was the biggest single customer of the electronics industry in 1957, industrial and commercial uses of electronics increased. Sales rose from $950 million to $1.3 billion and ran close to the $1.5 billion return from consumer products.

The manufacture of smaller and less expensive computers opened the market for many new commercial organizations. Further expansions are expected in 1958.

Although still in an experimental stage, electronic controls for traffic and the family car appear just around the corner. Such representative organizations as the American Automobile Association urged that these applications be expedited in the interest of highway safety. Electronic garage door openers already are on the market.

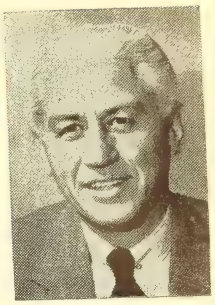
✲

The importance of electronics to our national defense and to space explorations became more obvious as military expenditures on missiles skyrocketed. Electronics will be equally vital to the satellite program. About 23 per cent of defense procurement funds now go to electronic manufacturers.



POLLY BERGEN

This Year National Advertisers Will Take A New Look At Syndication



By
GEORGE T.
SHUPERT
President
ABC Film Syndication

SOMETIMES familiarity breeds respect, at least it looks that way insofar as the television film industry goes. We have sufficient evidence to predict that this year will be known as the year that national advertisers took a new look at syndication—and liked what they saw.

Until recently national advertisers bought very few syndicated film programs and when they did it was in only a limited number of markets. In January, 1956, ABC Film Syndication's client list included only 10 national advertisers. Two years later the list included thirty-two national sponsors, an increase of 220 per cent. Of equal significance is the fact that these national sponsors contracted for a firm 52 weeks of programming whereas in the past the average contract with a national sponsor was seldom for more than 26 weeks. We are convinced that national advertisers are becoming more and more sold on the values of spot film programming and that their ranks will increase.

Naturally, the paramount question is "What has brought about this change?"

First, let's examine the economic situation. All media costs are high and getting higher and in order to get the maximum mileage from every advertising dollar, advertisers are becoming more critical of their expenditures. Astute TV advertisers recognize that the use of syndicated film to boost sales in weaker areas is more efficient than blanketing the entire country regardless of particular market needs.

National advertisers are able to target their TV with spot film programs and further are able to select the program *they* want.

Another factor which has arisen to make national advertisers more favorably disposed toward syndication is the response to syndicated film from the field. Many local advertisers (car dealers, electric appliance retailers, etc.) who get co-op money from their national suppliers have used this money successfully by sponsoring syndicated films. Their success stories have been relayed to the national suppliers with increasing frequency. No one can argue with the fact that syndicated film is the only medium which offers high quality production for local use.

Another source of information for national advertisers is the success enjoyed by their regional competitors who are heavy buyers of syndicated film. A regional brewery such as Rheingold in New York and a regional dairy such as H. P. Hood & Sons in New England provide very stiff competition for their national counterparts.

Another important factor which has contributed to the "new look" is in the area of time availabilities. Until recently national advertisers thought that they couldn't get prime time for spot programming. They were reluctant to buy the fringe time in the early or late evenings because they thought that these times couldn't deliver sufficient audience. Both theories are all wrong and national advertisers are beginning to realize this.



Local station support is another important factor which should not be overlooked by the national advertiser in his consideration of TV programming. The amount of promotion and merchandising support which a station will make available to a syndicated film sponsor is greater than that available to a network sponsor. Promotion helps to build audiences, build ratings and increase the sponsor's opportunities to make sales.

Of course, there are many more factors which have helped to raise the stature of syndicated film with national advertisers other than those already mentioned—high standards of production, great variety of programming types, big star names. I would, however, like to close with this prediction:

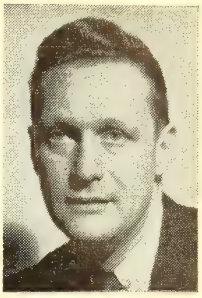
In the 1958-1959 season, I am confident that 15 to 20 more national advertisers who hitherto have been network users only will turn to syndication as the only answer to their specific sales needs. National advertisers who have "sampled" syndication will be back for bigger portions.



THE

JEANNIE CARSON SHOW

TV Film Looks Bright, But Salesmen Hold Key To Its Future Performance



By
JOHN F. HOWELL
Gen. Sales Manager
CBS Television
Film Sales, Inc.

IN any discussion regarding salesmen it would be unrealistic for me to look at the sales personnel situation without first sending off a salvo in tribute to those "pros" who are currently selling film at a rate far beyond early industry predictions. I have worked with, and against, the best equipped men to be found in any business. They are smart, personable, forceful, and their knowledge of the broadcasting business is far-ranging.

I have a great admiration for my colleagues and our competition and, at the same time, an intense curiosity about who will replace them when they move into administrative work or retirement. Most of the people I know come either from broadcasting or motion pictures. They were the first in a young industry and since everyone was starting at the same time there was tolerance for mistakes and early misconceptions about the selling of television film programs.

✲

Then was then, however, and today there is a great sophistication to be found in the business of selling films for television. The men who are selling know their profession; they know their product so thoroughly they can offer it in a wide variety of appealing manners.

Because the selling of film programs has become so highly developed, it is time for us to let the present take care of itself and expend some thought on the future. And in a business where there is such intense competition for the advertising dollar, the difference between success and failure will rest in the sales department. For that reason, CBS Television Film Sales has embarked on a Sales Training Program.

When we look for a man to go into film sales today, we look for a man who has a proven record of success in this field. If we can't find him, rather than convert someone who has been trained to sell another product, we prefer to take a young man and train him our way. It has been CBS' notion for some time that the best executives are those who have started at an early age and have grown up with our company.

Consequently, in the past few months, when we have increased our sales force 27 per cent, half of the personnel hired have had no previous television experience. They were brought to New York for an intensive training course in the home office and then assigned to their particular offices. They are going to have a rough time of it for awhile. They will be competing in the field with salesmen who have been highly effective for many years. But if they stick with it—and I'm convinced they will—they will be among the key men in CBS Television Film Sales in the years to come.

✲

We have several goals in our training program. First, we teach the man to know his company. He meets the key executives, converses with department heads, spends time in each area of our operation. If he is transferred 3,000 miles away, and a problem arises, he knows whom to call. This is basic, but it serves two important functions. It gives the new account executive a realization of the service staff behind his line operation. Secondly, his indoctrination gives him the feeling that he is a company man, and I mean that in its finest sense. We want the new account executive to realize that he is CBS, and not simply a toiler in a remote outpost of some big New York company. Beyond that we try to instill three cardinal strengths in our account executives: 1) Know your product, 2) Know your client's problems, and 3) Solve your client's problems with our product.

✲

We at CBS Television Film Sales are bullish about the future of television film, at the national, regional, and local levels. In just a few years we have seen it grow from a business where we were offering two obscure musicals to a point where we are now offering one hour originals and the best product ever turned out in Hollywood. The growth in dollars and in the quality of our product has been fantastic.


thanks
Eddie Fisher

Independent Operation Puts Mark Upon The Present And Future Of Radio



By DONALD H. McGANNON
President
Westinghouse
Broadcasting Co.

THE shape of the present and immediate future of radio is independent. Our own experience is that since we elected to program our radio stations locally a little over a year ago, these stations have known their greatest year. Ratings are up, sales have increased, and studies show us that the Westinghouse stations, as independents, more closely conform to the audience's conception of the ideal station.

Now, some will counter that all radio is up. True, but independents have shown the most dramatic rate of climb.

Adam Young's recent Pulse examination of the top 25 markets confirms our own findings. This analysis was based upon the ratings from 6:00 a.m. to 6:00 p.m., Monday through Friday. In November of 1952, the number one station in each of these markets was affiliated with a network. Four years later, in 1956, a local independent station was tied or in first place in 13 of these markets and, in the latter part of 1957, the independents occupied first place in 21 of the 25 markets.

However, independent radio takes many different forms. What outline will the long-range successful ones assume?

Music and news are the two key components of independent radio operation. Since they possess these elements in common it might be concluded that all independents would sound alike. We deny that this is an inescapable conclusion. We believe that with the addition of a strong service element and through the use of creative and aggressive methods you can end up having as many differences in quality and acceptance between radio stations in a market as you can among newspapers in the same city, all of whom present the same community news; all use modern printing presses, have access to the same wire services, employ similar distribution services, and make broad use of feature, editorial and supplement services.

We think of the programming of our radio stations as a major effort. Each program is individually produced. Records are carefully selected. We include the top hits of the day, but never exclusively. With them are included many standards, up-and-coming tunes, regional favorites, and others. Extremely important is that difficult-to-define quality we call pacing, that subtle selection that provides a pleasing progression of numbers. Add to all this the effective use of personalities with deep sensitivity for the local touch and you achieve something that is different from the mechanical methods you hear so much about. Programming by rote overlooks the vital factor of local human interest.

Independent radio has a flexibility that lends itself to the immediacy that effective news presentation requires. You can go on the air at once, there is no waiting for the presses to roll with the next edition, nor, in the case of week-ends, any holdover until the Monday morning editions. WBC uses every source of news supply at our command, but mainly we rely upon strong local reportorial staffs. Our Washington Bureau supplies stations with a steady stream of local interpretations of national news, an ingredient that no other news service can supply.

It isn't enough just to entertain. You must enlighten and inform as well. The successful station must be public spirited and this is manifested by an interest in and concern for the community. This creates a chain reaction. The concern is communicated to the community and the station becomes more than a pleasant companion, it grows into a trusted friend as well.

It's the extra something that makes the difference. That's why we say, "Broadcasting is most effective on stations that have won the respect and confidence of the communities they serve."

SPLENDEX ENTERPRISES

ANNOUNCES

IN PREPARATION*

THE FRANCES LANGFORD SHOW

A Half Hour Series Filmed In Color

produced by

CHARLES WICK

*** Two episodes completed with the following guests**

Bob Hope

Hugh "Wyatt Earp" O'Brian

Jerry Colonna

Tony Romano

Murray McEachern

Julie London

George Sanders

Edgar Bergen

Charlie McCarthy

Effie Klinker

Bobby Troup

The Four Freshmen

David Rose and his Orchestra

High Quality Is Essential Basis Seen Sparking Future TV Film Production



By JOHN L. SINN
President
Ziv Television
Programs, Inc.

THE future of television film, from the point of view of film buyers as well as film makers, hinges largely on one question, "How high a level of quality can we achieve?" The effectiveness of film programming has proved itself over and over again; the ranks of its users are constantly growing. The years of "struggle for survival" are long since past. The focus for the future is now concentration on making each series we produce the finest, strongest, most exciting program possible.

Since 1956, Ziv Television Programs, Inc. has increased its budget for development and production from $8,000,000 to $16,000,000. That we have doubled our programming outlay has a significance far greater than that of indicating the growth of our own company. It is the surest sign that the television film industry is now fully geared to provide advertisers and broadcasters with programs that meet the highest standards.

We have seen the costs of creating quality programs mount steadily over the years. We know that the spiral cannot continue upwards to infinity. We must recognize the realistic limits on advertiser appropriations and be prepared to deliver outstanding programs within those limits.

To do this requires great resources on the part of the producer—resources of talent, experience and creativity as much as those of physical facilities and financial solidity.

Now, with such new series as "Target" and "Bat Masterson" before the cameras, and with others in various pre-production stages, we will have an even greater flow of quality product coming from the Ziv studios and from our location sites around the world.

This flow concept, I believe, is vital to our solution of the quality price dilemma. One of the great problems that has perplexed the industry has been the seasonal nature of buying and selling. With a peak of production and selling activity in the summer and spring months, there have been many instances of properties being rushed into the air before they were ready.

The concept that has guided our production and sales planning in the past few years has been to put creative work on a year-round basis. Time is a crucial ingredient in producing outstanding programs. There must be adequate time for the development of the program idea, for testing and experimentation. The search for the right stars, stories, directors; the adequate research and planning that are needed to make a program authentic and exciting; the careful dovetailing of all the many details of creating a series; these vital aspects of production cannot be hurried.

We have now achieved our goal of twelve-months-a-year creative work and have instituted a program of year-round sales efforts.

I can report that these policies have been tremendously successful. Advertisers and agencies have proved to be eager to seriously consider and commit for outstanding new programs, no matter what the month of the year.

I think we can accept this response from advertisers as a sure sign that the seasonal nature of programming needs has been exaggerated. Produce a series whose production values and conception have exceptional audience appeal and advertisers will be interested in any season.

The balancing of production and sales activity throughout the year is, I feel, one of the most important developments in the television film industry's march to maturity.

COMMUNITY CLUB AWARDS

CAL PERLEY
San Francisco

BOYD LAWLOR
Chicago

JOE MATTHEWS
BILL CARPENTER
P. O. Box 11296
Norfolk, Va.

JOHN GILMORE
527 Madison Ave.
New York City

OUTSTANDING INDUSTRY EVENTS
DURING 1957



CBS-TV aired a filmed interview with Russia's Nikita Khrushchev, an electronic break-through of the Iron Curtain. Queries were posed by (r. to l.) Daniel Schorr, B. J. Cutler, Stuart Novins. The show was aired on June 2, 1957.



MBS was sold on July 25, 1957. Signing deal are (l. to r.) Thomas F. O'Neil, president of RKO Teleradio, seller, and Paul Roberts, heading buying group. Roberts served as MBS president, left web in February, 1958.

NBC Radio's new SALESVERTISING plan solves an important problem for national advertisers with moderate budgets. That is, how to activate *all* units of the distribution pipe-line in a marketing program.

SALESVERTISING magnifies the value and impact of an advertiser's network radio campaign, by getting greater action from his sales forces, wholesalers and retailers—to the point of stimulating *local dealer tie-ins at local dealer expense!*

PROOF *For Waverly Fabric's first campaign, 2,376 stores bought 13,000 spots on NBC Radio affiliates. Waverly had never used network radio before...now slates 80% of its budget to NBC Radio.*

PROOF *5,000 local tie-in spots were placed by Evinrude dealers on NBC Radio's affiliated stations. "This year's NBC Radio schedule will be 40% higher," says Evinrude.*

PROOF *Prior to 1957, only 8% of North American Van Line agents used local radio. Due to NBC Radio's* SALESVERTISING, *81% of NAVL's key agents now tie-in locally.*

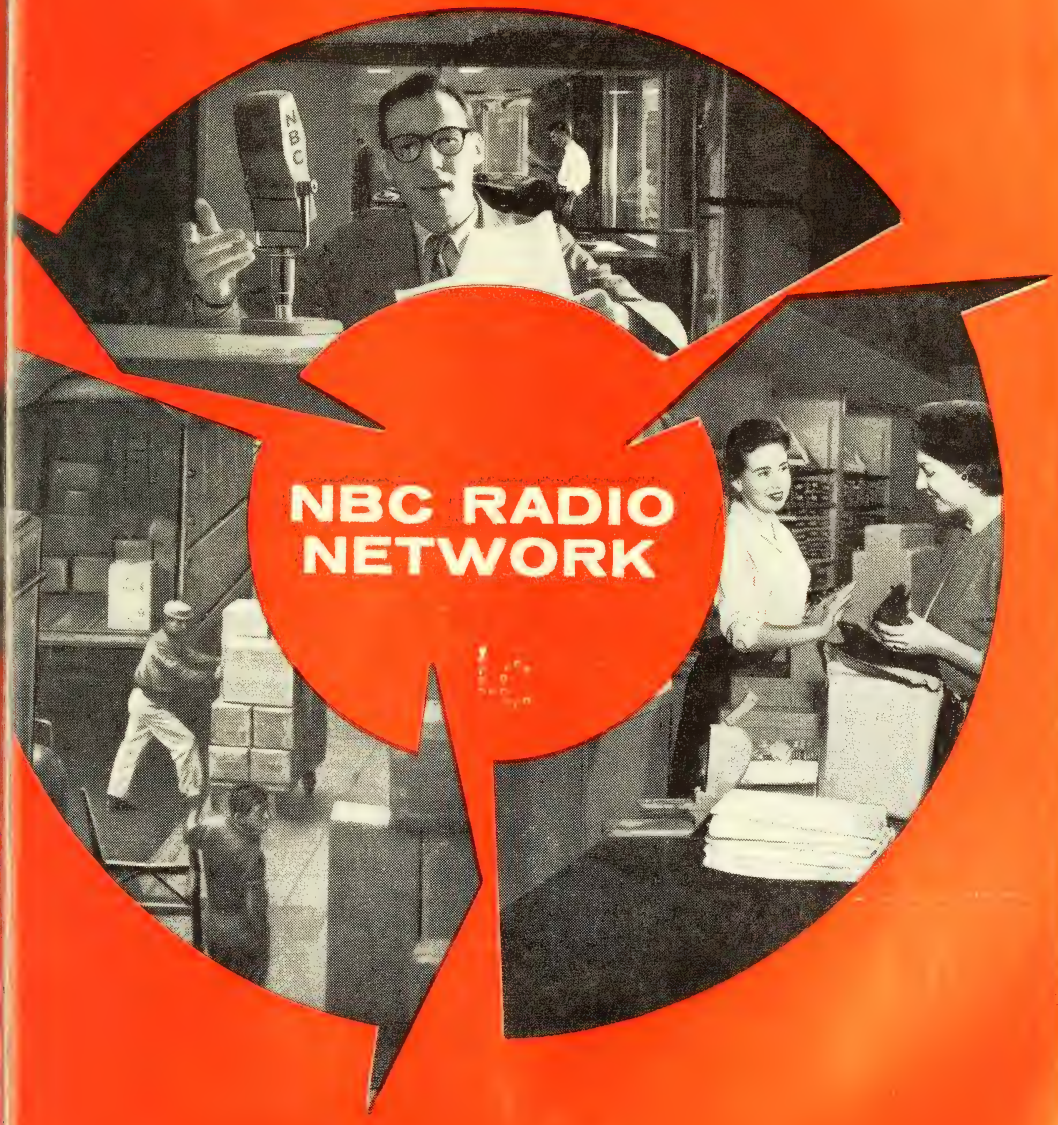
Retail tie-ins are just *one* phase of the activation generated by SALESVERTISING. Everyone—right down the line—shares the excitement of a close-knit SELLING campaign planned to achieve benefits for all.

SALESVERTISING

SETS MARKETING IN MOTION FOR YOU!

SALESVERTISING plans are *custom-designed* for each advertiser. Your inquiry is invited for details and success stories in other industries.

SALESVERTISING is an innovation in efficient marketing, developed by the NBC RADIO NETWORK.


NBC
NBC RADIO
NETWORK

Radio and Television

TELEPHONE NUMBERS

in New York

AM Radio Stations

WABC	SUsquehanna 7-5000
WBNX	MElrose 5-0333
WCBS	PLaza 1-2345
WEVD	PLaza 7-0880
WFAS	WHite Plains 9-6400
WGBB	FReeport 9-1400
WHLI	OLympia 8-1100
WHOM	CIrcle 6-3900
WINS	JUdson 2-7000
WKBS	Ploneer 6-6700
WLIB	MOnument 6-1800
WMCA	MU 8-1500
WMGM	MUrray Hill 8-1000
WRCA	CIrcle 7-8300
WNEW	YUkon 6-7000
WNRC	New Rochelle 6-0800
WNYC	WHitehall 3-3600
WOR	LOngacre 4-8000
WOV	CIrcle 5-7979
WPOW	YUkon 4-4600
WQXR	LAkawanna 4-1100
WWRL	DEfender 5-1600

FM Radio Stations

WABC-FM	SUsquehanna 7-5000
WBAI-FM	TEmpleton 8-3355
WCBS-FM	PLaza 1-2345
WFAS-FM	WHite Plains 9-6400
WBFM	LExington 2-4927
WHLI-FM	IVanhoe 1-8000
WMGM-FM	MUrray Hill 8-1000
WRCA-FM	CIrcle 7-8300
WNYC-FM	WHitehall 3-3600
WOR-FM	LOngacre 4-8000
WQXR-FM	LAckawanna 4-1100

Television Stations

WABC-TV	SUsquehanna 7-5000
WABD	LEhigh 5-1000
WATV	BArclay 7-3260
WCBS-TV	PLaza 1-2345
WRCA-TV	CIrcle 7-8300
WOR-TV	LOngacre 4-8000
WPIX	MUrray Hill 2-6500

National Networks

American Broadcasting Co.	SUsquehanna 7-5000
Columbia Broadcasting System	PLaza 1-2345
Keystone Broadcasting System	ELdorado 5-3720
Mutual Broadcasting System	BRyant 9-7600
National Broadcasting Co	CIrcle 7-8300

Station Representatives

Avery-Knodel, Inc.	JUdson 6-5536
Charles Bernard	CIrcle 6-7242
Hil F. Best	LExington 2-3783
John Blair & Co.	PL 3-4250
Blair-TV, Inc.	TE 8-5800
Guy Bolam	MUrray Hill 5-1300
The Bolling Co., Inc.	PLaza 9-8150
The Branham Co.	MUrray Hill 2-4606
Burn-Smith Co., Inc.	MUrray Hill 2-3124
CBS Radio Spot Sales	PLaza 1-2345
CBS TV Spot Sales	PLaza 1-2345
Henry I. Christal	MUrray Hill 8-4414
Thomas F. Clark Co. Inc.	PLaza 5-0376
Continental Radio Sales	LExington 2-2450
Donald Cooke, Inc.	MUrray Hill 2-7270
Devney & Co.	MUrray Hill 7-5365
Everett-McKinney, Inc.	PLaza 3-9332
Forjoe & Co., Inc.	JUdson 6-3100
Melchor Guzman Co., Inc.	CIrcle 7-0624
H-R Representatives, Inc.	OXford 7-3120
Headley-Reed Co.	MUrray Hill 5-8701
George P. Hollingbery Co.	OXford 5-5560
The Katz Agency, Inc.	PLaza 9-4460
Robt. S. Keller, Inc.	WA 4-6599
Joseph Hershey McGillvra, Inc.	MUrray Hill 2-8755
Robert Meeker Associates, Inc.	MUrray Hill 2-2170
NBC Spot Sales	CIrcle 7-8300
Pan American Bcstg. Co.	MUrray Hill 5-1300
John E. Pearson Co.	PLaza 1-3366
Peters, Griffin, Woodward	YU 6-7900
Edward Petry & Co., Inc.	MUrray Hill 8-0200
Radio-TV Representatives	MUrray Hill 8-4340
Rambeau, Vance, Hopple, Inc.	MUrray Hill 6-5940
Paul H. Raymer Co., Inc.	PLaza 9-5570
Venard, Rintoul & McConnell	MUrray Hill 8-1088
Walker-Rawalt Co., Inc.	MUrray Hill 3-5830
Weed & Co.	PLaza 9-4700
Adam J. Young, Jr., Inc.	PL 1-4848

Advertising Agencies

Anderson & Cairns, Inc.	MUrray Hill 8-5800
N. W. Ayer & Son, Inc.	PL 7-5700
Ted Bates & Co.	JUdson 6-0600
Batten, Barton, Durstine & Osborn	ELdorado 5-5800
Benton & Bowles, Inc.	JU 2-6200
Bryan Houston	PLaza 7-6400
Leo Burnett	MUrray Hill 8-9480
Calkins, & Holden	PLaza 5-6900
Campbell-Ewald Co., Inc.	MUrray Hill 8-3400
Cohen & Aleshire	OXford 7-0660
Compton Advertising, Inc.	PL 4-1100
Cunningham & Walsh, Inc.	MUrray Hill 3-4900
Dancer-Fitzgerald-Sample	ORegon 9-0600
D'Arcy Advertising Co.	PLaza 8-2600
Doherty, Clifford, Steers & Shenfield, Inc.	YUkon 6-6500
Donahue & Coe, Inc.	COlumbus 5-2772
Doremus & Co.	WOrth 4-0700
Dowd, Redfield & Johnstone	MUrray Hill 8-1275
Roy S. Durstine, Inc.	TEmpleton 8-4600
Erwin Wasey, Ruthrauff & Ryan	OX 7-4500
William Esty & Co.	OXford 7-1600
Foote, Cone & Belding	MUrray Hill 8-5000
Albert Frank-Guenther Law	COrtlandt 7-5060
Fuller & Smith & Ross, Inc.	MUrray Hill 6-5600
Gardner Advertising Co	COlumbus 5-2000
Geyer Advertising, Inc.	PLaza 1-3300
Grant Advertising	OX 7-5800
Grey Adv. Agency, Inc.	PLaza 1-3500
Humphrey, Alley & Richards	LExington 2-3020
Kastor, Farrell, Chesley & Clifford, Inc.	PLaza 1-1400
The Joseph Katz Co.	MUrray Hill 7-0250
Kenyon & Eckhardt, Inc.	MUrray Hill 8-5700
Ketchum, McLeod & Grove	MU 7-5640
Abbott Kimball Co., Inc.	YU 6-7800
Kudner Agency, Inc.	MUrray Hill 8-6700
Al Paul Lefton Co., Inc.	MUrray Hill 9-7470
Lennen & Newell, Inc.	MUrray Hill 2-5400
MacManus, John & Adams	PLaza 9-3221
Marschalk & Pratt Co.	OXford 7-4250
J. M. Mathes, Inc.	LExington 2-7450
Maxon, Inc.	PLaza 9-7676
McCann-Erickqson, Inc.	OXford 7-6000
Emil Mogul Co., Inc.	TE 8-7100
Morey, Humm & Warwick, Inc.	LOngacre 4-2240
Morse International, Inc.	OXford 7-2100
Needham, Louis & Brorby	PLaza 7-0333
Norman Craig & Kummel	PLaza 1-0900
Peck Adv. Agency, Inc.	PLaza 3-0900
Product Services	MUrray Hill 7-0204
Fletcher D Richards, Inc.	JUdson 6-5400
St. George & Keyes	YU 6-7575
Sullivan, Stauffer, Colwell & Bayles	MUrray Hill 8-1600
Tatham-Laird	PLaza 1-4680
J. Walter Thompson Co.	MUrray Hill 6-7000
Geoffrey Wade	OXford 7-9261
Warwick & Legler, Inc.	MUrray Hill 4-5800
Weiss & Geller, Inc.	PLaza 3-4070
Young & Rubicam, Inc.	MUrray Hill 9-5000

Publications

Advertising Age	PLaza 5-0404
Advertising Agency	LOngacre 5-3320
Billboard, The	PLaza 7-2800
Broadcasting	PLaza 5-8355
Editor & Publisher	BRyant 9-3052
Film Daily	BRyant 9-7117
Printers' Ink	MUrray Hill 3-6500

RADIO-TV DAILY ..... WIsconsin 7-6336

Sales Management ..... LExington 2-1760
Sponsor ..... MUrray Hill 8-2772
Standard Rate & Data Service ..... MUrray Hill 9-6620
Television Age ..... PLaza 1-1122
Television Magazine ..... PLaza 3-9944
Tide ..... PL 7-2800
Variety ..... LUxemburg 2-2700

News Associations

Associated Press ..... PLaza 7-1111
International News Service ..... MUrray Hill 7-8800
Press Association, Inc. ..... PLaza 7-1111
Reuters ..... BRyant 9-8558
United Press Associations ..... MUrray Hill 2-0400

Talent Agencies

Affiliated Artists ..... PL 5-3990
Columbia Artists Management, Inc. ..... CIrcle 7-6900
Consolidated Concerts Corp. ..... COlumbus 5-3580
General Artists Corp. ..... CIrcle 7-7543
William McCaffrey Agency ..... ELdorado 5-1076
Music Corp. of America ..... PLaza 9-7500
Marjorie Morrow ..... CHickering 4-0644
William Morris Agency, Inc. ..... JUdson 6-5100
National Concert & Artists Corp. ..... PLaza 9-6000
Robbins Bros. ..... MUrray Hill 7-2033
Shaw Artists Corp. ..... MUrray Hill 8-2230

Organizations, Unions and Government Agencies

Actors' Equity ..... PLaza 7-7660
Advertising Federation of America ..... CIrcle 6-2431
AAAA ..... LExington 2-7980
American Communications Assn. ..... COrtland 7-1374
American Federation of Musicians ..... PLaza 8-0600
AFTRA ..... MUrray Hill 7-1810
ASCAP ..... MUrray Hill 8-8800
AMP ..... PLaza 9-8470
AWRT ..... ELdorado 5-7281
Broadcast Music, Inc. ..... PLaza 9-1500
Country-Western Music B'casters Assn. ..... CO 5-3530
Federal Communications Comm. ..... WAtkins 4-1000
Federal Trade Commission ..... COrtland 7-7100
Institute of Radio Engineers ..... LE 5-5100
Music Publishers' Protective Association ..... PLaza 1-1930
NAPA ..... CIrcle 7-8194
NATAS ..... JU 6-3833
Professional Music Men, Inc. ..... COlumbus 5-7362
RAB ..... MU 8-4020
SESAC, Inc. ..... JU 6-3450
Song Writers' Protective Assn. ..... CIrcle 6-2536
Station Representatives Assn. ..... MUrray Hill 5-4141
TvB ..... MUrray Hill 8-0215
Writer's Guild of America ..... PLaza 7-3317

Radio-TV Program and Transcription Cos.

Advance Television Pictures Service ..... CIrcle 5-6873
Air Features ..... JUdson 6-8500
Alton Alexander Productions ..... LO 8-3100
American Institute Food Products ..... JUdson 6-7600
Audio-Video Recording Co. ..... PLaza 7-3091
Barry & Enright ..... TEmpleton 2-8600
Bosch Radio & TV Productions ..... MUrray Hill 2-8877
V. S. Becker Advtg. Service ..... MUrray Hill 2-0777
The Bruce Chapman Co. ..... WIsconsin 7-9244
Cineffects, Inc. ..... CIrcle 6-0951
Coastal Recording Co. ..... CIrcle 6-3900
Frederic Damrau, M.D. ..... PLaza 5-3638
Decca Records, Inc. ..... COlumbus 5-2300
Roy DeGroot, Consultants, Inc. ..... MUrray Hill 7-6865
Empire Broadcasting Corp. ..... PLaza 9-4500
Walt Framer Prodns. ..... OX 7-3322
Gale, Inc. ..... PLaza 7-7100
General Artists Corp. ..... CIrcle 7-7543
John E. Gibbs & Co. ..... PLaza 7-5959
Harry S. Goodman Radio Productions ..... PLaza 5-6131
Arthur Henley Productions ..... PLaza 5-7145
Goodson-Todman Prodns. ..... PL 1-0600
Hummert Radio Features ..... JUdson 6-8500
Keystone Broadcasting System, Inc. ..... PLaza 7-1460
Lang-Worth Feature Programs, Inc. ..... JUdson 6-5700
Charles Michelson, Inc. ..... PLaza 7-0695
William Morris Agency, Inc. ..... JUdson 6-5100
Motion Picture Stages, Inc. ..... PLaza 3-4840
Music Corp. of America ..... PLaza 9-7500
Muzak Corp. ..... ORchard 4-7400
NBC Radio Recording Div. ..... CIrcle 7-8300
National Concert & Artists Corp. ..... PLaza 9-6000
Project-O-Fex ..... MU 7-1881
Pyramid Productions, Inc. ..... PLaza 1-0430
Radio Artists Corp. ..... MUrray Hill 8-0940
Radio Features of America ..... JUdson 2-5130
Reemack Enterprises, Inc. ..... CIrcle 6-7300
Reeves Sound Studios, Inc. ..... ORegon 9-3550
Rockhill Radio ..... PLaza 9-7979
SESAC, Inc. ..... JU 6-3450
K. R. Smith ..... Rye, N. Y., RYe 7-1322
Richard Stark & Co. ..... REgent 7-9608
Talent Associates ..... PL 3-1030
Television Screen Productions, Inc. ..... MUrray Hill 2-8877
Transfilm, Inc. ..... JUdson 2-1400
United Press Associations ..... MUrray Hill 2-0400
Thomas J. Valentino, Inc. ..... CIrcle 6-4075
Chick Vincent Co. ..... ELdorado 5-0734
Roger White Productions ..... PLaza 5-3560
Wolf Productions ..... PLaza 5-2050
World Broadcasting System, Inc. ..... MUrray Hill 8-4700
Wright, Wynn Associates ..... PLaza 3-4417
Frederic W. Ziv Co., Inc. ..... MUrray Hill 8-4700

TV Film Producers-Distributors

ABC Film Syndication, Inc. ..... LA 4-5050
M & A Alexander Productions ..... TR 3-5115
Associated Artists Productions, Inc. ..... MU 6-2323
Associated Program Service ..... OR 4-7400
Atlantic Television Corp. ..... JU 2-1287
Barnett International Forwarders ..... CI 5-6080
Barry & Enright Productions, Inc. ..... TE 2-8600
Bray Studios, Inc. ..... CI 5-4582
British Information Services ..... CI 6-5100
California National Productions, Inc. ..... CI 7-8300
C & C Television Corp. ..... PL 1-6800
CBS-TV Film Sales, Inc. ..... PL 1-2345
Frank Cooper Associates ..... PL 1-0725
Shamus Culhane Productions, Inc. ..... MU 2-6812
Demby Productions, Inc. ..... PL 9-2495
Phil Davis Musical Enterprises, Inc. ..... CO 5-8148
Economee Television Programs ..... MU 8-4700
Elliot-Unger-Elliot, Inc. ..... JU 6-5582
Flamingo Films ..... MU 8-4800
Fortune Features, Inc. ..... LO 4-5592
Filmways, Inc. ..... PL 7-1800
Fremantle Overseas Radio & Television ..... MU 7-4344
W. J. German, Inc. ..... LO 5-5978
Goldswan Productions, Inc. ..... CI 7-3380
Harry S. Goodman Productions ..... PL 5-6131
Guild Films Company, Inc. ..... MU 8-5365
The Jam Handy Organization, Inc. ..... JU 2-4060
Hollywood Television Service, Inc. ..... JU 6-1700
Sandy Howard Productions ..... JU 6-6610
Interstate TV Corporation ..... MU 8-2545
Robert Lawrence Productions, Inc. ..... JU 2-5242
MCA-TV ..... PL 9-7500
MGM-TV ..... JU 2-2000
Charles Michelson, Inc. ..... PL 7-0695
Modern Teleservice, Inc. ..... OX 7-2753
Motion Pictures for Television, Inc. ..... PL 3-5600
Movietonews, Inc. ..... CO 5-7200
MPO Productions, Inc. ..... MU 8-7830
National Screen Service Corp. ..... CI 6-5700
National Telefilm Associates, Inc. ..... PL 7-2100
Official Films, Inc. ..... PL 7-0100
Paramount Television Productions, Inc. ..... BR 9-8700
Penthouse Sound Studios of V. J. Nola ..... JU 6-0040
Reeves Sound Studios, Inc. ..... OR 9-3550
RKO Television ..... JU 6-5050
Hal Roach Studios ..... CI 5-4135
Sarra, Inc. ..... MU 8-0085
Walter Schwimmer, Inc. ..... EL 5-4616
Screencraft Pictures, Inc. ..... MU 7-5011
Screen Gems, Inc. ..... PL 1-4432
Sound Masters, Inc. ..... PL 7-6600
Sterling Television Co., Inc. ..... ME 3-6300
Transfilm Incorporated ..... JU 2-1400
Television Programs of America, Inc. ..... PL 5-2100
Trans-Lux Television Corp. ..... PL 1-3114-5
UPA Pictures, Inc. ..... PL 8-1405
Universal Pictures Co., Inc., Television ..... PL 9-8000
Van Praag Productions ..... PL 7-2687
George Wallach Productions ..... JU 6-2000
Ziv Television Programs ..... MU 8-4700
Maurice H. Zouary TV Productions ..... CI 6-4821-2

CHICAGO

Telephone Numbers

AM Radio Stations

WAAF	RAndolph 6-1932
WAIT	FRanklin 2-0660
WBEE	NO 7-4124
WBBM	WHitehall 4-6000
WCFL	MOhawk 4-2400
WCRW	DI 8-4440
WEDC	CR 7-4100
WGES	SAcramento 2-1700
WGN	MIchigan 2-7600
WHFC	CLiffside 4-7411
WIND	WHitehall 4-2170
WJJD	STate 2-5466
WLS	MOnroe 6-9700
WMAQ	SUperior 7-8300
WSBC	MOnroe 6-9060

FM Radio Stations

WEAW	UN 4-4606
WEFM	STate 2-1357
WFMT	STate 2-5668
WSEL	ANdover 3-6767

TV Stations

WBBM-TV	WHitehall 4-6000
WBKB	ANdover 3-0800
WGN-TV	MIchigan 2-7600
WNBQ	SUperior 7-8300

National Networks

American Broadcasting Co.	ANdover 3-0800
Columbia Broadcasting System	WHitehall 4-6000
DuMont Television Network	SUperior 7-0100
Keystone Broadcasting System	STate 2-6303
Mutual Broadcasting System	WHitehall 4-5060
National Broadcasting Co.	SUperior 7-8300

Station Representatives

Avery-Knodel, Inc.	WHitehall 4-6869
Hil F. Best Co.	STate 2-5096
John Blair & Co.	SUperior 7-8659
The Bolling Co.	WHitehall 3-2040
The Branham Co.	CEntral 6-5726
Broadcast Time Sales	STate 2-1405
Burke-Stuart	DEarborn 2-6685
Burn-Smith Co.	CEntral 6-4437
CBS Radio Sales	WHitehall 4-6000
Thomas F. Clark Co.	STate 2-1663
Crosley Broadcasting Corp.	STate 2-6693
Everett-McKinney, Inc.	SUperior 7-9052
Forjoe & Co.	DElaware 7-1874
Gill-Perna, Inc.	FRanklin 2-8665
Headley-Reed Co.	FRanklin 2-4686
George P. Hollingbery	DEarborn 2-6060
H-R Representatives	FInancial 6-6440
The Katz Agency	MOhawk 4-7150
Robt. S. Keller, Inc.	STate 2-5096
Joseph Hershey McGillvra, Inc.	STate 2-5282
Robert Meeker Associates, Inc.	CEntral 6-1742
National Broadcasting Co.	SUperior 7-8300
John E. Pearson Co.	STate 2-7494
Peters, Griffin, Woodward, Inc.	FRanklin 2-6373
Edward Petry & Co., Inc.	WHitehall 4-0011
Radio-TV Reps., Inc.	FInancial 6-0982
Paul H. Raymer Co.	SUperior 7-4473
Sears & Ayer, Inc.	SUperior 7-8177
Venard, Rintoul & McConnell	STate 2-5260
Walker Co.	ANdover 3-5771
Weed & Co.	WHitehall 4-3434
Adam Young, Inc.	MIchigan 2-6190

Advertising Agencies

Aubrey, Finlay, Marley & Hodgson, Inc.	FInancial 6-1600
N. W. Ayer & Son, Inc.	Andover 3-7111
BBD&O	SUperior 7-9200
Beaumont & Hohman	RAndolph 6-6181
Bozell & Jacobs, Inc.	CEntral 6-0870
Leo Burnett Co., Inc.	CEntral 6-5959
Campbell-Ewald Co.	CEntral 6-1946
Campbell-Mithun Inc.	DElaware 7-7553
Dancer-Fitzgerald-Sample	FInancial 6-4700
Doremus & Co.	CEntral 6-9132
Erwin Wasey, Ruthrauff & Ryan	FInancial 6-1833
W. B. Doner & Co.	ANdover 3-7800
Foote, Cone & Belding	SUperior 7-4800
Frank, Clinton E., Inc.	WHitehall 4-5900
Albert Frank-Guenther Law, Inc.	DEarborn 2-6424
Fuller & Smith & Ross	ANdover 3-5039
Goodkind, Joice & Morgan, Inc.	SUperior 7-6747
Gordon, Best, Co., Inc.	STate 2-5060
Grant Advertising, Inc.	SUperior 7-6500
Henri, Hurst & McDonald, Inc.	FRanklin 2-9180
Robert Kahn & Assoc. Inc.	DElaware 7-5480
H. W. Kastor & Sons Advertising Co.	CEntral 6-5331
MacFarland, Aveyard & Co.	RAndolph 6-9360
Malcolm-Howard	ANdover 3-0022
Maxon, Inc.	WHitehall 4-1676
McCann-Erickson	WEbster 9-3701
Arthur Meyerhoff & Co.	DElaware 7-7860
C. L. Miller Co.	CEntral 6-9438
Needham, Louis Brorby, Inc.	WHitehall 4-3400
Olian & Bronner, Inc.	STate 2-3381
O'Neil, Larson & McMahon	ANdover 3-4470
Presba, Fellers & Presba, Inc.	CEntral 6-7683
L. W. Ramsey Co.	FRanklin 2-8155
Roche, Williams & Cleary	RAndolph 6-9760
R. Jack Scott	WHitehall 4-6886
Russel M. Seeds Co.	WHitehall 3-2133
Tatham-Laird, Inc.	HArrison 7-3700
J. Walter Thompson Co.	MOhawk 4-6700
Wade Advertising Agency	STate 2-7369
Edward H. Weiss & Co.	CEntral 6-7252
Young & Rubicam	FInancial 6-0750

Radio-TV Program Prods.

Columbia Records, Inc.	WHitehall 4-6000
Decca Records, Inc.	MOhawk 4-4800
Feature Productions	MIchigan 2-6015
L. S. Toogood Recording Co.	CEntral 6-5275
William Morris Agency	WHitehall 3-1744
Jewell Radio & TV Productions	MOhawk 4-5757
Jules Power Prod.	DElaware 7-7422
Les Lear Productions Corp.	RAndolph 6-0905
Modern Recording Studio	FInancial 6-4183
Morton Radio Productions, Inc.	CEntral 6-4144
Music Corp. of America	DElaware 7-1100
NBC Radio Recording Division	SUperior 7-8300
RCA Manufacturing Co.	WHitehall 4-4600
Walter Schwimmer Co.	FRanklin 2-4392
Standard Radio Trans. Service, Inc.	STate 2-5322
Hal Tate Radio Productions	ANdover 3-6520
Ziv Television Programs, Inc.	WH 4-1030

News Agencies and Ass'ns

Associated Press	STate 2-7700
International News Service	DE 2-0427
Press Associates, Inc.	SUperior 7-0907
RADIO-TV DAILY	DEarborn 2-6757
United Press	FRanklin 2-9000
City News Bureau	STate 2-8100
Community News	RAndolph 6-0002

TV Film Producers-Dist.

Walter Schwimmer, Inc.	FR 2-4392
Screencraft Pictures, Inc.	HA 7-9660
Television Programs of America, Inc.	DE 2-0123
UPA Pictures, Inc.	AN 3-7566
Van Praag Productions	WO 2-4896

WASHINGTON

Telephone Numbers

Federal Departments and Agencies

American National Red Cross.....REpublic 7-8300
Archives, National .....REpublic 7-7500
Business and Defense Services Administration .....STerling 3-9200
Capitol, U. S. (Senate, House).....CApitol 4-3121
Census, Bureau of The.....LUdlow 4-3000
Commerce, Department of.....STerling 3-9200
Copyright Office, Library of Congress..STerling 3-0400
Court of Customs and Patent Appeals..National 8-4696
Department of Defense.....LIberty 5-6700
Air Force, Department of The.....LIberty 5-6700
Army, Department of The.....LIberty 5-6700
Navy, Department of The.....LIberty 5-6700
Defense Mobilization, Office of.....EXecutive 3-3300
Executive Mansion (White House)...NAtional 8-1414
Federal Communications Commission..EXecutive 3-3620
Federal Trade Commission.....EXecutive 3-6800
Government Printing Office.....STerling 3-6840
Interior, Department of The.....REpublic 7-1820
Justice, Department of.....REpublic 7-8200
Labor, Department of.....EXecutive 3-2420
National Labor Relations Board.....STerling 3-7373
National Research Council.....EXecutive 3-8100
Patent Office .....STerling 3-9200
Post Office Department.....STerling 3-3100
Radio Correspondents Galleries (Senate and House of Representatives).....CApitol 4-3121
State, Department of.....REpublic 7-5600
Supreme Court of the United States..EXecutive 3-1640
United States Information Agency....REpublic 7-8340
U.S.M.C., AM-TV, Info. Div.....LIberty 5-6700, Ext. 41056
White House .....NAtional 8-1414

Non-Governmental

Clear Channel Broadcasting Service..EXecutive 3-0255
National Association of Broadcasters .....DEcatur 2-9300
National Press Club.....REpublic 7-2500
RADIO-TV DAILY .....EXecutive 3-4808
Radio, Electronics-Television Manufacturers Association .....NAtional 8-3902
Radio Corporation of America (Frequency Bureau and RCA Victor Dic.).....DIstrict 7-1260
Westinghouse Broadcasting Co.....STerling 3-0901

AM Radio Stations

WARL .....KEnmore 6-9000
WEAM .....JAckson 7-7100
WFAN .....REpublic 7-8000
WFAX .....JEfferson 2-0900
WGAY .....JUniper 9-1050
WGMS .....EXecutive 3-8676
WINX .....POplar 2-4357
WMAL .....KEllogg 7-1100
WOL .....HObart 2-3700
WOOK .....REpublic 7-8000
WPIK .....OVerlook 3-3000
WRC .....EMerson 2-4000
WTOP .....EMerson 2-9300
WUST .....HObart 2-0011
WWDC .....TUckerman 2-7600

FM Radio Stations

WASH .....DIstrict 7-1356
WBUZ .....REdwood 6-8000
WGMS-FM .....EXecutive 3-8676
WMAL-FM .....KEllogg 7-1100
WRC-FM .....ADams 4-5400
WTOP-FM .....EMerson 2-9300
WWDC-FM .....TUckerman 2-7600

Television Stations

WMAL-TV .....KEllogg 7-1100
WRC-TV .....EMerson 2-4000
WTOP-TV .....EMerson 2-9300
WTTG .....STerling 3-5300

News Services

Associated Press .....DIstrict 7-1500
International News Service.....NAtional 8-1733
United Press .....EXecutive 3-3430

Networks

ABC .....KEllogg 7-1100
CBS .....EMerson 2-9300
MBS .....STerling 3-3500
NBC .....EMerson 2-4000

LOS ANGELES

Telephone Numbers

AM Radio Stations

KABC .....NOrmandy 3-3311
KALI (Pasadena) .....RYan 1-7149
KBIG .....HOllywood 3-3205
KBLA (North Hollywood).....STate 7-3619
KDAY .....HOllywood 1-9981
KFAC .....WEbster 8-0161
KFI .....DUnkirk 2-2121
KFOX (Long Beach).....NEvada 6-7868
KFSG .....DUnkirk 9-1141
KGIL (Sherman Oaks).....STate 4-6291
KIEV (Glendale) .....CItrus 1-1133
KLAC .....HOllywood 2-7271
KRKD .....CApitol 5-4116
KFWB .....HOllywood 3-5151
KGER (Long Beach).....NEvada 6-4774
KGFJ .....HOllywood 4-0201
KMPC .....HOllywood 9-5341
KNX .....HOllywood 9-1212
KPOP .....DUnkirk 8-2345
KPOL .....WEbster 8-2345
KRKD .....CApitol 5-4116
KWKW (Pasadena) .....RYan 1-6744
KXLA (Pasadena) .....RYan 1-6991

FM Radio Stations

KABC-FM .....NOrmandy 3-3311
KBMS-FM (Glendale) .....CHapman 5-2090
KCBH .....BR 2-7105
KFAC-FM .....WEbster 8-0161
KFMU-FM .....WEbster 8-5233
KFOX-FM .....NEvada 6-7868
KGLA-FM .....DUnkirk 5-9966
KHJ-FM .....HOllywood 2-2133
KHOF-FM (Glendale) .....CHapman 5-5668
KMLA-FM .....DUnkirk 2-8426
KNOB-FM (Long Beach).....HEmlock 8-5519
KNX-FM .....HOllywood 9-1212
KRHM-FM .....HOllywood 7-5167
KUTE-FM .....CItrus 4-1414

KRKD-FM ..... HOllywood 5-2181
KWKW-FM (Pasadena) ..... RYan 1-6744

Television Stations

KABC-TV ..... NOrmandy 3-3311
KCOP ..... HOllywood 2-7311
KHU-TV ..... HOllywood 2-2133
KRCA ..... THornwall 5-7000
KNXT ..... WEbster 8-3000
KTLA ..... HOllywood 9-3181
KTTV ..... HOllywood 2-7111

Networks

American Broadcasting Company ... NOrmandy 3-3311
Columbia Broadcasting System ... HOllywood 9-1212
CBS-Radio ..... HOllywood 9-1212
CBS Television—Television City ... WEbster 8-3000
Mutual-Don Lee Broadcasting System ..... HOllywood 2-2133
National Broadcasting Company ... Thornwall 5-7000

Station Representatives

American Jewish Broadcasting ... BRadshaw 2-7931
AM Radio Sales Co. ... HOllywood 5-0695
Avery-Knodel, Inc. ... DUnkirk 5-6394
Walter Biddick Co. ... RIchmond 8-6184
Best, H. L. F. ... OLive 5-8326
John Blair & Co. ... DUnkirk 7-1333
Burke-Stuart ... HOllywood 3-7194
Blair-TV, Inc. ... DUnkirk 1-3811
CBS-TV Spot Sales ... WEbster 8-3000
Bolling Company, Inc. ... BRadshaw 2-0544
The Branham Co. ... WEbster 1-1551
Broadcast Times Sales ... HOllywood 5-1755
Burn-Smith Co., Inc. ... DUnkirk 2-3200
CBS-Radio Spot Sales ... HOllywood 9-1212
Cowling Charles ... HOllywood 5-2453
Crawford, Fred E. ... DUnkirk 4-7352
Forjoe & Co. ... OL. 5-7755
Gillman, Nicoll & Ruthman ... DUnkirk 7-1325
Gil-Perna, Inc. ... DUnkirk 7-4388
W. S. Grant Co. ... HOllywood 3-7194
H-R Representatives, Inc. ... HOllywood 2-6453
Headley-Reed Co. ... HOllywood 4-7738
Hollingbery, George P., Co. ... DUnkirk 5-2071
The Katz Agency ... DUnkirk 5-6284
King, Frank & Co. ... DUnkirk 5-6213
McGavren-Quinn Co. ... HOllywood 4-6146
Meeker Co. ... Hollywood 2-2351
Tracy Moore ... HOllywood 2-2351
NBC-KRCA Spot Sales ... THornwall 5-7000
Oakes, Harian G., Associates ... DUnkirk 2-3200
Lee F. O'Connell Co. ... OL. 5-7597
John Pearson Co. ... DUnkirk 5-5084
Peters, Griffin, Woodward, Inc. ... HOllywood 9-1688
Edward Petry Co. ... TUcker 3171
Pambeau, William G., Co. ... HOllywood 4-6017
Paul H. Raymer ... HOllywood 2-2376
Scott-Gunzendorfer Co. ... DUnkirk 8-4151
Venard, Rintoul, McConnell ... DUnkirk 8-4151
Video Views ... HOllywood 3-4179
Walker Co. ... DUnkirk 2-3200
Weed & Company ... HOllywood 2-6676
Young, Adam J., Jr. ... HOllywood 2-2289

Advertising Agencies

Abbott Kimball Co. of Calif. ... DUnkirk 7-7305
Action in Advertising ... DUnkirk 3-3114
Ad Associates ... WEbster 3-7501
Ad Larson ... NOrmandie 4-6552
Advertising Council, Inc. ... CRestview 4-8039
Advertising Engineers Corp. ... MUtual 5039
Advertisers Production Agency ... RIchmond 9-7761
Alber, R. H., Co. ... HOllywood 9-8273
Allen, Dorsey & Hatfield, Inc. ... NOrmandie 3-9343
Allen & Marshall Adv., Agency ... DUnkirk 7-5163
Allen, Martin, Co. ... WEbster 3-0734
Allied Advertising Agencies ... HOllywood 2-0837
Anderson-McConnell Adv. Agency ... WEbster 1-1761
U. S. Anderson Co. ... WEbster 8-7812
Arnold, Rupert Advertising ... DUnkirk 2-0896
Atherton Advertising Agency ... OLive 3-2246
Asch, A., Inc. ... DUnkirk 7-7600
Associated Advertising Agency ... OL. 2-7690
Atchison & Haden ... DUnkirk 5-7191
ATN Service Adv. ... WEbster 8-4323
Auto-Graph Ad Service ... REpublic 4-1801
Ayer, N. W., & Son, Inc. ... HOllywood 3-4871
Baldwin, Ben, Adv. Agency ... HOllywood 2-0908
Banning Co. ... DUnkirk 8-3456
Barnes Chase Co. ... DUnkirk 4-1193
Baron, Richard, Co. ... HOllywood 2-5657
Bates, Kirk O. ... MAdison 9-1631
Bates, Ted., & Co. ... HOllywood 9-2161
BBDO ... HOllywood 2-6723
Baus & Ross Co. ... DUnkirk 8-1107
Bayard, Jere ... BRadshaw 2-8716
Beaumont & Hohman, Inc. ... HOllywood 2-5633
Becker, Max, Advertising (Long Beach) ... HEmlock 6-5222
Beckman, Hamilton & Associates ... OLive 3-0910
Bejach, Leo, Adv. ... CRestview 4-4555
Belford, Ed, Agency ... POplar 6-4334
Bell Advertising ... PLeasant 3-2339
Bennett, Harry, Adv. Agency ... DUnkirk 7-8371
Bennett, Walter F., & Co. ... HOllywood 4-8291
Benton & Bowles, Inc. ... HOllywood 4-9151
Berghoff Associates, Inc. ... OLive 5-7536
Besel Advertising ... AN 3-5121
Bishop & Associates, Inc. ... HOllywood 2-1266
Blades, Richard H. ... MUtual 2734
Bloch's Advertising ... HOllywood 3-0647
Blum's Direct Advertising ... DUnkirk 8-3441
Bogerts, The ... HOllywood 3-6871
Bowes, Chas. Adv. Co. ... DUnkirk 1-3881
Boyd, John R. ... CLeveland 6-8698
Boylhart, Lovett & Deane ... DUnkirk 4-2161
Bozell & Jacobs, Inc. ... BRadshaw 2-2081
Brand, Michael & Associates ... OL. 2-5212
Brehme Ad Service (Glendale) ... CHapman 5-1539
Broadcasting Advertising ... BRadshaw 2-4840
Brooke, Smith, French & Dorrance of the Pacific Coast, Inc. ... MUtual 8154
Brown, Byron H., & Assoc. ... OLympia 3-2320
Buchanan & Co., Inc. ... OL. 5-8200
Bull, Frank, & Co. ... HOllywood 5-4195
Burnett, Leo, Co., Inc. ... HOllywood 4-7374
Burtt, George Advertising ... HOllywood 5-1183
Buss, R. H., Associates ... DUnkirk 5-4385
Buxton, Erwin ... RYan 1-5541
California Adv., Agency ... HOllywood 3-3189
Calkins, Holden, Inc. ... WEbster 6-5145
Calvert & Perry ... GRanite 2-9544
Campbell-Ewald Co. ... HOllywood 9-2931
Campbell-Mithun, Inc. ... HOllywood 2-0715
Caples Co., The ... DUnkirk 7-4255
Carlson, Milton Co. ... DUnkirk 8-9464
Carson-Roberts Inc. ... BRadshaw 2-8366
Case, Roger T., Assoc. ... HEmlock 7-3503
Castor & Assoc. ... OLeader 2-1315
Chamberlin & Associates ... DUnkirk 7-6444
Cheshire Advertising Associates ... HOllywood 9-4580
Citizen Advertising Agency, Inc. ... VAndyke 2463
Clark, Darwin H., Co. ... MAdison 5-2441
Classified Advertising Agency ... TRinity 9983
Cloward Velma Advertising ... DUnkirk 4-2558
Coast Advertising Associates ... TRinity 1269
Columbia Pacific Advertising ... GArfield 3-1078
Collard, Clark, Adv. Agency ... DUnkirk 7-3388
Cole, Fischer & Rogow ... CRestview 6-3195
Cole, Val Advertising Agency ... CRestview 5-8462
Compton Advertising, Inc. ... OL. 5-6990
Consolidated Adv. Directors ... CRestview 6-4012
Copy Cat Advertising ... STanley 7-4348
Cormier, Ray, Adv. ... HOllywood 2-1217
Cowell, Leslie B., Advertising ... STanley 7-5329
Craig & Reid, Inc. ... HOllywood 4-8218
Creative Advertising ... DUnkirk 8-0436
Crist, Ken, Inc. ... NOrmandie 1-1287
Culbertson, Robert C. Adv. ... OLive 5-8514
Culp, Earl R., Co. ... DUnkirk 2-8406
Dancer-Fitzgerald-Sample, Inc. ... HOllywood 2-3256
D'Arcy Adv. Co. ... DUnkirk 5-3171
Cunningham & Walsh, Inc. ... OL. 2-5690, DUnkirk 8-2111
Davidson, David, & Co. ... HOllywood 2-6523
Davis & Blackwell, Inc. ... Victoria 9-2964
Davis, Charlie, Advertising ... AXminster 3-5508
Dennis, Robert, Agency ... MAdison 5-2183
DeSantis Advertising Agency ... OL. 5-8770
Dibble, Gordon H. ... CHapman 5-2495
Donald, Dick, Advertising ... DUnkirk 8-0555
Doyle, Dane, Bernbach ... WEbster 8-3781
Dozier, Eastman & Co. ... DUnkirk 5-6071
Dreyfus Co. Adv. ... OLive 5-8255
Durstine, Roy S., Inc. ... DUnkirk 8-3411
Ebberts, Dan, Adv. Serv. ... LUdlo 7-9161
Edwards, Adv. Agency, The ... OLive 5-7850
Ehlert, Grace ... MAdison 6-2221
Eisaman-Johns, Advertising ... CRestview 1-5196
Eisenberg, Ralph ... VAndike 0439

Elliott & Carbo Advertising ..... DUnkirk 5-6401
Enyart & Rose Advertising ..... OL. 4-4070
Erwin Wasey, & Co., Ltd. ..... WEbster 1-1211
Essig Co. ..... POplar 3-4365
Esty, William Co. ..... HOllywood 2-6301
Evers-Whyte Advertising ..... DUnkirk 2-2188
Falkenhainer, Carl ..... BRadshaw 2-0136
Fallon & Co. ..... HOllywood 3-5683
Fagan, O. K. Advertising Agcy. ..... VAndyke 2192
Farrar Advertising ..... GRanite 8-3011
Fehlman, Warren P. Adv. Co. ..... OXnard 4-5270
Fellows, John C., Co. ..... DUnkirk 4-3187
Flax-Bronston Co. ..... MAdison 6-7751
Foladare-Greer & Bock ..... HOllywood 9-8135
Foote, Cone & Belding (Hollywood) ..... HOllywood 9-6265
Foote, Cone & Belding (Los Angeles) ..... MAdison 9-3611
Frank, Don Advertising (Anaheim) ..... KEystone 5-6093
Frazier, Cornelius W. ..... Madison 5-8392
Freiburg, John, & Co. ..... NOrmandie 3-2111
Fritz, Jimmy, & Associates ..... HOllywood 3-3251
Gardner, H. M., & Assoc. ..... OLive 5-7620
Gard, Dalbert & Associates ..... DUnkirk 8-8422
Gaynor, Colman, Prentis & Varley, Inc. ..... OL. 5-8191
Geissinger, W. B., & Co. ..... WEbster 3-7176
Gelb & Morgan Advertising ..... STate 6-5712
General Advertising Agency, Inc. ..... HOllywood 3-5128
Gerstenkorn, Henry, Co. ..... DUnkirk 7-4285
Gilbert & Benton ..... STanley 7-1848
Gilbert, Martin, Agency ..... STate 3-2900
Gill Clifford Agency ..... OLive 5-8388
Glosser-Gailey, Inc. ..... DUnkirk 4-2141
Glenn Advertising, Inc. ..... WEbster 3-9369
Goldstone-Tobias ..... OL. 5-6010
Gonda, Francis D., Adv. Agency ..... HOllywood 2-6017
Goodman, Anderson, Advertising ..... WEbster 8-3993
Goodwin, Gary, Advertising ..... STanley 7-5567
Graham, Clyde D. ..... DUnkirk 3-1266
Grant, Will ..... DUnkirk 7-3361
Grant Advertising Agency ..... HOllywood 1-9231
Gray-Moore Agency ..... HOllywood 9-3751
Gregory, Willard G., & Co. ..... TRinity 0531
Grey Advertising ..... HOllywood 4-7347
Guerin-Johnstone-Jeffries Advertising ..... CLeveland 7-8271
Guild, Bascom & Bonfigli ..... HOllywood 9-8217
Hadlock & Associates ..... HOllywood 2-6731
Harrington-Richards ..... WEbster 3-5577
Harvey, William W., Inc. ..... HOllywood 2-0874
Heintz & Co., Inc. ..... MAdison 9-3181
Hicks & Griest ..... DUnkirk 5-1721
Hill, Don ..... MI 5149
Herbert E. Hill ..... DUnkirk 5-1971
Hixson & Jorgenson, Inc. ..... DUnkirk 8-3121
Hoel, John D., Adv. Agency ..... RYan 1-7131
Hollander, Welsh Advertising ..... DUnkirk 9-1171
Honig-Cooper Co. ..... WEbster 8-2431
House of Leads ..... PLeasant 3-2226
Houston Advertising Service Co. ..... NOrmandie 5-5886
Hubley Adv. Agency ..... DUnkirk 2-2366
Hunter & Wilhite Advertising ..... HOllywood 4-4191
Huntington-Parmalee Advertising ..... BRadshaw 2-8039
Hutchinson Advertising ..... HOllywood 2-4500
Irwin-Los Angeles ..... BRadshaw 2-5455
Irwin, Howard, & Assoc. ..... DUnkirk 8-1219
Jaycraft Co. ..... THornwall 2-5310
Jenner, Don, Advertising ..... DUnkirk 2-8321
Jensen, Walter L., Advertising ..... DUnkirk 9-8355
Jelt Advertising ..... HOllywood 2-6635
Johnscon, J. Howard ..... MIchigan 8088
Johnson & Lewis ..... WEbster 3-7536
Jones, Paul, & Associates ..... DUnkirk 1-3003
Juneau, C. B. ..... OL. 3-1770
Kaplan, Sara Jane, Advertising ..... WEbster 3-7531
Kaufman, Lon, Co. ..... DUnkirk 8-2775
Kaufman, Hans E., & Co. ..... HOllywood 3-3800
Kay-Christopher Advertising ..... HOllywood 4-8101
Keane, Raymond, Advertising ..... BRadshaw 2-3548
Keene & Associates ..... MAdison 6-3291
Keefer, Ray ..... ANgeles 1-6141
Kellogg, Edw. S. ..... DUnkirk 7-5213
Kelso, M. H., & Co. ..... DUnkirk 2-2072
Kenyon & Eckhardt ..... HO 3-2101
Kennedy, Walker & Wooten ..... OL. 2-0555
Killingsworth Co. ..... DUnkirk 5-6111
Kirby, Dick, & Associates ..... VAndike 8334
Kirkwood & Cole Advertising ..... OL. 3-2917
Klitten, Martin R., Co. ..... DUnkirk 7-8396
Kraft Advertising ..... DUnkirk 8-6262
Kudner Agency, Inc. ..... DUnkirk 2-1127
Lance Advertising ..... CRestview 5-6158
L'Ann Advertising ..... VAndike 4451
Lansdale-Kellogg Advertising ..... DUnkirk 7-5213

LaRoche, C. J., Advertising ..... HOllywood 9-3656
Latta & Co. ..... MAdison 6-3284
Lawrence Co. ..... BRadshaw 2-5820
Laws, Robert F. ..... RIchmond 9-5317
Lee & Associates ..... WEbster 3-9349
Lee, J. Richard ..... HOllywood 9-2721
Lee, Robert E., & Associates ..... BRadshaw 2-2450
Leni Advertising ..... HOllywood 4-0141
Lennon & Newell ..... CRestview 1-7221
Lenz, J. M. ..... WE 6-1682
Lewin, Howard, Advertising ..... DUnkirk 8-8771
Lewis Advertising ..... HOllywood 5-9040
Lionel & Simons Advertising ..... HOllywood 2-7429
Little & Co. ..... DUnkirk 9-1267
Logan, Dudley L. ..... DUnkirk 2-8471
Lynn-Western, Inc. ..... WEbster 5-3040
Mack Agency ..... HOllywood 2-6377
Mack-Wharton Advertising ..... WEbster 8-5187
MacManus, John, & Adams ..... WEbster 3-8569
Mann Advertising Co. ..... DUnkirk 2-1179
Mannis, Samuel A. ..... HOllywood 4-7501
Marine Advertising Agency ..... HOllywood 3-5642
Markham Co. ..... DUnkirk 8-9495
Martha's Adv. Service ..... MAdison 6-4897
Marto, Walter ..... SYracuse 6-2239
Mathisson & Associates ..... MUtual 2482
Matthews, Anne D. (Pasadena) ..... SYcamore 9-6504
Mayer, Henry, Cunningham & Walsh, Inc. ..... DUnkirk 8-2111
Mayne, Charles H., Co. ..... OLive 3-0990
Mays & Co. ..... TRinity 8534
McCann-Erickson ..... DUnkirk 5-3301
McCarty Co., The ..... DUnkirk 5-4011
McCreery, Walter, Co. ..... OL. 2-4480
McElligott, Ford C., & Associates ..... VAndike 4653
McElroy Adv. Agcy. ..... RIchmond 9-2047
McHugh Advertising Co. ..... BRadshaw 2-0233
McKee, Burns Adv. ..... HOllywood 7-4218
McLain, W. R., & Associates ..... NOrmandie 3-8200
McNeill & McCleery ..... DUnkirk 5-3921
Meany, Phillip J., Co., Adv. ..... MIchigan 3601
Meltzler, Richard, Adv. ..... WEbster 8-2993
Meyerhoff, Arthur, & Co. ..... OL. 3-1633
Miner, Dan B., Co. ..... DUnkirk 8-3301
Monsos, John S., Advertising ..... HOllywood 5-9084
Mooge-Privett, Inc. ..... WEbster 6-7243
Morgan, Raymond R., Co. ..... HOllywood 3-4194
Mottl & Siteman Advertising ..... OL. 2-5095
Mowinckel, E. K., Advertising ..... RIchmond 7-0529
Mullins, Earl, Advertising ..... DUnkirk 5-9088
Nargi Advertising ..... VAndike 1647
National Advertising Associates ..... OL. 5-6010
National Federation of Advertising Agencies ..... OL. 3-2320
Neale & Associates ..... OL. 6-0500
Neave & North Advertising ..... HOllywood 2-6044
Neave, Ralph Advertising (Manhattan Beach) ..... FRontier 4-1609
Needham, Louis, & Brorby ..... CRestview 6-2073
Nelson Adv. Service ..... DUnkirk 7-8368
Newman, Ben Allah, Advertising Service ..... DUnkirk 9-6649
Newmark, Nelson, Advertising ..... MIchigan 1568
Norman Associates ..... AXminster 2-2336
Norman, Craig & Kimmel ..... OL. 2-7590
North Advertising ..... OL. 2-3840
Olen, David, Adv. ..... OLive 5-7290
Odympus Advertising ..... RAymond 3-4879
Otis, Don, Advertising ..... HOllywood 2-6063
Pardee Co., The ..... HOllywood 2-7306
Patch & Curtis Advertising (Long Beach) ..... HEmlock 3-4919
Patton, George Adv. ..... HOllywood 2-0841
Paul & Baum ..... OL. 3-2110
Pell, Ben, Advertising ..... VAndike 1557
Perrett Co., The ..... MUtual 2-388
Pflaum, Stanley, & Associates ..... OL. 2-0332
Porter, Wesley H., Adv. ..... AXminster 3-0400
Productive Advertising ..... AXminster 1-322
Ramsey, Brown & Co. ..... HOllywood 3-6851
Raymond, J. W., Advertising ..... DUnkirk 5-0331
Raymond, Larry, Co. ..... WEbster 6-8125
Robin Co., The ..... DUnkirk 3-3114
Robin, Lee & Arnold ..... CRestview 4-5853
Robins, Jerome, Agency ..... HOllywood 8-0661
Robinson, Elwood J., Adv. ..... MUtual 6293
Roche-Eckhoff & Lee ..... OLive 5-7670
Rockett-Lauritzen ..... REpublic 4-2106
Ross, Charles, Adv., Agency ..... HOllywood 2-1184
Ross, Jon, Advertising ..... HOllywood 2-3378
Ross, Clark ..... WEbster 4-5152

Ross, Roy, Inc. ..... HOllywood 9-6263
Schnitzer, Bernard S. ..... WEbster 8-9159
Scholts Advertising ..... MAdison 9-3181
Schurrer, Lou, Adv. ..... HOllywood 3-3800
Scott, M. B., Advertising ..... OL. 5-6156
Sebrell, J. B., Adv. Agcy. ..... MAdison 6-9397
Seeds, Russel M., Co., Inc. ..... CRestview 4-7613
Seros, George J., Advertising ..... OL. 2-1793
Shane, Leonard, Agency ..... HOllywood 9-2258
Shay Advertising ..... HOllywood 4-1158
Sheldon, Lisle Adv. ..... HOllywood 3-2366
Shelley, J. B., & Associates ..... DUnkirk 5-3301
Sherman & Pam ..... HOllywood 5-7646
Shilling, Co., The ..... PRospect 3033
Show Management ..... WEbster 8-0148
Sieck, Charles H. ..... GRanite 3-3659
Simmons, Dean ..... WEbster 1-1311
Smalley, Levitt & Smith ..... MUtual 5336
Speer Advertising Agency ..... RIchmond 7-9626
Spees Advertising Agency ..... DUnkirk 9-6933
Stahl, Charles N., Adv. Agency ..... HOllywood 2-7344
Stebbins, Barton A., Adv. ..... DUnkirk 8-8131
Stebbins, Hal, Inc. ..... RIchmond 9-5317
Steinlauf, Malcolm, & Co. ..... WEbster 3-7564
Steller, Miller & Lester, Inc. ..... DUnkirk 7-5377
Stevens, Bob, Advertising ..... BRadshaw 2-5232
Stiller, Rouse & Hunt Advertising ..... OL. 5-8550
Stodel Advertising ..... VAndike 6344
Straus, J. M., & Co. ..... DUnkirk 3-5072
Stromberger, LaVane & McKenzie ..... DUnkirk 5-2211
Sudler Co. ..... BRadshaw 2-3438
Sullivan, John L., Agency ..... WEbster 8-5571
Sawdon, Frank ..... HOllywood 4-7973
Sullivan Stauffer Colwell & Bayles, Inc. ..... HOllywood 4-2119
Swafford & Co. ..... BRadshaw 2-2781
Taggart & Young ..... WEbster 3-8107
Tatham-Laird, Inc. ..... HOllywood 1-9228
Taylor Host, Inc. ..... CApitol 5-3208
Thompson, J. Walter, Co. ..... OL 3-0300
Tilds & Cantz Advertising ..... HOllywood 2-1157
Todd, Michael, Advertising ..... HOllywood 5-8036
Tullis Co., Inc., The ..... HOllywood 2-6333
Tyler-Smith, T., Advertising ..... DUnkirk 7-5519
Uhl Service Advertising ..... WEbster 9-3075
United Bench Advertising ..... AXminster 2-8107
U. S. Advertising Agency ..... HOllywood 2-1174
Universal Advertising Agency, Inc. ..... HOllywood 4-8218
Van der Boom, Hunt, McNaughton, Inc. ..... DUnkirk 2-6203
Van-Scott, Inc. ..... DUnkirk 9-2300
Victor, A. J., Company ..... AXminster 4-7555
Vignolle & Powell ..... HOllywood 2-6388
Vihlene Advertising ..... HOllywood 2-6821
Voorhees, P. W., Inc. ..... BRadshaw 2-3726
Wade, Geoffrey, Adv. Agency ..... HOllywood 4-7457
Waldman, Harvey, & Associates ..... RIchmond 7-5241
Walsh, Nellie L., Advertising ..... VAndike 9853
Weatherwax-Spurgean & Associates ..... TRinity 2633
Webster, R. W., Adv. ..... MAdison 9-2283
Weinberg, Milton, Adv. Co. ..... OLive 3-2300
Weiser, Marty, Co. ..... CRestview 4-8929
Wessells, George M., Company ..... WEbster 6-7668
West-Marquis, Inc. ..... MAdison 9-2214
Western Advertising Agency ..... WEbster 8-2681
Westwood, Tom, Adv. Agcy. ..... CH 5-5051
White Advertising ..... HOllywood 3-5694
Whiteman, Richard ..... DUnkirk 5-2054
Wilder, Alvin ..... WEbster 8-2781
Williams, Dallas & Sons ..... HOllywood 2-6396
Willis, Harry G., & Assoc. ..... CHapman 5-3325
Wolfer-Douglass-Bennington, Inc. ..... CUmberland 3-6242
Wood, Frank A. ..... WEbster 8-8540
Woolf, Len, Co. ..... DUnkirk 8-2361
World Advertising (Long Beach) ..... HEmlock 5-6094
World Wide Want Ad Service ..... TRinity 9983
Wynne-Alexander Advertising (Pasadena) ..... RYan 1-2319
Yambert, Ralph, Organization ..... HOllywood 2-6855
Young, Marvin, Associates ..... HOllywood 2-2684
Young, M. M., Adv. ..... HOllywood 2-2684
Young & Rubicam ..... MAdison 6-7641

Radio-TV Program Prods.

Advertisers' TV Program Service, Inc. ..... CRestview 6-7496
Aladdin TV Productions, Inc. ..... WEbster 3-9437
Alexander Film Co. ..... HOllywood 9-7396
Alexander, M & A, Productions, Inc. ..... HOllywood 4-3414
Alpha TV Productions, Inc. ..... OLdfield 4-2800
B & B Recording Studios ..... PLymouth 6-0949
Bob White Productions ..... WEbster 5-5398
Bonded TV Film Service, Inc. ..... OLdfield 4-7575
Boyd, William, Productions, Inc. ..... CRestview 4-5248
Burrud, Bill, Productions ..... HOllywood 2-7111
Cavalcade Television Programs ..... OL. 4-4796
Cheshire & Associates ..... HOllywood 9-4580
Consolidated TV Sales ..... CRestview 1-5133
Corradine, Tom J., & Associates ..... HOllywood 2-4448
Columbia Records, Inc. ..... OLeander 5-6733
Commodore Productions ..... HOllywood 9-7502
Crosby, Bing, Enterprises ..... BRadshaw 2-2771
Custom Recorders ..... STanley 7-2557
Dudley, Television Corp. ..... CRestview 1-7258
Electro-Vox Recording Studios ..... HOllywood 5-2189
Fairbanks, Jerry, Inc. ..... HOllywood 2-1101
Five-Star Productions ..... HOllywood 3-4807
General TV Enterprises, Inc. ..... HOllywood 2-5696
Gibson, Grace, Radio Prods. ..... HOllywood 9-4580
G-N-P Records ..... HOllywood 4-8351
Guedel, John, Radio Productions ..... WEbster 6-6291
Hollywood Central Recording Studios, Inc. ..... HOllywood 3-2131
Johnson, Ed, Film Co. ..... HOllywood 2-5566
MacGregor, C. P., Sound Studios ..... DUnkirk 4-4191
Marquis, Arnold, Prodns. ..... OLympia 2-1262
M-G-M Radio Attractions ..... TExas 0-3311
Music City ..... HOllywood 2-2181
MCA-TV ..... POplar 6-3871
Patin, Ray, Productions ..... HOllywood 2-1147
RCA, Victor Division ..... RAymond 3-6661
Radio Recorders, Inc. ..... HOllywood 3-3282
Reynolds, Stuart, Prod. ..... CRestview 4-7863
Rockett, Frederick K., Co. ..... HOllywood 4-3183
Rocket Pictures, Inc. ..... HOllywood 7-7131
Ross, Jack ..... HOllywood 9-4019
Rourke, Jack, Productions ..... HOllywood 3-7178
Screen Gems, Inc. ..... HOllywood 2-3111
Snader Telescriptions Corp. ..... HOllywood 2-1261
Song Ads ..... HOllywood 5-6181
Steffner, Wayne, Prods. ..... HOllywood 3-4173
Studio & Artists Recorders ..... HOllywood 4-8241
Sutherland, John, Prods., Inc. ..... DUnkirk 8-5121
Telefilm, Inc. ..... HOllywood 9-7205
Telepix Corp. ..... HOllywood 4-7391
TV Spots ..... HOllywood 5-5171
Thomas Co., The ..... HOllywood 4-6564
Tuchman, Harris, Productions ..... WEbster 6-7189
Universal Recorders ..... HOllywood 9-8282
Vitapix Corporation ..... CRestview 1-7191
WRS Recording Lab ..... HOllywood 5-1454
Western Recorders ..... HOllywood 3-6811
Wilding Picture Prods. of Calif. ..... WEbster 8-0183
World Broadcasting System ..... OLdfied 4-2800
Wright, Carter, Enterprises, Inc. ..... HOllywood 9-0944
Ziv, Frederic W., Co. ..... OLdfield 4-2800
Ziv Television Programs, Inc. ..... OLdfield 4-2800

TV Film Producers-Dist.

M & A Alexander Productions ..... HO 4-7571
American National Studios, Inc. ..... OL 4-2800
George Bagnall & Associates ..... CR 1-5133
Frank Cooper Associates ..... CR 4-6321
Jack Denove Productions, Inc. ..... HO 4-8331
Desilu Productions, Inc. ..... HO 9-5981
Walt Disney Studio ..... TH 5-3141
Dougfair Corporation ..... OL 2-7490
Jerry Fairbanks Production ..... HO 2-1101
Family Theater, Inc. ..... HO 2-1317
Don Fedderson Productions ..... BR 2-8031
Filmcraft Productions ..... OL 3-2430
Filmaster Productions, Inc. ..... HO 2-7141
Four Star Films, Inc. ..... TE 0-2931
Gannaway Internation Corporation ..... PO 2-1156
Grantray-Lawrence Animation, Inc. ..... HO 9-7968
Gross-Krasne, Inc. ..... HO 9-8321
Hollywood Television Service, Inc. ..... PO 3-8807
Interstate TV Corporation ..... NO 2-9181
Mark VII, Ltd. ..... ST 7-0621
Robert Maxwell & Associates ..... HO 2-6027
McCadden Corporation ..... HO 4-2141
McGowan Productions, Inc. ..... OL 4-0711
Medallion TV Enterprises, Inc. ..... HO 2-6635
Meridian Pictures ..... HO 7-5111
Carlton E. Morse Enterprises, Inc. ..... TH 5-7000
Paramount Television Productions, Inc. ..... HO 9-8700
Princeton Film Center, Inc. ..... CA 2-6282
Playhouse Pictures ..... HO 5-2192
Roland Reed TV Productions ..... HO 9-1628
Revue Productions, Inc. ..... PO 6-3871
Hal Roach Studios ..... VE 9-2311

Roy Rogers Productions ..... HO 7-5111
Screencraft Pictures, Inc. ..... HO 2-4448
Screen Gems, Inc. ..... HO 2-3111
Splendex Enterprises ..... CR 4-7266
Stage Five Productions, Inc. ..... HO 7-3111
Superman, Inc. ..... OL 4-8000
Swift-Chaplin Productions, Inc. ..... HO 2-0761
TCF Television Productions, Inc. ..... HO 2-6231
Television Programs of America, Inc. ..... HO 2-6525
Twentieth Century Fox Television Productions, Inc. ..... HO 2-6231
UPA Pictures, Inc. ..... TH 2-7171
Universal Pictures Co., Inc., Television ..... ST 7-1211
Van Praag Productions ..... HO 2-1141
Warner Bros. Pictures, Inc. TV Division ..... HO 9-1251

Artists Agencies

Ainsworth, Helen ..... CRestview 6-2062
Allied Casting ..... HOllywood 3-7124
Alvarado, Carlos ..... OL. 2-0272
American Federation of Radio and Television Artists ..... HOllywood 4-5125
Armstrong-Deuser ..... CRestview 4-8135
Artique, Louis ..... CRestview 6-4652
Artists Associates Agency ..... HOllywood 4-4179
Artists Management Co. ..... CRestview 1-6111
Auer, Miles Bohm ..... HOllywood 2-6416
Auslander, Leland ..... OL. 2-6939
Barnes, William, Agency ..... OL. 2-9002
Barry, Vy, Agency ..... HOllywood 9-0989
Bender-Ward ..... OLympia 2-1465
Bergerman, Stanley, & Co. ..... CRestview 6-9667
Bernie, Herman ..... CRestview 5-0117
Bonham, C. Herschel ..... OL. 5-6930
Brandies, Bob, Agency ..... HOllywood 5-6978
Brewis, Alex ..... OL. 2-7020
Burr, Dorothy ..... HOllywood 4-6898
Business Administration Co. ..... CRestview 6-7071
Carr, Beverly ..... CRestview 4-8555
Charney, William B. ..... HOllywood 9-1131
Cloutman-Barskin-Short ..... OL. 2-5470
Collins & Associates ..... OL. 6-3060
Columbia Artists Management ..... MAdison 6-2327
Condit Agency ..... Hollywood 2-6696
Connor, Allen ..... HOllywood 5-0834
Cooper, Frank, Associates ..... CRestview 5-4128
Cooper, Ray ..... CRestview 6-3103
Davis, Mary Webb ..... OL. 5-6747
Demling, Gus ..... CRestview 1-2161
Doak, Virginia ..... BRadshaw 2-6211
Donaldson Agency ..... OL. 2-0355
Draewemer, Isabelle, Agency ..... HOllywood 4-1782
Drexel-Jameson Agency ..... CRestview 4-7551
Faber, Alice ..... CRestview 4-6763
Fame Agency ..... CRestview 5-5132
Famous Artists ..... CRestview 4-7433
Fidler, Adeline ..... CRestview 1-4746
Field, Marjorie, Artists ..... CRestview 6-8080
French, Hugh ..... CRestview 6-7766
Frings, Kurt ..... CRestview 1-6115
Frye, Clinton L. ..... HOllywood 9-4567
Galle, Paul ..... OL. 2-4908
Garfield, Milton ..... CRestview 4-8631
Gertz, Mitchell ..... CRestview 4-5491
Gold, Sid ..... CRestview 4-7247
Goldstone, Jules ..... OL. 2-6500
Goldstone, Tobias ..... CRestview 6-1071
Gordon-Molson ..... CRestview 1-6111
Gould, Billy ..... OL. 6-1122
Green, Ivan ..... OL. 2-4010
Gregory Assts. ..... OLeander 5-7538
Greshler, Abner ..... OL. 2-3012
Griffith, Byron ..... HOllywood 7-2600
Grimae Agency ..... HOllywood 2-1133
Grossman, Milton M. ..... CRestview 4-8631
H. I. T. Agency ..... OL. 2-7283
Halliburton, Jeanne ..... CRestview 5-5575
Hamilburg, Mitchell ..... OL. 2-5160
Herdan-Sherrell ..... CRestview 1-5236
Hershon, Red, Agency ..... CRestview 4-6381
Herzbrun, Walter ..... OL. 2-7210
Herzon, Hal ..... OL. 2-5420
Hill Agency & Associates ..... CRestview 4-5991
Ingersoll, George, Agency ..... HOllywood 7-0862
Irwin, Lou ..... CRestview 1-7131
Jackson, Edith ..... HOllywood 7-0155
Jacobson, Harvey ..... CRestview 6-6251
Jacobson, Vernon ..... CRestview 5-2545
Jaffe Agency ..... CRestview 6-6121
Katz, Fred, Agency ..... CRestview 6-3189
Kaufman, Milton ..... OL. 2-1359
Kingston, Al, Enterprises ..... CRestview 6-8538
Kohner, Paul ..... CRestview 1-5165
Kumin-Olenick Agency ..... CRestview 4-5221
Lance, Leon O. ..... CRestview 6-6014
Lauren, J. W., Agency ..... HOllywood 7-5087
Lazar, Irving ..... CRestview 5-6153
Leonetti, Caroline, Ltd. ..... HOllywood 2-2345
Leonard, Fred ..... HOllywood 4-7546
Lesser, Ted ..... MUtual 7356
Levee, Sid ..... CRestview 4-8631
Linder, Jack ..... HOllywood 4-8100
Leves, M. C. ..... CRestview 6-6285
Longenecker, Robt. ..... OLive 3-3770
McMillan, Hazel ..... CRestview 6-3603
MacQuarrie, Earl ..... CRestview 4-8919
Marx, Bert ..... CRestview 4-8555
McHugh, Jimmy, Jr. ..... CRestview 4-5167
Medford, Ben ..... CRestview 1-7021
Messinger, Lili ..... CRestview 5-8541
Meyers, Walter ..... CRestview 1-8161
Middleton, Wallace ..... OL. 6-4460
Mishkin Agency ..... OLive 2-0944
Moore, Lola ..... CRestview 6-5401
Morris, William ..... CRestview 4-7451
MCA Artists ..... CRestview 6-2001
Oakley, Robert ..... CRestview 1-1345
Ochs, Al ..... HOllywood 9-6470
Oliver, Maurine ..... OL. 2-6300
Omega Artists, Inc. ..... HOllywood 9-7187
Oriental Casting ..... CRestview 6-8475
Orsatti & Co. ..... CRestview 6-6241
Payton, Bob ..... OL. 6-1880
Pearson, Ben ..... CRestview 4-5488
Pomeroy, Jack ..... HOllywood 9-6366
Powers-Stanley Agency ..... HOllywood 2-0791
Preminger, Ingo ..... OL. 6-2360
Reeves, Mary ..... OL. 2-2968
Rocamora, Wynn ..... OL. 2-9710
Shauer, M. A. ..... CRestview 1-1103
Shaw, Glenn ..... OLive 5-6956
Sherman, Edward ..... CRestview 5-0186
Shiffrin, Williams ..... CRestview 4-7643
Short, Antrim ..... CRestview 5-4137
Shurr, Louis ..... CRestview 4-8111
Small, Paul ..... CRestview 4-5877
Snitzer, Lou-Fritschi, Al, Inc. ..... HOllywood 9-6271
Somlyo, E. T. ..... CRestview 6-2041
Stempel, Frank ..... CRestview 4-8343
Stewart, Rosalie ..... CRestview 4-6123
Swanson, H. N. ..... CRestview 1-5115
Swoverland, Harold ..... OLive 6-0900
Thompson, D. H. ..... CRestview 1-2188
Ullman, George ..... CRestview 4-5238
Usher, Marge ..... CRestview 4-6161
Vitt, Angie ..... CRestview 6-4484
Wadsworth, J. B. ..... CRestview 6-0698
Wargin, Milan, Agency ..... HOllywood 3-0604
Weiner, Jack ..... CRestview 6-7081
Weintraub, Murry ..... CRestview 1-1137
Welch, Suev, Agency ..... HOllywood 4-2461
Wending, Chas. ..... CRestview 6-2348
White, Wm. B. ..... CRestview 4-6301
Wiley, Richard ..... OLive 2-5775
Wilkins, Paul ..... CRestview 1-6188
Willson, Henry ..... CRestview 4-7433
Winkler, Daniel M. ..... CRestview 1-7244
Woliver Agency ..... HOllywood 5-8888
Wookey, Betty, Agency ..... HOllywood 2-2301

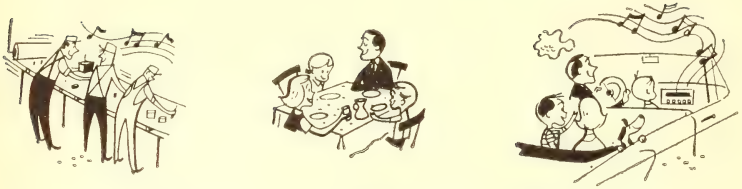
Publications

Billboard Publishing Co. ..... HOllywood 9-5831
Broadcasting ..... HOllywood 3-3148
Film Daily, The ..... HOllywood 9-5358
Hollywood Reporter ..... HOllywood 4-7411
Media Agencies Clients ..... CRestview 4-6696
Radio & TV Exchange ..... HOllywood 4-0101
RADIO-TV DAILY ..... HOllywood 9-3951
Radio-Television Mirror ..... CRestview 6-6293
Sponsor ..... HOllywood 4-8089
TV Guide ..... HOllywood 5-2103
TV-Radio Life ..... HOllywood 4-9275
Variety ..... HOllywood 9-1141

Radio-TV Audience Surveys

American Research Bureau ..... CUmberlin 3-3149
Facts Consolidated ..... OLive 3-3114
Moffett Research Co. ..... HOllywood 3-5653
Pulse Pacific, Inc. ..... WEbster 1-2412
Radio Audience Testing Bureau ..... OLympia 2-9936

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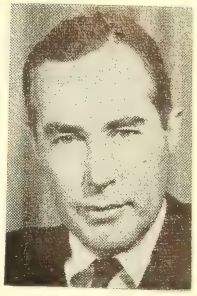
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26 MEN

RUSSELL HAYDEN
Producer

New Strides Are Accomplished In the Battle for Equal Access



By ROBERT D. SWEZEY
Chairman
Freedom of Information
Committee, NAB

"WITHIN the past two years every basic premise upon which the press photographer and the broadcaster have been arbitrarily excluded from many of the courtrooms of America has been exploded with such devastating certainty and finality as to be perfectly plain to most discerning minds, unless, to be sure, there is preconceived determination to arrive at the same old result."

These are not the words of a newspaper man or a broadcaster. They were spoken by the Chief Justice of the Supreme Court of Colorado, the Honorable O. Otto Moore, who has held public hearings, taking testimony pro and con on Canon 35, and observed demonstrations of camera, radio and television equipment in operation. Although Colorado is the only state in which such a hearing has been held in the court of last resort, lawyers and judges in other states are also questioning the validity of Canon 35. The Texas Bar Association decided last October that so far as it was concerned, Canon 35 was outmoded, and accepted and approved the report of a committee chaired by Judge Spurgeon Bell of the Houston Court of Civil Appeals, which stated in part as follows:

> "We feel that the control of trial coverage by various news media should be left in the trial courts. They have inherent power to exclude or control coverage in the proper case in the interest of justice . . . there is no need nor demand for the adoption of Canon 35 by the bar generally or the public and we recommend against its adoption."

The American Bar Association took extraordinary action in permitting representatives of the newspapers and broadcasting industry to appear before its House of Delegates meeting in Atlanta in February, to debate the proposed adoption of a restatement of Canon 35. The restatement accomplished nothing other than a slight rephrasing of the Canon, which still retained its arbitrary prohibition against the taking of newspaper photographs and the broadcasting by radio and television of court proceedings. The House of Delegates refrained from adopting the restatement and deferred any action with respect to it until its August meeting. There is reason to hope that in its deferred consideration of Canon 35, the House of Delegates may be willing to recommend a serious joint effort of bar and media to test the effect of photographic and broadcasting coverage of court proceedings.

One of our principal deterrents in securing equal access to legislative hearings is the adamant refusal of Speaker Rayburn to permit radio and television coverage of House proceedings and committee hearings. Mr. Rayburn is a powerful man in a position of power, yet his opinion is not shared by many Congressmen. Representative Hugh Scott of Pennsylvania, speaking at our NAB meeting at Asheville, N. C., last September, said that broadcasting of debates from the House of Representatives is certainly going to be done at some future time, and should be given a trial now. He said further, and I quote:

> "Although the Speaker of the House and the House Leadership took a dim view of my bill to permit the television and radio broadcasting of House debates, I continue to believe that my proposal has much merit. Granted that radio and television should be limited at least as a starter to coverage of matters of major national interest, I believe the level of debates would be improved because of more careful advance preparation before facing the critical eye of the camera."

I am reminded, in dealing with our freedom of information problems, of that marvelous statement of Reinhold Niebuhr: "God grant me the serenity to accept things I cannot change; courage to change things I can; and wisdom to know the difference." We know that there is not much we can do for the moment with some of our most determined opponents. But they will not be with us forever, and while they are, there are many of their associates who will listen to the logic and justice of our arguments.


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CLEVE-LAND ORCHESTRA
THE BEST IN MUSIC
"SEZ WHO!"
WENDY WARREN AND THE NEWS
CITY HOSPITAL
MITCH MILLER SHOW
YOURS TRULY, JOHNNY DOLLAR
5
THE FORD ROAD SHOWS
ROSEM CLOO
SECOND MRS. BURTON
THE ROAD OF LIFE
BACK-STAGE WIFE
BING CROSBY
COUNTI MUSIC
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PETER & MARY
MAN AROUND THE HOUSE
RUSTY DRAPER
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New York—50 Rockefeller Plaza.....PLaza 7-1111

Executives

General Manager.....Frank J. Starzel
Asst. General Manager for Radio.....Oliver Gramling
Secretary.....Lloyd Stratton
Radio News Editor.....John A. Aspinwall

Hearst Metrotone News, Inc.

New York—450 West 56th Street.....PLaza 7-4120

Executives

Vice-Pres. & Gen. Mgr.....Caleb B. Stratton
Production Director.....John E. Michon
News Editor.....Marshall B. Davidson

International News Service

New York—235 East 45th Street.....MUrray Hill 7-8800

Executives

General Manager.....J. Kingsbury Smith
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Assistant General Manager.....Philip G. Reed
Business Manager.....Robert W. Brown
Managing Editor.....Paul R. Allerup
Television Sales Manager.....Robert H. Reid

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza.....PLaza 7-1111

Executives

President.....Frank J. Starzel
V.P.....Oliver Gramling
Radio News Editor.....John A. Aspinwall

Reuters

New York—Times Bldg., 229 West 43rd Street.....BRyant 9-8558

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North American Manager.....D. Kimpton Rogers
News Editor.....J. S. Bates
Accountant.....Marjorie Hathaway
Chief Washington Correspondent.....J. W. Heffernan

United Press Associations

New York—220 East 42nd Street.....MUrray Hill 2-0400

Executives

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V.P. & General European Mgr.....Thomas Curran
Vice-President & General Business Manager..Mims Thomason
V.P. and General News Manager.....Earl J. Johnson
V.P., General Foreign Manager.....Joseph L. Jones
Radio News Manager.....John J. Madigan
Ass't General News Mgr.....William C. Payette
V.P. & Gen. Sales Mgr.....LeRoy Keller

Chicago—Daily News Bldg., 400 W. Madison St.....FRanklin 2-9000

National Radio Editor.....Charles E. Ahrens

Entertainment Productions, Incorporated

epi



HARRY FLEISCHMAN, *President* **STEVEN CARLIN,** *Executive Producer*

575 Madison Ave., New York 22, N. Y. PLaza 9-3700



SPOT RADIO MARKET VOLUME COMPARISONS, 1955-1956

The following is an analysis of dollar volume Spot Radio by markets for the years 1955-1956, showing percent of increase or decrease. Information contained herein was taken from official FCC Reports and SRDS:

Markets Rank By Population	Market	Stations Reporting $25,000 or more Time Sales	Natl. Spot Dollar Volume 1955	Natl. Spot Dollar Volume 1956	% of Increase or Decrease
1	N. Y.-N.E. N. J.	28	$9,813,781	$18,161,000	85.1
2	Chicago	23	4,706,755	9,826,000	108.8
3	Los Angeles	23	2,750,903	5,847,000	112.5
4	Philadelphia	19	3,934,499	5,045,000	28.2
5	Detroit	8	3,373,534	5,544,000	64.3
6	San Francisco	16	1,849,769	3,264,000	26.4
7	Boston	15	2,563,566	3,308,000	29.0
8	Pittsburgh	17	1,999,163	2,773,000	38.7
9	St. Louis	12	2,398,206	2,929,000	22.1
10	Washington	13	1,147,979	2,180,000	90.4
11	Cleveland	8	1,660,733	2,076,000	25.1
12	Baltimore	12	1,048,691	1,428,000	36.3
13	Minneapolis-St. Paul	8	1,543,521	2,058,000	33.3
14	Buffalo	10	1,186,576	1,508,000	27.0
15	Houston	11	1,283,952	1,489,000	16.0
16	Milwaukee	8	1,017,358	1,148,000	12.9
17	Cincinnati	8	2,727,063	2,553,000	— 6.4
18	Kansas City	9	1,501,002	1,864,000	24.2
19	Atlanta	10	1,137,899	1,479,000	30.0
20	San Diego	7	469,321	683,000	45.6
21	Dallas	7	1,004,396	1,320,000	31.5
22	New Orleans	11	905,672	1,112,000	22.7
23	Portland, Oregon	11	691,184	984,000	42.4
24	Seattle	10	912,331	1,257,000	37.8
25	Providence	9	581,465	813,000	39.0
26	Miami	10	631,829	745,000	17.9
27	Denver	11	841,905	1,231,000	46.2
28	Louisville	8	764,478	1,060,000	38.7
29	San Bernardino-Riverside	8	132,732	148,597	12.0
30	Indianapolis	5	866,004	1,111,000	28.3
31	Birmingham	10	596,474	624,000	4.7
32	Youngstown	5	313,646	377,000	20.1
33	San Antonio	9	928,432	1,011,000	8.9
34	Columbus, Ohio	5	727,481	979,000	34.7
35	Tampa-St. Petersburg	11	360,951	400,000	10.8
36	Albany, Schenectady, Troy	7	904,057	1,117,000	23.6
37	Memphis	7	854,586	965,000	12.9
38	Dayton	3	321,982	376,000	16.8
39	Rochester	6	634,210	776,000	22.4
40	Norfolk	7	315,915	457,000	44.6
41	Ft. Worth	6	347,586	445,000	27.9
42	Phoenix	9	213,264	323,000	51.6
43	Akron	4	312,245	391,000	25.3
44	San Jose	5	72,844	90,136	23.8
45	Allentown-Bethlehem	6	181,942	271,000	48.9
46	Toledo	4	409,489	644,000	57.1
47	Springfield-Massachusetts	8	209,826	238,000	13.3
48	Oklahoma City	7	571,496	576,000	0.9

(*Continued on page* 119)



STORES THROUGHOUT NEW YORK, LONG ISLAND, NEW JERSEY AND PRINCIPAL CITIES

(*Continued from page 117*)

Markets Rank By Population	*Market*	*Stations Reporting $25,000 or more Time Sales*	*Natl. Spot Dollar Volume 1955*	*Natl. Spot Dollar Volume 1956*	*% of Increase or Decrease*
49	Omaha	6	$ 807,893	$ 908,000	12.4
50	Jacksonville	7	310,747	285,000	— 8.7
51	Sacramento	5	491,104	548,000	11.6
52	Hartford	4	1,001,028	1,195,000	19.4
53	Syracuse	5	387,065	525,000	35.7
54	Wilkes-Barre	6	141,378	170,000	20.6
55	Knoxville	8	238,585	268,000	12.1
56	Nashville	7	690,881	817,000	18.2
57	Richmond	7	645,988	722,000	11.8
58	Wheeling	6	394,921	456,000	15.4
59	Flint	5	255,825	306,000	19.5
60	Charleston, W. Va.	7	192,683	220,000	14.0
61	Wilmington, Del.	4	115,797	184,000	58.6
62	Grand Rapids	6	338,526	379,000	11.8
63	Canton	2	NA	266,000	
64	Fresno	6	411,528	484,000	17.5
65	Salt Lake City	7	346,493	368,000	6.4
66	Harrisburg	5	220,248	246,000	11.8
67	Wichita	5	367,859	416,000	13.0
68	Tacoma	4	70,662	78,599	11.2
69	Tulsa	6	568,982	603,000	6.0
70	Johnstown	5	90,598	110,000	20.9
71	Utica-Rome	4	129,501	144,000	10.8
72	Peoria	5	285,003	336,000	17.9
73	Bridgeport	2	NA	NA	
74	Worcester	4	364,846	410,000	12.3
75	Duluth	6	211,580	215,000	1.4
76	El Paso	4	122,542	189,000	53.3
77	Chattanooga	6	229,183	183,000	—20.
78	Mobile	6	129,987	145,000	11.5
79	New Haven	3	190,732	277,000	45.0
80	Davenport-Rock Island	5	261,346	289,000	10.7
81	Bakersfield	5	153,956	158,000	2.6
82	Spokane	6	394,675	488,000	23.5
83	Huntington	6	155,334	154,000	— 0.6
84	Scranton	6	214,461	236,000	10.3
85	Reading	3	109,969	127,000	15.5
86	Des Moines	6	1,249,623	1,357,000	8.6
87	Trenton	1	NA	NA	
88	Little Rock	5	201,904	214,000	5.9
89	Shreveport	7	475,114	454,000	— 4.4
90	Lancaster	2	NA	111,000	
91	South Bend	2	NA	159,000	
92	Augusta	5	107,861	102,000	— 5.6
93	Erie	3	84,482	119,829	41.8
94	Stockton	4	123,291	213,000	73.2
95	Stamford	2	NA	NA	
96	Beaumont	6	206,500	169,000	—18.4
97	Tucson	6	127,437	68,000	—46.5
98	Charlotte	6	848,753	903,000	6.4
99	Albuquerque	5	241,004	260,000	7.9
100	Baton Rouge	5	169,202	168,000	— 0.6
101	Ft. Wayne	4	403,347	435,000	7.9
		* * *			
102	Honolulu	7	375,500	421,000	12.0

The FCC did not include the figures for the owned and operated network radio stations in the 1955 report. They were included in the year 1956. All owned and operated stations of the networks are in the first 10 markets.

SOURCE: Station Representatives Association.

GAC-TV INC.

Affiliate of General Artists Corporation

New York

Beverly Hills

Chicago

Cincinnati

Dallas

Miami Beach

London

The Radio Spot Picture For 1958 Holds Upsurge in Latter Half



By Frank M. HEADLEY
President
Station Representatives Association

THE radio spot prospects for 1958 are excellent. Although it is true that spot billings have not shown a decided increase during the past month or two, I confidently expert a strong rally in the second half of 1958. The first six months will probably continue to run below last year's figures, but a strong upsurge in the latter half of the year will more than compensate for the slow start. It's my strong belief that spot radio in 1958 will be up ten per cent over 1957.

Although there is considerable talk of a business slowdown, consumer dollars are still plentiful. There's nothing the matter with business that more retail sales can't cure—and advertising has become the sole force for sales in the nation because of the decline of personal salesmanship.

✲

During prior periods of business setback, advertising costs were among the first to be pared. During the present slowdown, advertising should be the last to be cut! We are now in an age of super-markets and self-service stores in all lines of business. The fact-to-face salesmanship has all but vanished. What is left? Radio, the medium that combines imagery transfer with strong personal sell is the one last and best retail salesman for any consumer product. Business men who want to move their products off the shelf must not only continue to use radio as before, but should actually increase their schedules in an effort to keep those consumer dollars flowing. Spot radio is particularly well suited for its role of priming the national economy because of its greater flexibility and greater adaptability to any advertiser's special problems. I can safely say that radio is the most economical, and along with TV most effective, advertising medium in the world today.

✲

Spot radio is virtually the only medium which has generally held the line on rate increases. Radio rates have held fairly constant, although the actual value of radio time has sharply increased in the past several years. There are two reasons for this: 1) the sale of radio sets has steadily gone up; 2) tune-ins as reported by the various rating services has shown a consistent increase. As a happy result of these two factors, the cost per commercial to the radio advertiser is constantly going down instead of increasing as it is in almost all of the other media.

Radio announcers and disc jockeys are becoming more and more sophisticated in the techniques of effectively delivering a commercial message. In even the smallest markets, radio talent have become true air salesmen, and take pains to learn the sales points of the products they advertise, and sometimes even the overall marketing strategy of the advertiser.

Radio will deliver the audiences, but agencies can better motivate their delivered listeners by devoting more time and effort to produce commercials with higher conversion efficiency—that is the conversion of audiences into customers. The key is creativity: the creative use of talent and effort to conceive and produce commericals which will utilize to the fullest the numerous advantages of audio presentation.

Not only are radio stations becoming more adept at getting maximum mileage out of the advertisers' commercials, but they have learned how to really get across the value of their facility as an advertising medium to local and regional merchants and manufacturers.

✲

On the national scene as well, spot radio has entered the era of salesmanship. Good salesmanship has been important since the decline of the vast nationwide audiences several years ago, but never has it been so vital as in the present tighter economic situation. In today's increasingly competitive market, representative salesmen more than ever must be thoroughly familiar with *all* of radio's aspects—from programming to coverage of markets.

It is part of the salesman's job to get across points such as these to buyers of time—but his essential job is still to sell: aggressively, imaginatively, persistently — and harder than ever before.


mca
NEW YORK BEVERLY HILLS LONDON PARIS ROME MUNICH BERLIN CHICAGO DALLAS DETROIT LAS VEGAS MIAMI MINNEAPOLIS TORONTO

RADIO

BUSINESS

ADVERTISING AGENCIES

PERSONNEL LISTINGS

RADIO SPONSORS

TELEVISION SPONSORS

AGENCY TIMEBUYER BIOGRAPHIES

ANNUAL

1958


CHEVROLET
U.S. STEEL HOUR
The Broadway of TV
CBS-TV
ALTERNATE WEDNESDAYS
"LIVE" FROM NEW YORK
Produced By THE THEATRE GUILD

Ingenuity Must Spark Small Agency In New TV Program Development



By RANSOM P. DUNNELL
Vice President
Director of Radio-TV
Humphrey, Alley & Richards, Inc.

FOR some advertisers and their agencies the year 1958 will mark the cancellation of a western or musical and hopeful launchings of new and (probably) similar type shows. However, I believe that group will be confined to a small nucleus of the biggest multi-million dollar budget clients. In the main, the business of Ingenuity will be a thriving one. Not only will we probably be faced with a certain leveling off of TV set purchases and increased three network competition, but the ever present and mounting pressure of competitive media as well. Also there will be a greater than ever push from that most competitive and revitalized medium . . . radio. Yes, television is going to have to battle hard to maintain its large "share of market" in 1958.

The battle will be just as hard fought and decisive for those of us representing moderate budget sized accounts as it will for the very largest advertisers and their agencies. For despite its generally expensive and often long term commitment aspects, the medium of television continues to fascinate nine out of ten advertisers. And this preoccupation holds true for even the smallest advertiser . . . regardless of whether or not he is actually using the medium. As a matter of fact, I have often found that the smaller the budget, the greater the interest. As a result, it is imperative that the moderate sized agencies keep as fully informed and ready to move, if not more so, than their larger contemporaries.

Before I changed over a while back from many years spent with larger agencies representing like accounts, I had heard and given lip service to the old saw of "the biggest agencies get the biggest attention and concessions from the networks and stations." Without any real thought or knowledge of its possible veracity I had accepted the statement almost completely. Now, with rare exception, I can honestly say that I have seen the myth exploded on many occasions. All of which is a small, but needed tribute to the networks and many stations. Because should the current soft spot in the economy grow any larger, the networks and the stations will need the smaller budget advertisers even more than they do now. These marketers, after all, frequently develop into important national advertisers when their early activities in the medium are given proper and sufficient time and attention.

Our efforts then, as agency people, particularly in behalf of moderate budget clients, should be heavily imbued with an almost relentless determination to follow these principles:

First, to keep continually aware of *all* availabilities.
Second, to pursue the desired ones as though money, or budget, was of little concern.

Third, once a pattern or program is selected, to then reverse financial strategy so as to arrive at a basis of continual negotiation and counter proposal predicated on the importance of cost efficiency, frequency and coverage for the prospective client.

It all seems pretty basic and obvious, doesn't it? And yet there is evidence in almost any leading magazine or Sunday supplement today that speaks eloquently for the small advertiser who was treated like one on TV by his agency. Properly paraphrased a good motto for moderate budget television advertisers' agencies should read something like:

The smaller the budget, the greater the responsibility.

I also believe the role of the smaller agency in television today should be one of *doing it differently* wherever and whenever possible. Just because you don't have a four million dollar budget doesn't mean you should not and cannot continually seek new programming and scheduling patterns.

Only with constant determination and Ingenuity can we in agencies fully exploit this most dynamic medium. And, exploit it in terms of our clients' most prevalent interest . . . sales.

SINCE
1898
THE
AGENCY
OF
THE
SHOW
WORLD



WILLIAM MORRIS AGENCY, INC.
NEW YORK · BEVERLY HILLS · CHICAGO · LONDON · PARIS · ROME

"An Advertiser Looks At Radio" (And Documents Its Impact)



By JAMES J. DELANEY
Advertising Manager
Sinclair Refining Co.

WHEN I mentioned to a friend that I was writing this article for the '58 Radio Annual, and told him the title I planned to use, he did a beautiful double-take.

"*Look* at radio?" he asked. "You mean television, don't you? Radio is something you *listen* to!"

That, I told him, is exactly why more and more advertisers today are taking a good long look at radio. People *listen* to radio, and when people listen, it's smart business to see that your advertising messages are among the things they listen to.

That's why in 1958 Sinclair is continuing its amazingly successful "quickie" spot-radio advertising program, broadcasting a very simple but highly effective message over 900 radio stations for a total of more than 10,000 spots each week, every week of the year.

I think I can safely believe that every one of you—in Sinclair's marketing territory, that is—has heard that message:

"Driving today? Remember to—

Drive with *care* — and buy Sinclair — Power-X Gasoline."

Now, why did we use that message, and why did we use it on radio?

Well, the first thing any advertising manager looks at is the sales problem advertising must help to solve. And again I can make a flat statement that *every* advertising manager is convinced that *his* problem is different.

Sinclair's is certainly different. First, Sinclair's marketing territory extends over 36 states and the District of Columbia. That's a lot of territory, and it calls for a lot of advertising to cover it effectively. And second, Sinclair's budget for advertising and sales promotion is limited. We advertise in plenty, yes, but our most aggressive competitors can out-spend us, and do, both absolutely and relatively. It's a tough problem.

Morey, Humm & Warwick, Sinclair's advertising agency, has worked with us extremely closely for many years, and has constantly examined and re-examined this puzzle of how to stretch our advertising money over a relatively large area. In this re-examination, radio was looked at again and again.

First: Is radio a "dying" medium? The answer is surprising: More sets are in use today than ever before, and sales of new sets are increasing! Moreover, and most important to a gasoline advertiser, there are 37,500,000 radio sets in cars, in use! What better time and place to reach a customer for gasoline and oil?

Second: How can radio be used most effectively for Sinclair? Well, how about a program? Or one-minute spots? Or—how about some *new* way to use radio? This latter was explored. And we learned something: Many radio spots are too long-winded, packed with too many ideas, too confusing for the listener to retain. Psychologists say that it is far better to tell *one* sales point effectively than to shout a dozen, or a hundred, or a thousand.

Now, if *one* point will get your message across, why waste time (and your budget) in trying to get across a dozen points in each commercial?

Out of all this came a simple idea, the simple and effective phrase I have mentioned and you have all heard: "Driving today? Remember to—Drive with care, and buy Sinclair—Power-X Gasoline." A public service, your company name, your company's leading product, directed towards a particular audience (motorists) all in one simple twelve-word sentence. Air time, 5 or 6 seconds, even with a slowly speaking announcer.

We didn't jump in with both feet, even though we thought we had a winner. We air-tested our campaign in the Fall of '55, using WRCA in New York and WFAS in suburban White Plains. We scheduled 25 spots a week on each station.

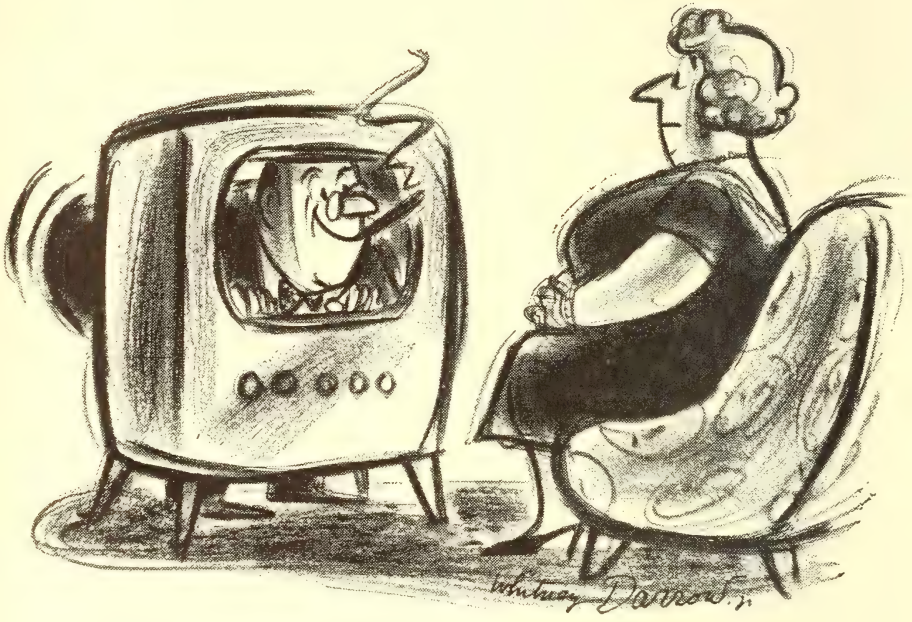
The reaction was fast, and favorable. Then in January, 1956, we added five more New York stations, and three suburbans, scheduling about 260 spots a week in the time slots most favorable to auto users: breakfast, driving to work and back, and on weekend afternoons when cars are used more for pleasure driving.

We are now using some 450 cities, with over 900 stations broadcasting our spots at the rate of better than 10,000 spots every week.

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO
LONDON · MEXICO CITY · FRANKFURT · SAN JUAN · CARACAS



Low-Cost TV

The thing to remember about TV costs is: it's not necessarily the cost-per-minute that counts. It's the cost-per-sale. Television may be costly. But it need not be expensive—if you've got good commercials.

The Top 100 National and Regional Spot Television Advertisers of 1957 And Estimated Expenditures

	Advertiser	Estimated Expenditure
1.	Procter & Gamble Co.	$25,916,840
2.	Brown & Williamson Tob. Co.	12,988,920
3.	Continental Baking Co.	10,190,060
4.	Sterling Drug, Inc.	8,635,890
5.	General Foods Corp.	8,147,300
6.	Colgate-Palmolive Co.	7,739,080
7.	Lever Brothers Co.	7,642,980
8.	Carter Products, Inc.	6,995,260
9.	Miles Laboratories, Inc.	6,392,640
10.	National Biscuit Co.	5,822,320
11.	Warner-Lambert Pharm. Co.	5,690,870
12.	Morris, Philip, & Co.	4,941,470
13.	Hall, Robert, Clothes	4,923,930
14.	International Latex Corp.	4,722,660
15.	Coca-Cola Co./Bottlers	4,207,890
16.	Adell Chemical Co.	4,109,890
17.	Bulova Watch Co.	4,050,400
18.	Liggett & Myers Tob. Co.	4,001,840
19.	American Chicle Co.	3,726,800
20.	American Home Products Corp.	3,589,630
21.	Ford Motor Co.	3,133,050
22.	American Tobacco Co.	3,145,930
23.	Antell, Charles, Inc.	3,036,630
24.	Pepsi Cola Co./Bottlers	3,038,650
25.	Lorillard, P., & Co.	3,018,660
26.	Shell Oil Co.	2,993,100
27.	Esso Standard Oil Co.	2,933,060
28.	Reynolds, R. J., Tob. Co.	2,887,630
29.	Kellogg Company	2,829,510
30.	Anheuser-Busch, Inc.	2,792,110
31.	Food Mfgrs., Inc.	2,781,640
32.	Nestle Co., Inc.	2,530,320
33.	Corn Products Refining Co.	2,477,830
34.	Block Drug Co.	2,347,409
35.	Factor, Max & Co.	2,290,850
36.	Avon Products, Inc.	2,287,750
37.	Falstaff Brewing Corp.	2,196,180
38.	Folger, J. A., & Co.	2,194,020
39.	Beech-Nut Life Savers, Inc.	2,180,520
40.	Nehi Corp./Bottlers	2,154,139
41.	Bristol-Myers Co.	2,131,010
42.	Texas Co., The	1,992,030
43.	Wrigley, William, Jr., Co.	1,968,000
44.	Gillette Co.	1,888,790
45.	Ritchie, Harold, F., Inc.	1,885,110
46.	Ballantine, P., & Sons	1,814,930
47.	Schlitz, Jos. E., Brew. Co.	1,752,250
48.	Marathon Corp.	1,749,690
49.	National Dairy Products	1,743,450
50.	Seven-Up Co./Bottlers	1,712,270
51.	Grove Laboratories, Inc.	1,688,460
52.	U. S. Borax & Chem. Corp.	1,653,640
53.	Heinz, H. J., Co.	1,621,790
54.	Wesson Oil & Snow Drift	1,618,070
55.	Standard Oil Co. of Ind.	1,597,460
56.	Piel Bros., Inc.	1,591,130
57.	General Motors Corp.	1,552,630
58.	Pabst Brewing Co.	1,480,060
59.	M. J. B. Co.	1,473,310
60.	Peter Paul, Inc.	1,458,710
61.	Hamm, Theo., Brewing Co.	1,453,340
62.	Interstate Bakeries Corp.	1,452,080
63.	Seager, Helaine, Co.	1,427,259
64.	Burgermeister Brew. Corp.	1,421,040
65.	Minute Maid Corp.	1,414,570
66.	Hills Bros., Coffee, Inc.	1,401,070
67.	Phillips Petroleum Co.	1,387,820
68.	Standard Brands, Inc.	1,308,750
69.	Curley, Robert, Ltd.	1,394,080
70.	Milner Products Co.	1,296,950
71.	Glamorene, Inc.	1,280,540
72.	Tea Council of U. S. A., The	1,280,080
73.	American Bakeries Co.	1,232,170
74.	Carling Brewing Co., Inc.	1,231,440
75.	Maybelline Co.	1,168,850
76.	Pacific Tel. & Tel. Co.	1,158,090
77.	Socony Mobil Oil Co., Inc.	1,139,720
78.	Best Foods, Inc.	1,124,940
79.	Quaker Oats Co.	1,123,470
80.	United Vintners, Inc.	1,113,880
81.	Great A & P Tea Co.	1,066,120
82.	Plough, Inc.	1,059,920
83.	Ralston-Purina Co.	1,059,010
84.	General Cigar Co.	1,056,760
85.	Borden Co.	1,049,160
86.	Rayco Mfg. Co.	1,037,940
87.	Pepper, Dr., Co./Bottlers	1,031,720
88.	Reily, Wm., B., & Co., Inc.	1,025,840
89.	Sardeau, Inc.	1,023,340
90.	Sunshine Biscuit Co.	991,960
91.	Safeway Stores, Inc.	990,700
92.	Pharmaceuticals, Inc.	940,150
93.	Ward Baking Co.	939,110
94.	Associated Products, Inc.	919,230
95.	Kroger Co.	905,290
96.	Proctor Electric Co.	902,410
97.	General Mills, Inc.	901,190
98.	Langendorf United Bakeries	891,260
99.	Gold Seal Co.	868,240
100.	Simmons Co./Dealers	864,270

Source: TvB

Announcing Lever Brothers' great new TV-Radio Schedule

MONDAY

Ma Perkins, Romance of Helen Trent, Young Dr. Malone, House Party . . .
on radio, Monday through Friday

TUESDAY

The Eve Arden Show
8:30-9:00 p.m. EST,
CBS-TV Network

WEDNESDAY

Father Knows Best—starring Robert Young
8:30-9:00 p.m. EST, NBC-TV Network

Art Linkletter's House Party
2:30-3:00 p.m. EST, CBS-TV Network

The Price Is Right—with Bill Cullen
11:00-11:30 a.m. EST, NBC-TV Network

Truth or Consequences—emcee Bob Parker
11:30-Noon EST, NBC-TV Network

THURSDAY

The Lux Show, starring Rosemary Clooney
live from Hollywood—in color
10:00-10:30 p.m. EST, NBC-TV Network

FRIDAY

The Life of Riley
starring William Bendix
8:30-9:00 p.m. EST, NBC-TV Network

Garry Moore Show
10:00-11:30 a.m. EST, CBS-TV Network

Art Linkletter's House Party

Truth or Consequences

The Price Is Right

SATURDAY

Have Gun—Will Travel
starring Richard Boone
9:30-10:00 p.m. EST, CBS-TV Network

SUNDAY

Sorry! Our day of rest—
not a single Lever Brothers' TV or
radio show!

RADIO

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Dir., Radio-TV.....Alidor Belskis
Asst. to Pres.....John J. Petrie

Branch Office
101 Park Ave., New York, N. Y.
Manager.....J. G. Berens

Radio Accounts: Central Ice Cream Co., Chicago, Ill.
Estimated Radio Billing $3,000

TV Accounts: Aladdin Industries, Inc., (Vacuum Ware, Outing Kits), Nashville, Tenn.
Estimated TV Billing.....$50,000

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Director .....Bernard Rubinstein
Copy Chief.....David M. Hausdorff

Radio Accounts: Foreign Language Programs: Best Foods, Inc. (H-O Quick Oats, H-O Instant Oatmeal, H-O Cream Farina, Hellman's Real Mayonnaise, Presto Cake Flour); American Home Foods, Inc. (Chef Boy-Ar-Dee Products, G. Washington's Instant Coffee, G. Washington's Instant Broth & Seasoning, Burnett's Extracts); Cream of Wheat Co.; General Baking Co. (Grossinger's Bread); Hoffman Beverage Co.; Kraft Foods, Inc. (Philadelphia Brand Cream Cheese, Kraft Oil, Parkay Margarine, Miracle Margarine); Wesson Oil & Snowdrift Sales Co. (Wesson Oil); Florida Citrus Exchange (Florigold Oranges & Grapefruit); The Nestle Co. (Nescafe Instant Coffee); Lever Bros. Co. (Spry, Lux Liquid Detergent); Calif. Prune & Apricot Growers Assn. (Sunsweet Prunes); Colgate-Palmolive Co. (Palmolive Soap, Colgate Dental Cream, Colgate Brisk Toothpaste, Halo, Ajax, Vel, Fab); The S.O.S. Co. (S.O.S. Magic Scouring Pads); Pharmaco Co. (Feen-a-mint, Chooz, Medigum); Republican State Committee.

TV Accounts: General Foods Corp. (Maxwell House Coffee, Instant Maxwell House Coffee, Post Cereals, Instant Sanka Coffee); Diamond Crystal Salt Co.; The Coca-Cola Bottling Co.; Duffy-Mott Co. (Mott's Apple Sauce, Mott's Apple Juice, Sunsweet Prune Juice, Clapp's Junior & Baby Foods); Dugan Brothers (Dugan's Breads & Cakes); Penick & Ford, Ltd., Inc. (My-T-Fine Desserts); The Boyle-Midway Co. (Aerowax, Wizard Wick, Wizard Aerosol, Easy-Off Oven Cleaner, Sani-Flush); Whitehall Pharmacal Co. (Anacin, Preparation H. Infra-Rub, Hill's Cold Tablets); Republican State Committee.

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Art Director.....Pete Costanza

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President.....Allen C. Smith
V.P.s.....George B. Barnard, H.B. Montgomery, C. W. Eigenbrot
Treasurer.....Joseph C. Baugher
TV Dept. Head.....Richard Olanoff
Radio Dept. Head.....Allen Gray

Radio Accounts: Mrs. Paul's Kitchens, Philadelphia, Pa. (Frozen Seafood); Pennsylvania Refining Co., (Carburetor Cleaner); First Camden National Bank & Trust Co., Camden, N. J.; Girard Trust Corn Ex. Bank, Philadelphia, Pa.; Exide Automotive Div.



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TV Accounts: Mrs. Paul's Kitchens, Inc., Philadelphia; Exide Automotive Div. (Batteries) Philadelphia; Campbell Chain Co., York, Pa.; Fels and Co.; Philadelphia; Carling Brewing Co. (Mid-Atlantic Territory), Cleveland, Ohio. Capitol Products Corp.

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Promotion .....Cy Jackson
Acct. Exec.....Fred L. Allen

Radio Accounts: Gospel Broadcasting Assn., Los Angeles, Calif.; Unity School of Christianity, Lee's Summit, Mo.; Christian Science Radio Comm. of Los Angeles County (Lectures and Broadcasts), Los Angeles, Calif.; Christian Science Committee on Publications, Los Angeles, Calif.

TV Account: Christian Science Committee on Publications, Los Angeles, Calif.

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Asst. Dir. Radio-TV.....Don B. Amsden
Prod. Asst.....Jack L. Silver
Media Asst.....Jean Segelberg

Radio Accounts: Bernard Bros. (New & Used Cars); Carpenter Oil Co. (Gas, Oil, Automotive Prod.); Dundee Presbyterian Church; Evans Laundry, all Omaha; O. A. Cooper Co. (Livestock Feeds), Humboldt, Nebr.; Commercial Savings & Loan Assoc.; Fairmont Foods Co. (Dairy Prod., Frozen Foods); Farm Fertilizers; Gerelick Motors; Hayden House (Restaurant); T. H. Maenner Co. (Real Estate), all Omaha; Earl May Seed Co. (Crackers, Cookies), Omaha; Miller Chemical, Omaha; National Alfalfa (Alfalfa Pellets), Kansas City; Omaha Public Power District (Public Utility); P. F. Petersen Baking Co. (Bread, Pastries), Omaha, Cedar Rapids, Davenport, Des Moines; Radio Engineering Inst.; Sidles Company (Appliance Distrs.); Tekseed Hybrid Co. (Hybrid Corn); Uncle Sam Breakfast Foods Co.; U. S. National Bank; Woodmen Accident Co. (Insurance), all Omaha.

TV Accounts: Commercial Savings & Loan Assoc., Omaha; O. A. Cooper Co. (Livestock Feeds), Humboldt, Nebr.; Evans Laundry; Fairmont Foods Co. (Dairy Prod., Frozen Foods); T. H. Maenner Co. (Real Estate; Merchants Biscuit Co. (Crackers, Cookies); Nebraska-Iowa Electrical Council; Omaha Public Power District (Public Utility), all Omaha; Paxton & Vierling Steel Co., Omaha, Sioux City; P. F. Petersen Baking Co. (Bread, Pastries), Omaha, Cedar Rapids, Davenport, Des Moines); Radio Engineering Inst.; Sidles Co. (Appliance Distrs.); Tekseed Hybrid Co. (Hybrid Corn); Uncle Sam Breakfast Foods Co.; U. S. National Bank, all Omaha; Western Land Roller (Farm Eqt.), Hastings, Nebr.

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HOllywood 2-0837

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Art Director.....Jack Robins
Account Exec.....Dick Gardner

Radio Accounts: Arden Farms (Dairy Products); Pavo de Grande, Inc. (Turkeys); Dr. F. E. Campbell (Dental Services); West Pico Furniture Co. (Furniture); First Nazarene Church; Calif. Record Distributors, Pacific Hi-Fi House (Electronic Equipment), all Los Angeles, Calif.

TV Accounts: Gold Furniture Co.; Pridham Davis (Optometrist); Arden Farms (Dairy Products); Pavo de Grande (Turkeys); Dr. F. E. Campbell (Dental Services), West Pico Furniture Co., Bowles & Co. (Real Estate), all Los Angeles, Calif.

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Radio Accounts: Alderney Dairy, Newark, N. J.; Dow Corning (Silicones), Midland, Mich.; Dynel Div., Union Carbide (Fiber); Shavex (Aid to Electric Shaving); Natl. Home Furnishing Show, all New York; Acousticon (Hearing Aid), Jamaica, N. Y.; Asso. Bulb Growers of Holland, New York; C. H.

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Art Dir.....Milton Zoldtow
Media Dir.....Alice Asdour

Radio Accounts: Acousticon, Div. of Dictograph Products, Inc.—West Coast only—(Acousticon Hearing Aids), San Francisco, Calif.; Pacific Hawaiian Products Co. (Soft Drink), Fullerton, Calif.

Estimated Radio Billings,.....$40,000

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Radio Accounts: International Harvester Co. (Farm Equipment Div.); International Mineral & Chemical Co. (Potash Div.); Terry Foods, Inc.; Illinois Farm Supply Co. (Fertilizer, Feed, Petroleum), Williamson Candy Co. (Oh Henry!), all Chicago; Murphy Products Co. (Animal Feed Concentrates), Burlington, Wisc.

TV Accounts: Illinois Farm Supply Co.; Terry Foods, Inc. (Frozen Prepared Beef Prod.) Williamson Candy Co. (Oh Henry!), Murphy Products Co.

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Phone: HAwaii 50-3681
Manager.....James P. Smith

Radio Accounts: American Telephone and Telegraph Company, Armour & Company, The Atlantic Refining Company, Avis Rent-A-Car System, B. C. Remedy Company, Butcher Polish, The Chesapeake & Potomac Telephone Companies, Chestnut Farms, E. I. Dupont, French Line, Gordon Baking Co., Hills Bros. Coffee, Inc., Illinois Bell Telephone Company, Insurance Company of North America, Howard D. Johnson, Johnson & Johnson, Knouse Foods Cooperative, Inc., Michigan Bell Telephone Company, Ohio Oil Co., Plymouth Factory Cooperative

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TV Accounts: American Telephone & Telegraph Company, Armour & Co., The Atlantic Refining Company, B. C. Remedy Company, John H. Breck, Inc., Butcher Polish, Carrier Corporation, The Chesapeake & Potomac Telephone Companies, Reuben H. Donnelly Corporation, E. I. Dupont, Electric Companies Advertising Program, The First Pennsylvania Banking & Trust Co., General Electric Telechron, Gordon Baking Co., P. H. Hanes Knitting Co., Hills Bros. Coffee, Inc., Illinois Bell Telephone Company, Insurance Company of North America, Howard D. Johnson, Johnson & Johnson, Michigan Bell Telephone Company, National Dairy Products Corp.—Sealtest, Ohio Oil Company, Philip Morris Inc., Plymouth Division of Chrysler Corporation, Plymouth Factory Coop. Adv. Pgm., Polk-Miller Products Corporation, SeaPak Corp., Sheffield Farms, Tasty Baking, United Air Lines, Stephen F. Whitman & Sons, Inc., Yardley of London, Inc.

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Art Director.....**Roger I. Helm**

Branch Office
505 National Bank of Commerce Bldg.
San Antonio, Tex.
Phone: CA 4-7055

Manager.....William Close

Radio Accounts: Black-Brollier, Inc. (Concrete Bldg. Materials); Henke & Pillot, Inc. (Chain Supermarkets); James Bute Co. (Paints), all Houston; Master Bronze Powder Co. (Paints), Hammond, Ind.; Weldon Cafeteria; Rheem Mfg. Co. (Heaters); Clarke & Courts (Office Supplies); Arthur Murray (Dance Instruction); Bank of the Southwest, all Houston; National Bank of Commerce, San Antonio; First State Bank & Trust, Bryan, Tex.; Merchants National Bank, Port Arthur, Tex.; C. B. Delhomme (Boat Sales & Service); Chrysler Airtemp Sales Corp. (Air Conditioning); Trimlines Reducing Supply (Reducing System); Chemical Corp. of the Americas (Oil Additive), all Houston.

TV Accounts: Henke & Pillot, Inc., (Chain Supermarkets); Rheem Mfg. Co. (Heaters, Air Conditioners, Ranges); Albert Berry (Cars); James Bute Co. (Paints), all Houston; Master Bronze Powder Co. (Paints), Hammond, Ind.; Arthur Murray (Dance Instruction), Houston; Nichols Mfg. Co. (Toy Guns), Jacksonville, Tex.; Bank of the Southwest, Houston; National Bank of Commerce, San Antonio; Chrysler Airtemp Sales Corp. (Air Conditioners); Chemical Corp. of the Americas (Oil Additive); Trimlines Reducing Supply (Reducing System), all Houston.

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Radio, TV Director.....Jack F. Horler
Radio Time Buyers..John Powell, Ivy Neve
Mng., TV Dept.....Hazel Blair
TV Time Buyer.....Don Farrow

Shell Tower Bldg., Suite 208
660 St. Catherine St. W., Montreal, Que.
Phone: UNiversity 6-3049

Manager .....Lloyd Converse

Radio Accounts: General Foods, Ltd.; Adams Brands Sales, Ltd.; Frigidaire Products of Canada, Ltd.; The Carnation Co., Ltd.; Pharmaco, Inc. (Feen-a-mint); Supreme Drug, Ltd. (Poligrip and Poli-dent); Manufacturers Life Inc. Co.

TV Accounts: Adams Brands Sales, Ltd.; Canadian Kodak Co., Ltd.; Carnation Co., Ltd.; Frigidaire Products of Canada, Ltd.; General Foods, Ltd.; Pharmaco, Inc.; Supreme Drug, Ltd.; Kaufman Rubber Co.

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Accounts: Coast Fisheries Div. of Quaker Oats Co. (Puss 'n Boots Cat Food) Wilmington, Calif.; Whitehall Pharmacal Co. (Jo-Cur Wave Set Lotion, Heather Rouges) New York, N. Y.; F. W. Woolworth Co. (National

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V.P., Planning Dir.....J. P. Waters
V.P., Radio-TV Dir.....E. L. Thompson
V.P.'s .....N. E. Forgie, E. L. Bowers

Radio and TV Accounts: Adam, Meldrum & Anderson Co. (Dept. Store); Buffalo Industrial Bank; Crystal Beach Transit Co.; Erie Co. Savings Bank; Niagara Frontier Transit System; Pratt & Lambert (Paints); Sears, Roebuck & Co.; William Simon Brewery, Inc., all Buffalo; American Stores & Co. (Food Stores), Syracuse, N. Y.; Birge Co., Inc. (Wallpaper); Buffalo Optical Co.; Ellicott Paint Co., Inc., all Buffalo; General Ice Cream Division, Schenectady, N. Y.; Kenmore Motors Co., Kenmore, N. Y.; Nu Way Markets (Food Stores), Buffalo; Pepsi Cola Buffalo Bottling Co.; Pepsi Cola Syracuse Bottlers, Inc.; Seven-Up Bottling Co., Buffalo; Tinney Cadillac-Pontiac, Buffalo.

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Prod. Mgr.....Marc Hughes
TV-Radio Director.....E. C. Jones

Radio Accounts: Dairymen's League Coop (Milk Products, Ice Cream, Institutional), New York; Will & Baumer Co. (Candles), Syracuse; A. V. Smith Co. (Beans, Peas), Marcellus, N. Y.; National Pet Foods (Kalico Kat Cat Food), Marcellus, N. Y.; Haberle Brewing Co., Syracuse; Babcock Poultry (Chicks & Eggs); American La France Co. (Fire Extinguishers); GLF (Lawn & Garden Supplies, Eggs), all Ithaca, N. Y.

TV Accounts: Dairymen's League Coop (Milk Products, Ice Cream), New York; Will & Baumer Co. (Candles), Syracuse; Haberle Brewing Co., Syracuse; GLF (Lawn & Garden Supplies, Eggs), Ithaca, N. Y.

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Phone: DU 4-1193

V.P., Manager.....Ashby Starr
Phone: EX 7-0477
700 Montgomery St., San Francisco, Cal.
V.P., Mgr.....Jerry Gorin

Radio-TV Accounts: Security Trust & Savings Bank (Banking), Rohr Aircraft Corporation (Aircraft Parts), San Diego Gas & Electric Co. (Public Utility).

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TV Accounts: American Express Co.; General Foods Corp.; Procter & Gamble Co.; AVCO Manufacturing Co.; Pepperell Manufacturing Co.; Norwich Pharmacal Co.; Carlings Brewing Co., Inc.; Continental Oil Co.

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Prod., Art Dir.....Per Henriksen
Media, Publ.....Jeanne Shaeffer

Radio-TV Accounts: Alladin Plastics; Baby Line Furniture Corp.; California Maple (Wood Products), all Los Angeles; Stanley Chevrolet, Norwalk, Calif.; Jaysie Mfg. Corp. (Shutters); D. Feinmon & Co. (Brassieres); Woodruff Investment Co. (Industrial Factoring); Duplex Dispenser Co. (Food Dispensers); Modern Foods Alliance ("Food Tone" Mfg.), all Los Angeles; Navajo Furniture Industries (Juvenile Furniture Mfg.), Gallup, N. M.

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TV Accounts: Florsheim Shoe Co., Chicago; Helene Curtis Industries, Inc., Chicago; Maybelline Co., Chicago; Milner Products Co., Jackson, Miss.

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TV Accounts: Gold King, Merkel, Inc., Barbizon, Temple Frosted Foods, Warner Bros.

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Media Dir.....Helen Glucroft
Copy Chief.....Gary Zucker

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TV Accounts: Delca Fish Preservators, Inc. (Delca Herring Tidbits); Eastern Wine Corp. (Chateau Martin Wine); State of New York (Saratoga Geyser Water); Delicia, Inc. (Delicia Sugar Wafers).

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Media, Research Dir.....R. S. Liptak
Media Buyer.....Virginia Pelton
Production Mgr.....Maida Rector

Branch Office
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Phone: 6-2156

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TV Accounts: Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Poultry Producers of Central Calif., San Francisco, Calif.; Washington State Ferries (Ferry Service), Seattle, Wash.; California Prune Advisory Board (California Prunes), San Francisco, Calif.; Lucky Stores (Super Markets), Oakland, Calif.

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Manager .....Bert Bremson

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TV Account: Carolina Bev. Corp. (Cheerwine), Isenhour Brick & Tile, Banna Co., All Salisbury, N. C.

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Estimated TV Billings: $25,000.

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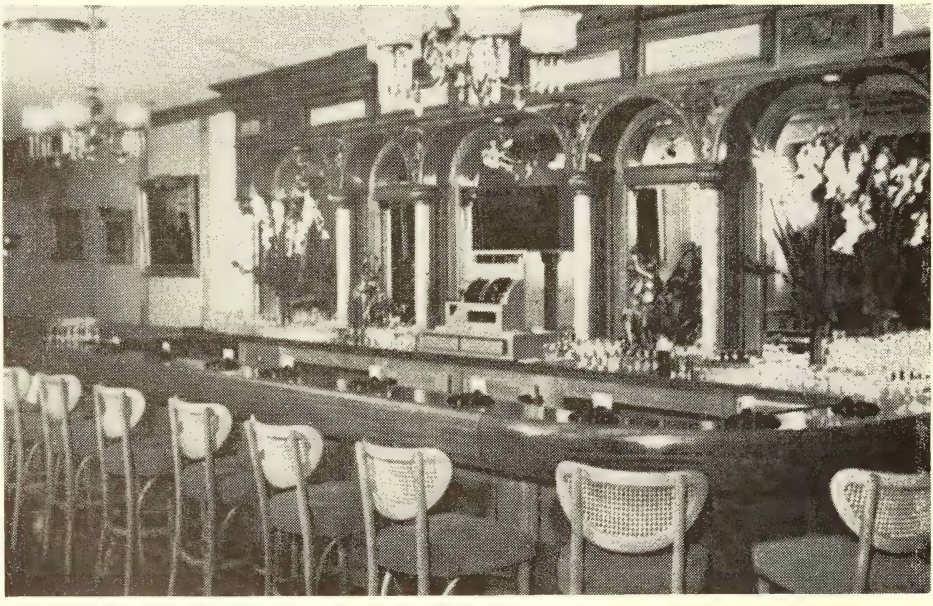
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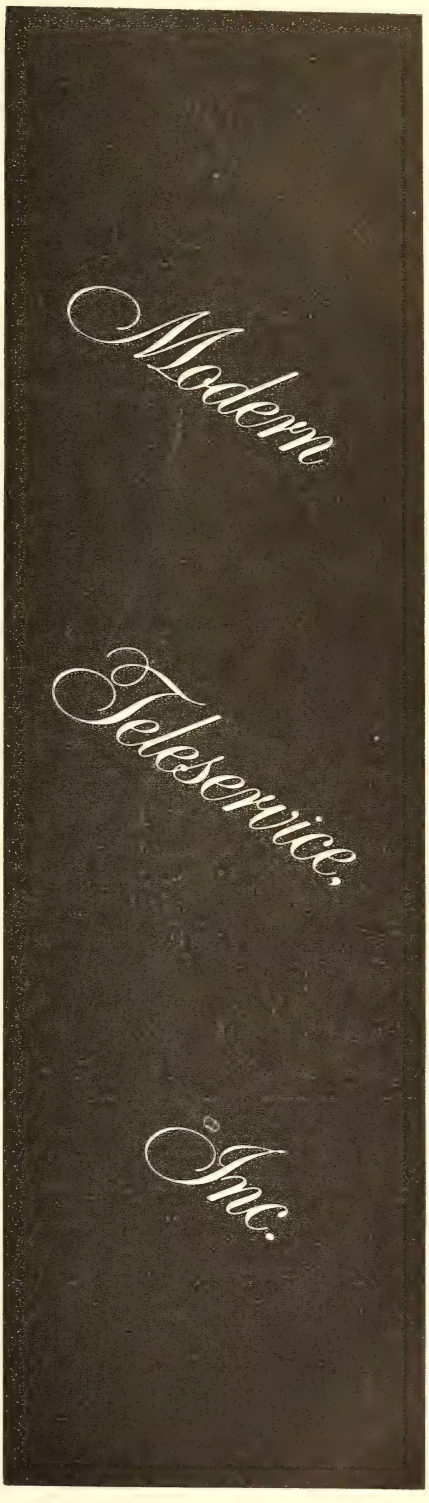
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Treas., Dir. of TV.....David S. Roberts
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Head Time Buyer.....Beth Black
Time Buyer.....Robert Kelly
Production Mgr.....Oscar Fileppo
Space Buyer.....Jeanette Le Brecht
Radio-TV Accounts:Grove Laboratories, Inc. (Pazo Ointment, Fitch Shampoos) St. Louis, Mo.; Pharma-Craft Co. (Fresh Deodorant, Ting, Surgeons Location) Batavia,

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Exec. V.P., Dir. & Creative Dir.....
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V.P., Chg. Fin. Dir.....Henry Haines
V.-P. & Dir. Radio-TV Programming.....Lewis H. Titterton
V.P. Chg. TV Comm'l.....G. W. Schloat, Jr.
V.-P. & Dir. of Media.....Frank B. Kemp
Publicity Dir.....Elle Kofler

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V.-P., Manager.....L. O. Holmberg

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Phone: BRoadway 1-9475
V.P. & Manager.....R. F. Gomber

8733 Sunset Blvd., Los Angeles 46, Calif.
Phone: OLympic 2-7180
V.P. .....Waldo H. Hunt
V.P., Radio & TV.....Alvin Kabaker
V.P.....Edward E. Keeler

703 Market St., San Francisco, Calif.
Phone: GArfield 1-4854
V.P., W. Coast Oper.....T. Santacroce
V.P., Mgr.....Norman E. Mork

Radio & TV Accounts: The Allis-Chalmers Mfg. Co.; American Can Co.; M. K. Goetz Brewing Co., (Country Club Beer); The Goodyear Tire & Rubber Tire Co.; New York Life Insurance Co.; Phelps-Dodge, Copper Prods. Corp.; The Procter & Gamble Co.; Kelly-Springfield Tire Co.; The Socony Mobil Oil Co.; Standard Brands, Inc. (Chase & Sanborn Coffee, Instant Chase & Sanborn Coffee).

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Art Dir.....William B. Cormier, William G. Root
Prod. Mgrs.....A. H. Briggs, Grant F. Hess, Otello A. Manna, Harvey F. Jeacock
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Radio & TV Dir.....Daune J. Miller

Radio Accounts: Frontier Oil Refining Co., Div. Ashland Oil & Refining Co.; Hospital Service Corp. of Western New York, (Hospital & Surgical Plans); Manufacturers and Traders Trust Co. (Banking Services); Keebler Biscuit Co. (Cookies, Crackers), Buffalo, N. Y.; O'Keefe Brewing Co., Ltd., Toronto, Ont., Buffalo Trotting Assn., Inc.; Nationwide Insurance Co.; Sterling Amherst Farms Dairy, Inc.; Transcontinent TV Corp. (Station WGR-Radio and TV); Westfield Planters Cooperative Fruit Products, Inc.

TV Accounts:Frontier Oil Refining Co.,

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Secretary.....Robert Conahay III
V.-P. & Copy Chief.....Frank Denman
V.-P. Market Research.Benjamin B. Mitchell
Art Dir.....Claude Hurd
Production Mgr.....John S. Wassmer
Media Dir., Space &
Time Buyer.....Marie Hughes
Comptroller.....Irene C. Sala

Radio Accounts: Chesapeake & Ohio Railroad, Cleveland, Ohio; Knott Hotels, New York, N. Y.; Beekman Tower Hotel; Colonia, Inc. 4711 (Cologne), both New York, N. Y.

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Victor Kaufman
Art Dir.....Daniel J. Snope
Production Mgr.....Mildred Nelson
Acct. Executives.....Roscoe A. Smith
Victor Kaufman, Kay Shinn, Harold C. Dixon, Gordon Bennett, James Shulz

Accounts: Buckley-King Funeral Ser.; Douglas Fir Plywood Assn.; Fuel Oil Service Co.; Kirk, G. R. Co.; KTNT-TV, Tacoma, Wash.; Northwest Syndicate; Pacific First Federal Savings & Loan Assn.; Puget Sound National Bank; St. Paul & Tacoma Lbr. Co.; Silver Springs Brewing Co.; Tacoma Savings & Loan Assn.; Tribune Publishing Co.; United Pacific Ins. Co.; Ward Smith, Inc.

THOMAS F. CONROY, INC.

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Vice Pres.....Mrs. Thomas F. Conroy
Gen. Mgr., Radio-TV Dir.....Dick Carr
Dir. Mkts. Services.....Bill Holchak
Copy Chief.....Bill Peck
Art., Prod. Mgr.....Paul Van Tuyl

Branch Office
1400 McKinney, Houston, Tex.
Phone: CA 7-1201

Acct. Exec.....Clyde Burleson

Radio Accounts: Alamo Carpet Co.; Great Western Loan & Trust Co. (Insurance); Groos National Bank; Hoffman-Hayman Coffee Co.; Houston Terrace (Homes); Jaffe Martin (Homes); Joe Kenny Insurance, all San Antonio; Mike Persia Chevrolet, Houston-San Antonio; The Quaker Oats Co., Chicago, Ill.; Studer's Inc. (Photography), San Antonio.

TV Accounts: Groos National Bank; Hoffmann-Tayman Coffee Co.; Jaffe Martin (Homes); Joe Kenny Insurance; La Vue Cosmetics, all San Antonio; Mike Persia Chevrolet, Houston-San Antonio; Russ and Company (Stocks & Bonds); Stowers Furniture Co. Studer's Inc. (Photography), all San Antonio.

Estimated Radio & TV Billings: $432,000.

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ABP

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Exec. V.P., Treas., Time Byr..Irving Herz
Vice Pres.....Arthur A. Peltz
Vice President.....Louis DeNunzio
Acct. Exec.....Morris M. Winer
Mdse. Dir.....Bud Crampton
Office Mgr.....Jack Gracian

Radio Accounts: N. Dorman & Co. (Packaged Cheeses), New York; I. Rokeach & Sons, Inc. (Kosher Foods), Flushing, N. Y.); Sunrise Supermarkets Corp., Hicksville, N. Y.; Associated Food Stores, Jamaica, N. Y.; Pioneer Foood Stores, Bronx, N. Y.; Swift & Co. (Packaged Meats), Chicago, N. Y.; Roselux Chemicals Co., Inc. (Starches & Bleaches), Brooklyn.

TV Accounts: General Baking Co., New York; Swift & Co., Chicago, N. Y.; Stouffers, Inc. (Frozen Foods), Cleveland, Ohio; I. Rokeach & Sons, Inc., Flushing, N. Y.; Roselux Chemical Co., Brooklyn; N. Dorman & Co., New York; Associated Food Stores, Jamaica, N. Y.; White Rock Beverages, Brooklyn.

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Office Manager.....Mrs. John Bilyi
TV Director.....J. Kirkconnell
Radio Bcstg. Dir.....Paul Stern
Art Director.....R. Rivers
Radio Bcstng. Dir.....Mrs. Mario Flamini

Radio Accounts: ABC Chicks, Lancaster, Pa.; Jim Brady Shoes, Philadelphia; Brooks Clothing, Philadelphia; Badder & Snoke (Shoes) Philadelphia; Colonial Floor Covering, Philadelphia; Fox Petroleum Co. (Fuel Oil) Philadelphia; M & M Auto Seat Cover Co., Philadelphia; Minit Man Car Wash Co., Philadelphia; Manchester Laundry, Philadelphia; Mort Co. (Hardware), Philadelphia; Sunset Beach (Amusement Park) Al-

monesson, N. J.; Tappins (Jewelry) Newark, N. J.; Day Stores (Clothing) New York, N. Y.; Viking Theatre, Philadelphia; Van Sciver Co. (Furniture) Philadelphia; Xcel Products Co. (Metal Storm Sash, Metal Awnings) Philadelphia; Crowl Chemical Co. (Cough Remedy), Shamokin, Pa.; Franklin Research Co. (Floor Wax), Philadelphia.

TV Accounts: Jim Brady Shoes, Philadelphia, Pa.; Export Import Clothing, Chester, Pa.; M & M Auto Seat Cover Co., Philadelphia; Minit Man Car Wash Co., Philadelphia; Tappins Jewelry Stores, Newark, N. J.; Thornton-Fuller Co. (Automobiles) Philadelphia, Pa.; Viking Theatre, Philadelphia; Xcel Products Co., Philadelphia; Crowl Chemical Co. (Cough Remedy), Shamokin, Pa.

Estimated Radio & TV Billings: $350.000.

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Sec.-Treas.....Kathleen A. Walsh
Vice Pres.....Ruth Craig
Account Executives.....J. Gorman Walsh. Kathleen A. Walsh, William H. Gordy, George H. Straley
Radio, TV Time Buyers..J. Gorman Walsh, Ralph R. Swann

Radio Accounts: Joseph Bancroft & Sons Co. (Textile Finishing) Delaware Power & Light Co., Wilmington, Del.; Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Security Trust Co., Wilmington, Del.; Group Hospital Service, Inc. (Blue Cross) Wilmington, Del.

Estimated Radio Billings.....$40,000.

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Public Rel. Dir.....R. L. Christiansen
Radio-TV Time Buyer.....Loretta Mahar
Radio-TV Acct. Execs.....K. Hegard, J. Pritchard
Dir. of Marketing.....H. V. Swenson

Radio-TV Accounts: Blue Cross-Blue Shield; First Federal Savings & Loan Assn. of Wisc.; First Wisconsin Nat'l Bank of Milwaukee, all Milwaukee; Frank's (Food), Racine, Wis.; Evinrude Motors Div. of Outboard Marine; Milwaukee Gas Co.; Wisconsin Telephone Co. all Milwaukee; A. O. Smith Corp. (Permaglas Water Heaters), Kankakee, Ill.

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Sr. V.P., Treas.....George A. Moran
V.P., Radio-TV.....Edward H. Mahoney
V.P., Crea. Gp. Head.....Joe McDonough
Exec. Producer.....William LaCava
Dir. Programming.....Jerome Feniger
Copy Supv.....Howard Doyle
Business Mgr.....Bernard Krause

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Manager.....William Peterson

2301 W. Third St., Los Angeles 57, Calif.
Phone: DUnkirk 8-2111

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Sr. V.P.....Sherman Slade

1660 Bush St., San Francisco 9, Calif.
Phone: PRospect 6-2600

Exec. V.P.....Franklin C. Wheeler
Sr. V.P., Gen. Mgr.....Jerome J. Cowen
Sr. V.P.....Robert Brisacher

Radio Accounts: Advisory Board for Promotion of Fresh California Bartlett Pears; American Cyanamid Co. (Farm & Home Div.); Bandini Fertilizer Co.; Beatrice Foods Co.; Canoga Park Savings & Loan; Chase Manhattan Bank; Colgate Palmolive Co. (Brisk, Super Suds); Contadina Foods (Tomato Paste & Whole Peeled Tomatoes); Crown Zellerbach (Zee Paper Products); Decca Records, Inc.; J. A. Folger & Co. (Coffee); Glendale Federal Savings & Loan; George W. Helme Co. (Snuff); Italian Line

(Travel); Andrew Jergens Co. (Jergens & Woodbury Products); Kitchens of Sara Lee, Inc. (Baked Goods); Muller Brothers; Narragansett Brewing Co.; New York News; Richmond Chase Co. (Hearts Delight & Diet Delight); Stokely Van Camp, Inc. (Pictsweet Frozen Foods); Sunshine Biscuits, Inc.; The Texas Company; Universal Pictures Co., Inc.; Wheetena Corp.

TV Accounts: American Cyanamid Co. (Farm & Home Div.); American Telephone & Telegraph (Yellow Pages); Beatrice Foods Co.; G. H. Beverage Corp. (Good Humor Soft Drinks); Brooklyn-Union Gas Co.; Chase Manhattan Bank; Colgate-Palmolive (Brisk); Crocker-Anglo National Bank; Crown Zellerback Corp. (Chiffon Products); Eversharp, Inc.; J. A. Folger & Co. (Coffee); Hoffman Candy Co. (Cup-O-Gold Candy Bar); Italin Line (Travel); Andrew Jergens Co. (Jergens & Woodbury Products); Kitchens of Sara Lee (Baked Goods); Narragansett Brewing Co.; New York News; George D. Roper (Gas Ranges); Sears, Roebuck & Co.; Smith Corona (Typewriters, Adding Machines); E. R. Squibb & Sons; Sunshine Biscuits, Inc.; The Texas Company; Universal Pictures Co., Inc.; Wheatena Corp.

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Prod. Mgr., Space Buyer.....W. L. Gruen
Publicity Director.....I. Nichols
Radio-TV Dir.....L. R. Curtis
Copy Dir.....K. Groesbeck

Radio-TV Accounts: American Sponge & Chamois Co.; Apex Die Cutting Corp.; Bar Mart, Inc.; Brett, Wyckoff, Potter, Hamilton; Carolina Shirt Lining Corp.; Cineque Laboratories (Colorfilms); Cloud Coach Airlines, Inc.; Eastern Tea Corp.; Federated Purchaser, Inc.; Gentry Magazine; Gothom Instrument & Machinery Co., Inc.; MacFadden Foundation; National Pix Slide Co.; O'Connell Hat Corp.; Rands Food Chain; Regent Shirt Co., Inc.; Scoffee; Silver Lining, Inc.; Stern, Bill Sports Shirts; Super-Cel Cellulose Sponges; Webb & Knapp, Inc.

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V.P., Radio-TV Dir.....J. J. Neale
V.P., Exec. Prod.....David O. Nyren
V.P., Radio-TV Comm. Prod.....Norman Mathews
Business Mgr.....Herbert Berger

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Phone: HOllywood 2-3256

V.P., Gen. Mgr.....Betty O'Hara
920 Russ Bldg., San Francisco, Cal.
Phone: DO 2-5107

V.P., Gen. Mgr.....Lawrence Dunham
200 St. Clair Ave. West, Toronto 7, Ontario
Phone WAlnut 4-8425

V.P. & Mgr.....Gilbert Nunns

Radio-TV Accounts: Alliance Mfg. Co.; American Chicle Co.; Carey Salt, Congoleum-Nairn; Falstaff Brewing Corp.; Family Circle; Fritos; Gen. Mills Co.; Sterling Drug, Inc.; U. S. Army and Organized Reserve Corp.; Ekco Products Co.; Nestle Co.; Best Foods; Peter Paul Co.; Pfaff Sewing Co.; Wine Growers Guild; Liggett & Myers Co.; Carter Products, Inc.; McKesson & Robbins, Inc.

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Vice Pres.....Marvin D. McQueen
Mgr. Radio & TV Creative Dept.....Robert E. Johnson
Mgr., Radio-TV Media Dept....Harry Renfro

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Phone: RIverside 8-5817

Manager.....J. T. Dwyer
1125 Penobscot Bldg., Detroit 26, Mich.
Phone: WOodward 1-7881

Manager.....J. C. Cowhey

Radio Accounts: Laclede Gas Co., St. Louis, Mo.; General Tire & Rubber Co., Akron, Ohio; Anheuser-Busch, Inc., St. Louis, Mo.;

Gerber Products Co., Fremont, Mich.; Friedman-Shelby Div., Int'l Shoe Co., St. Louis, Mo.; Standard Oil Co. (Indiana), Chicago; Lance, Inc., Charlotte, N. C.; Houston Lighting & Power Co., Houston, Texas; Reardon Paint Co., St. Louis, Mo.; Patterson Sargent Paint Co., Cleveland, Ohio; Banquet Canning Co., St. Louis, Ml.; Brooks Foods, Inc., St. Louis, Mo.; Consolidated Foods Corp., Chicago; Doyle Packing Co., (Strongheart Dog Food) Chicago; Fedders-Quigan Corp. (Air Conditioners) N. Y. C.; Krey Packing Co. (Meat Products) St. Louis; Oak Farms Dairies, Dallas; Reddi-Wip, Inc. (Toppings) Los Angeles; St. Louis Globe-Democrat Publishing Co., St. Louis.

TV Accounts: Laclede Gas Co., St. Louis, Mo.; General Tire & Rubber Co., Akron, Ohio; Anheuser-Busch, Inc., St. Louis, Mo.; Gerber Products Co., Fremont, Mich.; Standard Oil Co. (Indiana), Chicago; Houston Lighting & Power Co., Houston, Tex.; Reardon Paint Co., St. Louis, Mo.; Friedman-Shelby Div., Int'l Shoe Co., St. Louis, Mo.; Patterson-Sargent Paint Co.; Banquet Canning Co.; Brooks Foods, Inc.; Consolidated Foods Corp.; Doyle Packing Co.; Fedders-Quigan Corp.; Krey Packing Co. Oak Farm Dairies; Reddi-Wip, Inc.

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ABP—ANPA

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Secty.....M. A. Deutsch
Treas. .....Robert Stone
Media Director.....Madeleine Allison

Radio Accounts: E. T. Browne Drug Co. (Palmer's "Skin-Success"), New York; M. J. Breitenbach Co. (Pepto-Mangan), New York; Lander Co. (Dixie Peach), New York; Household Products, Inc. (Sulfur-8, Gloss 8), Stamford, Conn.; Associated Sepian Prods. (Toiletries Cosmetics, etc.), New York, N. Y.; Kilmer & Co., Inc. (Staze & Swamproot), Stamford, Conn.

TV Accounts: Associated Sepian Products (Toiletries, Cosmetics), New York, N. Y.

DEUTSCH & SHEA, INC.

230 West 41st St., New York 18, N. Y.
Phone: LOngacre 4-5900
ABP—APA—AAAA—ANPA—NBP

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Vice-President.....Van M. Evans
Secretary .....Henry Geissenheimer
Art Dir.....Martin Schreiber
Research Dir.....Frank Coss

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225 S. 15th St., Philadelphia 2, Pa.
Phone: PE 5-1546
ANPA

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Pres., Treas., Radio-TV Dir....J. Jessie Kane
V.P., Acct. Exec.....Paul Kane
Sec'y., Copy Chief.....E. Horwitz
Art Dir.....Samuel Irving
Publicity Dir.....Phoebe Seigle

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315 Commonwealth Bldg., Louisville 2, Ky.
Phone: JUniper 5-3193
ANPA—ABP

Acct. Execs.....Warwick Anderson, George W. Emerson, D. Larry Barker, James T. Richardson
Media Buyer.....Miss G. P. Wagner
Production Manager.....J. B. Peterkin
Art Director.....Joseph V. Rigsby

Radio Accounts: Federal Chemical Co. (Fertilizer); Commonwealth Life Inc. Co.; First National Bank (also TV); Brown Hotel Co., all Louisville, Ky.

Estimated Radio & TV Billings: $54,400.

DOHERTY, CLIFFORD, STEERS & SHENFIELD, INC.

530 Fifth Ave., New York 36, N. Y.
Phone: YUkon 6-6500
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V.P., Publicity Dir.....Richard Fehr
V.P., Dir Professional Div.....Dr. William T. Strauss
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V.P., Media Dir.....Donald H. Quinn
V.P., Dir. Radio-TV Programming, Production .....Hal James
V.P., Dir. Radio-TV Commercials .....Harry Bressler
V.P., Copy Superv.....Howard S. Foley
V.P., Production Mgr.....William Stollowitz
V.P.'s.....John Rockwell, Phillip Brooks
Exec. Comm. Prod.....Robert Nathe
Radio-TV Time Buyers...Robert Widholm, Samuel B. Vitt

Radio Accounts: Bristol-Myers Co. (Ipana, Vitalis, Mum, Mum Mist, Theradan, Minit Rub), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York, N. Y.; Pharmaco, Inc. (Feen-a-Mint, Chooz, Medigum, Regutol), Kenilworth, N. J.; Pioneer Ice Cream Div. of the Borden Co. (Ricciardi, Reid's, Horton's, Borden's Ice Cream); Fulham Bros. (4 Fishermen Frozen Fish Prods.)

TV Accounts: Bristol-Myers Co. Ipana, Vitalis, Mum, Mum Mist, Ammens, Theradan, Minit Rub), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York, N. Y.; Pharmaco, Inc. (Medigum, Regutol, Feen-A-Mint, Chooz), Kenilworth, N. J.; Pioneer Ice Cream Div. of the Borden Co.

(Ricciardi, Horton, Reid and Borden Ice Cream), New York, N. Y.; Fulham Bros. (4 Fishermen Frozen Fish Prods.)

RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 19, Va.
Phone: MIlton 3-1113

Pres.-Treas.....Ralph L. Dombrower, Sr.
V.P., Time Buyer..Ralph L. Dombrower, Jr.
Sec'y.....Malcolm B. Dombrower
Art Director.....Hobart Britton
Radio, TV Dir., Talent Buyer.....T. Michaux Moody
Media Dir.....Janet Hanson

Branch Office

Woodward Bldg., 15th & H Sts., N.W., Washington, D. C.
Phone: REpublic 7-1420

Manager .....Philip Rosenfeld

Radio Accounts: Etchison Hat Co., Inc., Chesterfield Hat Corp.

DONAHUE & COE, INC.

1270 Ave. of Amer., New York 20, N. Y.
Phone: COlumbus 5-2772

President.....E. J. Churchill
V.P., Chrmn. Plans Bd.....Wm. Schneider
Exec. V.P.....Walter Weir
Vice Pres.....Lewis F. Owen
Media Dir.....Daniel M. Gordon
Dir. Gen. TV & Radio.....Carl Rigrod, John Held
TV-Radio Dept. Bus. Mgr.....Evelyn Jones

Branch Offices

258 Hurt Bldg., Atlanta 3, Ga.
Phone: MUrray Hill 8-5662

Vice-President.....H. L. Morrill

830 Merchandise Mart, Chicago 54, Ill.
Phone: SUperior 7-8969

President .....Arthur Grossman

3243 Wilshire Blvd., Los Angeles, Calif.
Phone: DUnkirk 1-2221

Exec. V.P., Gen. Mgr.....Richard C. Moses

1410 Stanley St., Suite 504, Montreal, Que., Canada
Phone: BElair 8614

Managing Dir.....Kenneth U. Lunny

Radio Accounts: N. Y. Herald-Tribune; Burlington Mills, Inc. (Bur-Mil Cameo Hosiery); N. Y. World-Telegram & Sun; River Brand Rice Mills, Inc.; E. T. Babbitt, Inc.; MGM Pictures), all New York; Scholl Mfg. Co. (Foot Comfort Remedies), Chicago, Ill.; Chemway Corp. (Lady Esther), Mountain View, N. J.

TV Accounts: Burlington Mills, Inc. (Bur-Mil Cameo Hosiery); N. Y. Herald-Tribune, both New York; Scripto, Inc. (Pens & Pencils), Atlanta, Ga.; Corn Products Refining Co. (Bosco); E. F. Drew & Co., Inc. (Tri-Nut Margarine), both New York; Chemway Corp. (Lady Esther), Mountain View, N. J.; Norge Corp. (Auto. Washers & Dryers), Chicago, Ill.; National Presto Ind., Inc. (Electric Housewares), Eau Claire, Wis.

W. B. DONER & COMPANY

505 Washington Blvd. Bldg., Detroit 26, Mich.
Phone: WOodward 5-7400

President.....W. B. Doner
Exec. Vice-Pres.....Charles F. Rosen
Treasurer.....Julian A. Grace
Vice-President .....Felix Hower
Sec'y.....Ben Goldstein
Media Buyers.....Donald E. Leonard, Mrs. Ellen K. Dryer
Media Dept.....Arne K. Ramberg
Time Buyers.....Wilfred B. Doner, Charles F. Rosen, Felix Hower, Julian A. Grace, Ellen K. Dryer

Branch Offices

35 E. Wacker Dr., Chicago, Ill.
Phone: ANdover 3-7800

Vice Pres.....Marvin H. Frank

1324 W. Wisconsin, Milwaukee 3, Wis.
Phone: WEst 3-9315

Mgr.....Gil Breimeister

2225 N. Charles St., Baltimore 18, Md.
Phone: BElmont 5-1212

Vice Pres.....Herb Fried

Radio Accounts: Charlie's Olds-Cadillac; Detroit Cramery (Sealtest Milk & Ice Cream); The Detroit News; Federal Dept. Stores; Hygrade Food Products (Meat & Meat Products); Kessler Buick; Jerry McCarthy Chevrolet; Radio Distr. Co. (Norge & Zenith Appliances); Rox Masonry Paint; Manufacturers Nat'l Bank, all Detroit; Chicago Retail Furniture Assn.; Gingiss Bros., Inc. (Formal Wear Rental); Gordon Buick Co.; Kelley Paint Co.; Peter Pan Restaurants; Richards Drive-In Restaurants; Petroleum Heat & Power; Plastone Co. (Turtle Wax Auto Polish); Holsum Bread, all Chicago, Ill.; Wisconsin Independent Oil Co., Milwaukee, Wis.; Coastal Foods, Phillips Div. (Canner Vegetabls & Soups); Family Finance, both Baltimore, Md.; Holsum Products Co. (Food Processor), Ruby Chevrolet, Inc., both Milwaukee, Wis.; Atlantic Brewing Co.; Z. Frank, Inc. (Chevrolet Dealer); Wm. A. Lewis Co. (Women's Clothier); Lincoln Radio & TV, all Chicago, Ill.

TV Accounts: Charlie's Olds-Cadillac; Hygrade Food Products; Jerry McCarthy Chevrolet; Radio Distr. Co.; Manufacturers Nat'l Bank, all Detroit; Coastal Foods (Phillips Div.); Family Finance, both Baltimore, Md.; Holsum Products Co.; Ruby Chevrolet, Inc., both Milwaukee, Wis.; Atlantic Brewing Co.; Z. Frank, Inc.; Wm. A. Lewis Co.; Lincoln Radio & TV; Petroleum Heat & Power; Holsum Bread, all Chicago, Ill.; Wisconsin Indepentent Oil Co., Milwaukee, Wis.

DOREMUS & COMPANY

120 Broadway, New York 5, N. Y.
Phone: WOrth 4-0700

Chairman of Board.....Wm. H. Long, Jr.
Vice-Board Chairman...Walter H. Burnham
President.....Louis W. Munro
Exec. V.P.....George Erickson
Radio & TV Dir.....A. Hundley Griffith

Branch Offices
208 S. LaSalle St., Chicago 4, Ill.
Phone: CEntral 6-9132
V.P. & Res. Mgr.....Chas. C. Greene
60 Batterymarch St., Boston 10, Mass.
Phone: HUbbard 2-5665
Vice Pres. in Chge.....W. J. Sheehan
425 Bush St., San Francisco 9, Cal.
Phone: Yukon 2-4080
V.P., Pacific Coast Mgr.....Ronald Brindley
1616 Walnut St., Philadelphia 3, Pa.
Phone: KIngsley 5-0700
V.P. in Charge.....Philip Livingston

Radio Accounts: Chemical Corn Exchange Bank; Franklin Savings Bank; Bank of New York; Kidder Peabody & Co.; Calvin Bullock, Ltd.; Diamond Match Co. (Diamond Charcoal Briquets); Paine Webber, Jackson & Curtis; Shearson Hammill & Co., all New York; Waltham Savings & Loan Assn., Pastene Wine & Spirits Co. (Pastene Wine), Boston, Mass.

TV Accounts: Chemical Corn Exchange Bank; Diamond Match Co. (Matches, Diamond Charcoal Briquets); Calvin Bullock, Ltd.; Smith, Kline & French (Institutional); National Assn. of Insurance Agents, all New York.

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.
Phone: HUbbard 2-8050
ANPA—NBP

President.....John C. Dowd
Exec. V.P. .....Edward D. Parent
Radio & TV Dir.....Joseph L. Tully
Space & Radio Time Buyer..Wm. Monagham

Radio Accounts: Albany Carpet Co., Allston, Mass.; Boston Edison Co. (Electricity), Boston; Cott Bottling Co. of R. I. (Soft Drinks); First National Stores (Food), Somerville, Mass.; Boston Globe (Newspaper); Cott Bottling Co. (Soft Drinks), Manchester, N. H.; Megowen-Educator Co. (Crackers), Lowell, Mass.; Pepsinic Seltzer, Inc., Worcester, Mass.; Blacksmith Shop Patries (Bread), Rockport, Mass.; Elec. Light & Power Companies of N. E.; Merchants Acceptance Corp.

TV Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Cott Bottling Co. of R. I. (Soft Drinks); First National Stores (Food), Somerville, Mass.; Boston Edison Company (Electricity), Boston, Mass.; Boston Globe (Newspaper), Boston, Mass.; Cott Bottling Co. (Soft Drinks), Manchester, N. H.; R. G. Sullivan, Inc. (Cigars), Manchester, N. H.; American Luggage Works, Inc. (Luggage), West Warick, R. I.; Megowen-Educator Food Co. (Biscuits & Crackers), Lowell, Mass.

DOWD, REDFIELD & JOHNSTONE, INC.

501 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1275
APA—PPA—ABP—ANPA

President.....**John C. Dowd**
Exec. Vice-Pres.....**Edmund F. Johnstone**
Controller.....John K. Dahme
V.P., Gen. Mgr.....Michael A. Raymond
V.P. .....Milton H. Raymond
Radio-TV Director.....William Lyons
Asst. to Radio-TV Dir.....Shirley Holdridge

Radio and TV Accounts: Albert Ehlers, Inc. (Coffee), Brooklyn, N. Y.; Cott Beverage Co. (Soft Drinks), New Haven, Conn.; Rapidol Dist. Corp. (Blensol), New York; Grove Laboratories (Citroid Compound), St. Louis, Mo.; David Kahn, Inc. (Wearever Pens & Pencils), N. Bergen, N. J.; Chas. Pfizer & Co. (Candettes, Bonadettes), Brooklyn, N. Y.; Revlon Products, Inc. (Sun Bath); Swanee Paper Corp., both New York.

DOYLE DANE BERNBACH, INC.

20 W. 43rd St., New York 36, N. Y.
Phone: LOngacre 5-7878
AAAA—ABC—ABP—ANPA—AFA

President .....William Bernbach
Exec. Vice Pres.....Ned Doyle
V.P., Gen. Mgr.....Maxwell Dane
Plans, TV Director.....Marvin Corwin
Time Buyers.....Jerry Sachs, Jan Stearns
Media Director.....Harry Parnas
Radio-TV Producer.....Don Trevor
Radio-TV Prod., Bus. Mgr.....Joan Walker

Branch Office
6399 Wilshire Blvd., Los Angeles, Calif.
Phone: WEbster 8-3781

Vice President.....T. H. Factor
Media Dir., Space,
Time Buyer.....Claire Koren
Radio, TV Dir., Talent Buyer...Ben Norman
Radio-TV Prod.....Bob Gips

Radio Accounts: Chemstrand Corp. (Acrilan & Nylon), New York, N. Y.; Fairmont Foods Co. (Frozen Foods), Omaha, Nebr.; E. & J. Gallo Winery, Modesto, Calif.; A. Goodman & Sons (Noodles, soups, etc.), Long Island City, N. Y.; Henry S. Levy & Sons (Bread), Brooklyn, N. Y.; Max Factor & Co. (Cosmetics), Hollywood, Calif.; Regal Shoe Co. (Shoes), Whitman, Mass.; Sav-On Drugs, Los Angeles, Calif.; B. T. Babbitt, Inc. (Glim); Barton's Candy, both New York; Venus Pen & Pencil Corp., Hoboken, N. J.; Wilshire Oil, Los Angeles.

TV Accounts: Chemstrand Corp. (Acrilan & Nylon), New York, N. Y.; Fairmont Foods Co. (Frozen Foods), Omaha, Nebr.; E. & J. Gallo Winery, Modesto, Calif.; A. Goodman & Son (Noodles, soups, etc.), Long Island City, N. Y.; Max Factor & Co. (Cosmetics), Hollywood, Calif.; Polaroid Corp. (Cameras), Cambridge, Mass.; Revell, Inc. (Hobby Kits), Venice, Calif.; Regal Shoe Co. (Shoes), Whitman, Mass.; Sav-On-Drugs, Los Angeles, Calif.; B. T. Babbitt, Inc. (Glim), New York; Henry S. Levy & Sons (Bread), Brooklyn, N. Y.; Venus Pen & Pencil Corp., Hoboken, N. J.; Wilshire Oil, Los Angeles.

Estimated Radio & TV Billings: $7,000,000.

ROY S. DURSTINE, INC.

655 Madison Ave., New York 21, N. Y.
Phone: TE 8-4600
AAAA—ABC—ANPA

President.....Roy S. Durstine
Exec. V.P.....C. W. MacKay
Vice-President.....Jack Kaduson
Prod. Mgr.....Fred Otto
Head Art Dir.....Harvey A. Spooner
Assoc. Art Dir.....J. Burton Stevens
Radio-TV Time Buyer.....Dorothy Barnett
Media Dir.....Thomas Jennings
Account Executives.....E. Bresett, J. Roth, F. Dyson, R. Durstine, Robert Neuser

Branch Offices
3440 Wilshire Blvd., Los Angeles, Calif.
Phone: DUnkirk 8-3411

Vice Pres.....William D. Sloan
Production.....Gertrude H. Lieblich
1736 Stockton St., San Francisco, Calif.
Phone: EXbrook 7-0456

Vice Pres.....Robert Whitehead
V.P., Dir. of Marketing.....Niel Heard

Radio Accounts: Alemite Co. of Northern Calif. (Motor Oil), San Francisco, Calif.; Ambassador Hotel, Los Angeles, Calif.; White Rock Co. (Dietonic Beverages) Los Angeles, Calif.; Lady's Choice Foods (Canned Foods), San Francisco, Calif.; Roman Meal Co. (Cereal & Muffin Mix), San Francisco, Calif.; Mason, Au & Magenheimer (Mason Mints & Dots), New York.

TV Accounts: Wine Advisory Board of California, San Francisco; Alemite Co. of Northern California, San Francisco; White Rock Co. (Dietonic Beverages), Los Angeles, Calif.; Lady's Choice Foods, Inc., San Francisco; Roman Meal Co., San Francisco; Mason, Au & Magenheimer, New York.

EDELSTEIN-NELSON ADV. AGENCY, INC.

203 N. Wabash Ave., Chicago 1, Ill.
Phone: ANover 3-3867, DEarborn 2-5976
ABP—APA

President.....Edward Edelstein
Art Dir.....Raymond Raufeisen

ELLINGTON & CO., INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-4300
ANPA—APA—NOAB—PPA—ABC

Chairman.....Jesse T. Ellington
President.....Chauncy C. Landon
Exec. Vice Pres.....William A. Bartel
Vice Presidents.....Charles Marshall, Miss Van Davis, Hugh Lewis, Howard Rigby, Geraldine Reed Hodgson, Ella Howard, Terence McGrath, Joseph Hochreiter, James Kelly

Treas. & Secy.....Edward Lloyd
V.P., Dir. Radio & TV.....A. Burke Crotty
Media Dir.....Dan Kane
Crea. Supv., Radio-TV.....Harry Bailey

Radio Accounts: Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; Cunard Steamship Lines; Cities Service Oil Co.; Spring Mills (Sheets); Vick Chemical Corp. (Sofskin); Houbigant (Perfumes & Cosmetics), all New York; Ambassador & Sherman Hotels; Manger Hotel Chain; Cabin Crafts, Inc. (Floor Coverings); Ceribelli & Co. (Brioschi Anti-Acid).

TV Accounts: Celanese Corp. of America (Yarns, fabrics, plastics); Cunard Steamship Lines; Cities Service Oil Co.; Springs Mills; Vick Chemical Corp.; Houbigant, all New York; Cabin Crafts (Floor Coverings); Heritage Furnit.

ELLIS ADVERTISING CO.

Hotel Statler, Buffalo 2, N. Y.
Phone: Cl. 6780
ABP—APA—ANPA—NOAB
NBP—CONA—CAB

Partners.....Michael F. Ellis, Jerome R. Ellis
Acct. Execs.....Michael F. Ellis, Jr., Maxwell E. Ellis, Seymour Goodman, Karl Manhardt
Radio Director.....Beatrice Haniford
TV Director.....Wilma Buchman
Art Dir.....James Howes
Prod. Mgr.....Richard Joseph

Branch Offices
77 York St. W., Toronto, Ont.
Phone: Wa 9902

Manager.....Al May
738 Valley Way, Niagara Falls, Ont., Canada
Phone: ELgin 4-4015

Exec.....George McLean
65 East 55th St., New York 22, N. Y.
Phone: PLaza 1-2323

President.....Curt J. Mann
Hav-Nash & Assoc.
137 Chestnut St., Rochester, N. Y.
Phone: BAker 8610

Manager.....Hav Nash, Jr.
14 Baywater, Ottawa, Ont.

Manager.....Gordon Fairburn

ROBERT J. ENDERS ADVERTISING, INC.

1001 Connecticut Ave., N. W.
Washington 6, D. C.
Phone: STerling 3-2222
ABC-ANPA

President.....Robert J. Enders
Exec. V.-P.....Howard A. Enders
Vice-President.....Rudy Vallee
Sec.-Treas.....Melvin Alan Bank
Art Director.....Fred Waller
V.P., Motion Picture Div.....Robt. L. Friend
Publicity Dir.....Sylvia Edlen
Production Manager.....Stanley S. Base

ERWIN WASEY, RUTHRAUFF & RYAN, INC.

711 Third Ave., New York 17, N. Y.
Phone: OXford 7-4500
AAAA—ABC—ABP—ANPA

President.....David B. Williams
Chrmn. of Board.....Robert M. Watson

Chrmn. Finance Comm. Howard D. Williams
Exec. V.P. & Mgr. ..... Jere Patterson
V.P., Dir. of Media ..... Harry Way
V.P., Radio-TV Dir. ..... Rollo W. Hunter
Media Group Supvs. ..... William Hunter, Anthony Gee
Head Time Buyer ..... Vincent De Luca

Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.
Phone: FInancial 6-1833
Chrmn. Exec. Comm. ... Roswell W. Metzger
Exec. V.P. ..... Haakon B. Groseth
Exec. V.P. ..... Lorry R. Northrup
V.P., Gen. Mgr. ..... Frederick J. Wachter
V.P., Radio-TV ..... George B. Anderson
Radio-TV Dir. ..... Elliott M. Moore
V.P., Media ..... John L. Gwynn

5045 Wilshire Blvd., Los Angeles 36, Calif.
Phone: WEbster 1-1211
Exec. V.P., Pac. Coast Mgr. ..... Emmett C. McGaughey
V.P., Media & Res. Dir. ... Roger M. Johnson
V.P., Radio-TV Dir. ..... Robert L. Redd
Time Buyer, Dir. ..... Charles Helfrich

Carew Tower, Cincinnati 2, Ohio
Phone: GArfield 1-5800
V.P., Mgr. ..... John L. Magro

Suite 515, Adolphus Tower, Dallas 2, Texas
Phone: RIverside 1-6453
Manager ..... Alex Pappas

Suite 307, Old Nat'l Ins. Bldg., Houston 4, Texas
Phone: JAckson 4-7531
V.P., Mgr. ..... T. F. Keady

3 Penn Center, Philadelphia 2, Pa.
Phone: LOcust 4-3551
Exec. V.P. ..... James B. Briggs
V.P., Gen. Mgr. ..... I. Orrin Spellman

2650 University Ave., St. Paul 14, Minn.
Phone: MIdway 5-7711
Manager ..... Wm. M. Amundson

235 Montgomery St., San Francisco 4, Calif.
Phone: EXbrook 2-4616
V.P., Mgr. ..... Frank A. Helton

610 Church St., Toronto 5, Ont., Canada
Phone: WAlnut 1-5187
V.P., Man. Dir. ..... Ralph L. Lawson

840 Nat'l Press Bldg., Washington 4, D. C.
Phone: EXecutive 3-6730
V.P., Mgr. ..... Donald J. Wilkins

Radio Accounts: Albers Milling Co. (Cereals, Dog Foods, Cat Food), Los Angeles; Allied Florist Assoc. of Illinois, Chicago; Angostura-Wuppermann Corp. (Angostura Bitters), New York; Apparatus Distributors, Inc. (General Electric Distr.), Brooklyn; Arizona Brewing Co. (A-1 Pilsner Beer, A-1 Ale), Phoenix; The Baldwin Piano Co. (Pianos & Organs), Cincinnati; The Barbasol Co., Indianapolis; Caloric Appliance Corp. (Gas Appliances), Philadelphia; Campana Sales Co. (Ayds-Vitamin & Mineral Candy, Italian Balm Hand Lotion), Batavia, Ill.; Carnation Co. (Evaporated Milk, Fresh Milk Products, Ice Cream), Los Angeles; Consolidated Cigar Sales Co., Inc. (Dutch Masters), New York; John H. Dulany & Son, Inc. (Frozen & Canned Foods), Fruitland, Md.; First National Bank of St. Paul, Minn.; Frito Co. of Cleveland (Fritos, Chee-tos), Ta-tos), Barberton, Ohio; Frito Co., Western Div. (Fritos, Chee-tos, Ta-tos), Los Angeles; Frito New York, Inc. (Fritos, Chee-tos, Baken-ets, Jupiter Potato Chips, Jupiter Pretzels, Pop Corn Pak), Mamaroneck, N. Y.; Frito Tri-State Corp. (Fritos, Chee-tos, Baken-ets), Philadelphia; General Electris Co., Air Conditioning Div., Bloomfield, N. J.; General Development Corp. (Real Estate Development), Miami, Fla.; General Electric Supply Co., Houston, Tex.; Janney, Semple Hill & Co. (Paints, Hardware), Minneapolis; Kenton Pharmacal Co. (Sal-Fayne), Covington, Ky.; Lone Star Gas Co. (Natural Gas Service & Gas Appl.), Dallas, Tex.; Minnesota Hospital Service Assn. (Blue Cross, Blue Shield), St. Paul; Pacific Finance Corp., Los Angeles; Safeway Stores, Inc., Fairfax Baking Co. (Breads), San Francisco; Serta Associates, Inc. (Mattresses & ation (Sioux Bee Honey & Honey Bread), Sioux City, Iowa; A. E. Staley Mfg. Co., Ind'l Box Springs), Chicago; Sioux Honey Associ-Div. (Sta-Flo Liquid Starch, Cube Starch, Cameo Starch, Cream Corn Starch, Zest, Sweetrose Syrup, Sta-Puf Rinse), Decatur, Ill.; Strawbridge & Clothier (Department Store), Philadelphia; Texas State Optical Co., Houston; Edward K. Tryon Co. (Hardware Wholesaler), Philadelphia; U. S. Air Force (Recruiting) , Washington, D. C.; Waxed Paper Merchandising Council, Inc., Chicago; Western Saving Fund Society, Philadelphia; White King Soap Co., Los Angeles; Wm. Wrigley, Jr. Co. (Doublemint Gum), Chicago.

TV Accounts: Albers Milling Co. (Cereals, Dog Foods, Cat Food), Los Angeles; Apparatus Distributors, Inc. (General Electric Distr., Brooklyn; Arizona Brewing Co. (A-1 Pilsner Beer, A-1 Ale), Phoenix; The Baldwin Piano Co. (Pianos & Organs), Cincinnati; The Barbasol Co., Indianapolis; Brown & Williamson (Du Maurier Cigarettes), Louisville, Ky.; Caloric Appliance Corp. (Gas Appliances), Philadelphia; Carnation Co. (Evaporated Milk, Fresh Milk Products, Ice Cream), Los Angeles; Consolidated Cigar Sales Co., Inc. (Dutch Masters), New York; John H. Dulany & Son, Inc. (Frozen & Canned Foods), Fruitland, Md.; Emery Industries, Inc. (Sanitone Dry Cleaning Process, Industrial Chemicals & Plasticizers), Cincinnati; Frito Co. of Cleveland (Fritos, Chee-tos, Ta-tos), Barberton, Ohio; Frito Co.; Western Div. (Fritos, Chee-tos, Ta-tos), Los Angeles; Frito New York, Inc. (Fritos, Chee-tos, Baken-ets, Jupiter Potato Chips, Jupiter Pretzels, Pop Corn Pak), Mamaroneck, N. Y.; Frito Tri-State Corp. (Fritos, Chee-tos, Baken-ets), Philadelphia; General Electric Co., Air Conditioning Div., Bloomfield, N. J.; General Development Corp. (Real Estate Development), Miami, Fla.; General Electric Supply Co., Houston, Tex.; Gulf States Utilities Co., Houston, Tex.; In-

stant Milk Co. (Carnation Instant Milk, Carnation Instant Chocolate Drink), Los Angeles; Janney, Semple Hill & Co. (Paints, Hardware), Minneapolis; "Jenny" Mop Div., Personal Products Corp. (Disposable Toilet Cleaners), Milltown, N. J.; Keasbey & Mattison Co. (Asbestos Products), Ambler, Pa.; Kenton Pharmacal Co. (Sal-Fayne), Covington, Ky.; Lawn-Boy (Rotary Powered Mowers), Lamar, Mo.; Lone Star Gas Co. (Natural Gas Service & Gas Appl.), Dallas, Tex.; Merck & Co., Chemical Div. (Animal Health Products, Feed Ingredients), Rahway, N. J.; Minnesota Hospital Service Assn. (Blue Cross, Blue Shield), St. Paul; Minnesota Mining & Mfg. Co., Graphic Products Div. (Scotchlite Reflective Sheeting, 3-M Photo-Offset Printing Products; Duplicating Products Div., Thermo-Fax Copying Products), St. Paul; Rootes Motors, Inc. (Hillman, Rover, Sunbeam & Humber Automobiles), Long Island City, N. Y.; Safeway Stores, Inc., Fairfax Baking Co. (Breads), San Francisco; Simon Mattress Mfg. Co. (Serta Mattress, Furniture), San Francisco; Simple Simon Frozen Foods (Frozen Dessert & Meat Pies, Cream Pies, Cakes, Cookie Rolls), Los Angeles; A. E. Staley Mfg. Co., Ind'l Div. (Sta-Flo Liquid Starch, Cube Starch, Cameo Starch, Cream Corn Starch, Zest, Sweetrose Syrup, Sta-Puf Rinse), Decatur, Ill.; Strawbridge & Clothier (Department Store), Philadelphia; Texas State Optical Co., Houston; Toastmaster Div., McGraw-Edison Co., Elgin, Ill.; U. S. Air Force (Recruiting), Washington, D. C.; Western Saving Fund Society, Philadelphia; White King Soap Co., Los Angeles.

WILLIAM ESTY COMPANY, INC.

100 E. 42nd St., New York 17, N. Y.
Phone: OXford 7-1600
AAAA—ANPA—APA

President.....James J. Houlahan
Exec. V.P.....G. I. Chatfield
V.P., Asst. to Pres...Dr. Wallach H. Wulfeck
Treasurer.....E. H. Cummings
V.P., TV Dir.....Mitchell Johnson
V.P. Chg. TV Commercial.....Joseph Forest
V.P. & Secy.....John Peace
Radio Time Buyer.....Richard Grahl

Branch Office
6331 Hollywood Blvd., Hollywood 28, Cal.
Phone: HOllywood 2-6305

TV Comm. Prod.-Dir.....Arnold J. Wester

Radio Accounts: National Carbon Co. ("Eveready" Batteries, "Prestone" antifreeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem; Pacquin, Inc. (Silk 'N Satin), N. Y., N. Y.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.

TV Accounts: National Carbon Co. ("Eveready" Batteries, "Prestone" antifreeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes), Winston-Salem, N. C.; Pacquin, Inc.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.

ETTINGER ADVERTISING AGENCY INC.

320 Fifth Ave., New York, N. Y.
Phone: PE 6-0930
ABP—NBP

President.....Joel H. Ettinger
Vice-Pres. .....Audrey Ettinger
Art Dir.....Martin Stein
Copy Chief.....Bill Stearns
Media, Space Buyer.....Seth Diamond
Television Dir.....Michael Lippert
Research Dir.....Cy C. Chaiken

Accounts: Brook's Men's Shops; Carolina Paper Mills; Exeter Hosiery Mills; Freund, Freund & Co.; Gant Shirt Co.; Gracette Lingerie; Lederman Brothers; Nebel Knitting Co.; Preen Uniforms Inc.; Stuart, Paul, Inc.; Worklon Inc.

EVANS-WORK ADV. AGENCY

624 E. Capitol Ave., Springfield, Ill.
Phone: 2-8868

President.....Clarence R. Evans
Secy.-Treas. .....John Robert Work
Art Director.....Thomas M. Costa

FARQUHAR AND COMPANY, INC.

First National Bank Building, Utica 2, N. Y.
Phone: 2-6109
ABP—APA

President, Radio-TV Dir...John T. Farquhar
Vice-President.....Ted R. Darvoe
Vice-President.....Robert F. MacFarland
Treasurer.....Jay C. Anderson

Radio Accounts: Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.; Rome Savings Bank, Rome; C. A. Durr Packing Co., Inc. (Meat Products), Utica, N. Y.; Mohawk Airlines Inc. (Airline Service), Ithaca, N. Y.; Utica Brewing Co., Utica, N. Y.; Jean's Foods, Inc., Utica, N. Y.; Sunshine Dairies, Inc., Utica, N. Y.; Enchanted Forest (Travel Attraction), Old Forge, N. Y.

Estimated Radio Billings: $30,000.

TV Accounts: Harry Heiman Inc. (Chrysler-Plymouth Dist.), Utica; Ribyat's Furniture, Utica; C. Al Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Mohawk Airlines Inc. (Airline Service), Ithaca, N. Y.; Collinite Chemical Co., Inc. (Auto Wax and Cleaner), Utica, N. Y.; Utica Brewing Co., Utica, N. Y.; Jean's Foods, Inc., Utica, N. Y.

Estimated TV Billings: $25,000.

FEIGENBAUM & WERMEN ADVERTISING AGENCY, INC.

1922 Spruce St., Philadelphia 3, Pa.
Phone: LOcust 7-1466

President .....Harry Feigenbaum
Exec. Vice Pres.....David Wermen
Radio-TV Dir. Time Buyer...Morton Yanow
Director Graphic Arts.....Allen Greenfield
Art Director.....Edward Schorr
Production Manager.....Marvin Wermen
Research Director.....Paul Feigenbaum
Radio-TV Copy Supv.....Betty Silberman

Acct. Execs.....Harry Feigenbaum, David Wermen, Leonard Schorr, Jay Beneman

Radio Accounts: Yankee Maid Meat Products; Kings Wine; Professional Laundry Foundation; Midwest Laundry Foundation; Lou Block Motors; Sears-Roebuck; Royalist Cigars; Pioneer Industries, Inc. (Men's Accessories); Phillies Cigars; White Sewing Machine.

TV Accounts: Blumenthal Brothers Chocolate Co.; Pennsylvania Range Boiler Co.; Kings Wine; Sears-Roebuck; Professional Laundry Foundation; Midwest Laundry Foundation; Yankee Maid Meat Products.

COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,
Washington, D. C.
Phone: NAtional 8-7713

President.....Courtland D. Ferguson
Secty.-Treas.....Lucille Pierce Ferguson
Art Director.....Gilbert Meekins
Time Buyer.....Nan Hannum

Radio Accounts: Schindler Peanut Products (Peanut Butter & Peanuts), Wash. & Balt.; Mann's Potato Chips, Wash. & Richmond; Smith's Transfer & Storage Co., Washington; Lincoln Warehouse Corp., New York; Little Tavern Shops (Restaurants), Washington & Baltimore.

TV Accounts: Smith's Transfer & Storage Co., Washington, D. C.; Mrs. Keane's Beefsteaks (Frozen), Washington, D. C., Virginia and New England; Solarine (Floorwax), Washington, D. C., Baltimore & Philadelphia.

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
Phone: MUrray Hill 9-7100
ABP—ANPA—APA—NBP

President-Treasurer .....Lawrence Fertig
Sec'y, Vice-President.....Philip Lukin
Media Director.....Miss Selma Grosswirth
Art Directors...Tony Palazzo, Stanley Dusek
Production Manager.....Joseph Cesare

Accounts: DeKuyper, John, & Son Inc., Jersey City, N. J.; Medal Distilled Products Inc.; Beverly Hills, Calif.; National Distillers Products Corp., N. Y., N. Y.

ROBERT G. FIELDS & CO.

1100 Sudekum Bldg., Nashville 3, Tenn.
Phone: AL 6-1977
ABP

President, Treas.....Robert G. Fields
Secretary .....Carolyn Gregg
Account Executive.....R. L. Fields

Radio Accounts: Jacobs Packing Co. (Meats); Blood Bank Foundation (Plasma); Spring Hill Cemtery (Burial Plots); St. Bernard Coal Co. (Coal and Building Supplies); Farrar Furniture Stores, all Nashville, Tenn.

TV Accounts: Nashville Bank & Trust Co.; Jacobs Packing Co. (Meats); Farrar Furniture Stores, all Nashville, Tenn.

FIORE & FIORE

128 Mallory Ave., Jersey City 4, N. J.
Phone: HEnderson 2-8200
ANPA

Pres., TV Dir.....Michael A. Fiore
V.P., Radio Dir.....Albert A. Fiore
Secy.-Treas.....B. V. Fiore
Media Research Dir.....Bernice Effinger
Merch. Dir.....John Critelli
Acct. Executives.....B. E. Geise, William Prusan, William Bloomer, A. Bryant

Radio & TV Accounts: Leslie Toy Co., Brooklyn, N. Y.; Watchung Lake (Resort), Watchung, N. J.; Custom Paint & Chemical Co. (Floor Products), Pennsauken, N. J.; Anbesol Co. (Antiseptic), Newark, N. J. (Radio only); Sardeau, Inc. (Sardo), N. Y. C.; Lane & Young, Inc. (Office Eqt.), Newark, N. J.

Estimated Radio & TV Billings: $960,000.

M. M. FISHER ASSOCIATES

79 W. Monroe St., Chicago 26, Ill.
Phone: CEntral 6-6226

Owner, Rect. Exec.....Jack L. Fisher, Sr.
Co-Owner,
Acct. Exec.....Jack L. (Bud) Fisher, Jr.
Bus. Mgr., Acc. Exec...Robert A. Weiner
TV Time Buyer.....Helene Heinz
Copy Chief.....Alan Fishburn
Art Director.....Harry Miller
Publicity Director.....Herb Carlin
Radio Time Buyer.....Donna Stuart

Radio Accounts: Allied Artists Pictures (Motion Pictures); Sittler Bros. (Horseradish); Bell Savings & Loan Assn. (Institutional); Jensen Movers; Charles Keeshin, Inc. (Poultry); Concrete Products, Inc. (Paint); National Foundation for Infantile Paralysis (Charity); North American Mushroom, all Chicago, Ill.; Anderson Loan Assn. (Institutional), Anderson, Ind.; Universal-International Pictures (Selected Areas), New York & Chicago; Beauti-Vue Products (Bamboo & Woven Wood), Chicago.

TV Accounts: Bell Savings & Loan Assn., Chicago; Tam O' Shanter Country Club, (Golf Touranments), Chicago; Chas. Keeshin Poultry Co. (Frozen Poultry), Chicago; Oncrete Products (Paint); North American Mushroom; Beauti-Vue Products (Bamboo & Woven Wood), Chicago.

FITZGERALD ADVERTISING AGENCY

Lee Circle Building, New Orleans 13, La.
Phone: TUlane 3131
AAAA—ABC—ABP

Officers.....Joe L. Killeen, Jos. H. Epstein, Roy M. Schwarz, Leonard Gessner, E. W. Rector Wooten, Warren G. Posey, Donald Halsey, Harley B. Howcott, Robert Carley
Radio-TV Dir.....William Thomas
Assistant Director.....E. Boyd Seghers, Jr.
Radio-TV Time Buyer..Mrs. Marie O'Meara
Radio-TV Time Buyer.....Margaret Stair

Radio Accounts: Alabama-Georgia Syrup Company (Alaga Syrup), Montgomery, Ala.; Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies, CDM Coffee), New Orleans, La.; H. G. Hills Stores (Chain Grocery Stores), New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; Wesson Oil & Snowdrift Sales Co. (Wesson Oil, Snowdrift, Scoco and Crustene Shortening), New Orleans, La.; La. Coca Cola Bottling Co., New Orleans, La.; La. Power & Light Co., Algiers, La.; McIlhenney Co. (Tabasco Sauce), Avery Island, La.; Nat Buring Packing Co., Inc. ("King Cotton" Brand Packaged Meats), New Orleans, La.

TV Accounts: Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies), New Orleans, La.; Godchaux Sugars, Inc. (Sugar), New Orleans, La.; H. G. Hill Stores (Chain Grocery Stores), New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; La. Coca Cola Bottling Co., New Orleans, La., La. Power & Light Co., Algiers, La. Alabama-Georgia Syrup Co. (Alaga Syrup), Mont., Ala.; Wesson Oil & Snowdrift Sales Co., New Orleans, La.; Maison Blanche Dept. store, New Orleans; Austex Foods, Inc. (Canned Meats), Austin, Tex.; Pioneer Flour Mills, San Antonio, Tex.; Jack's Cooky Co., Baton Rouge, La.; Nat Buring Packing Co., Inc. ("King Cotton" Packaged Meats), New Orleans, La.

HAROLD E. FLINT & ASSOCIATES

615 Second Ave. No., Fargo, N. D.
Phone: 5-5333
ABP

President.....Harold E. Flint
Secretary .....Richard Rosenthal
Treasurer.....Lee A. Holland
Prod. Dir.....Donald R. Nelson

Radio Accounts: Chamber of Commerce; Fargo Farm Equipment, both Farog, N. D.; Melrose Mfg. Co. (Farm Implements), Gwinner, N. D.; Merchants National Bank; Red River Valley Fair (Agricultural Fair), both Fargo, N. D.; Otter Tail Power Co., Fergus Falls, Minn.

Estimated Radio Billings: $9,530.

TV Accounts: C & M, Inc. (Farm Implements), Fargo, N. D.; Erskine Saies Corp. (Farm Implements), Erskine, Minn.; Fargo Foundry Co. (Agricultural Sprayer); Greater North Dakota Assn. (PR and Industrial), both Fargo, N. D.; Melroe Mfg. Co. (Farm Implements), Gwinner, N. D.; North Dakota Farmers Union (Institutional), Jamestown, N. D.; North Dakota Hospital Service Assn. (Blue Cross), Fargo, N. D.; Otter Tail Power Co., Fergus Falls, Minn.

Estimated TV Billings: $45,950.

FOLEY ADVERTISING AGENCY

1012 N. B. C. Bldg., Cleveland 14, O.
Phone: CHerry 1-1490

Pres., Art & Radio Dir.....Robert B. Foley

Radio Accounts: I. J. Fox, Inc. (Retail Furrier), Nokes-Findlay Wallpaper & Paint Co., Cleveland; Stanley Furniture Co. (Furniture & Appliances), Cleveland.

RICHARD A. FOLEY ADV. AGENCY

1528 Walnut St., Philadelphia 2, Pa.
Phone: PE 5-6302
AAAA—ABC—ABP—ANPA—NOAB

President.....Charles H. Eyles
Senior V.P., Sec'y, Treas.....Lee E. Hood
Exec. V.P.....A. Edward Morgan
V.P.-Media Director.....Wesley Winning
V.P., Copy Dir.....Frank J. Corkery
Vice Presidents.....Frank M. Knight, Jr., Earle Steiert, Russell Gray, Jr.
Time Buyer.....Alice Mooney

Radio Accounts: Abbotts Dairies, Inc., Philadelphia; Baltimore & Ohio Railroad (Passenger Div.), Baltimore; Beneficial Saving Fund; Bornot, Inc. (Cleaners); Louis Burk Co. (Meat Packers), all Philadelphia; Delaware Steeplechase & Race Assn. (Delaware Park), Wilmington, Del.; Freihofer Baking Co., Philadelphia; R. T. French Co. (Atlantis Sales Co., Pet Foods Div.), Rochester, N. Y.; Harford County Fair Assn. (Bel Air Races), Bel Air, Md.; Inter-County Hospitalization, Inc.; Reading Railroad (Passenger Service), both Philadelphia; Mrs. Smith's Pie Co., Pottstown, Pa.; Russell Spruance Co. (Bread & Biscuit Mix); John Wanamaker, both Philadelphia.

TV Accounts: Abbotts Dairies (ice cream, milk), Philadelphia; Baltimore & Ohio Railroad (passenger travel), Baltimore; Louis Burk Company (pork products), Philadelphia; R. T. French Company (bird seed), Rochester; Delaware Steeplechase & Race Assn. (Horse Racing), Wilmington, Del.; Mrs. Smith's Pies (Pies), Pottstown, Pa.; Freihofer Baking Co.; Spruance Co. (Bread & Biscuit Mix); John Wanamaker, all Philadelphia.

FOOTE, CONE & BELDING

247 Park Avenue, New York 17, N. Y.
Phone: MUrray Hill 8-5000
ANPA—AAAA—ABP—PPA—APA
NOAB—OAAA

Chmn., Bd. of Directors...Robert F. Carney
President .....Rolland W. Taylor
Sr. V.P.....Frank E. Delano
Sr. V.P.....Elwood Whitney
V.P., Merchandising.....Everett F. Braden
V.P., Dir. Research.....Cornelius DuBois
V.P., Media & Research..Paul E. J. Gerhold
V.P., Radio & TV.....Roger Pryor
Group Media Dirs.....Arthur Pardoll, Charles Hofmann
V.P., Best. Prod.
Asst. Treas., Asst. Sec.....C. H. Newbrand
V.P., Art Dir.....Melcon Tashian
Dir. Print Prod.....Anthony Kinzler

Branch Offices
155 E. Superior Street, Chicago 11, Ill.
Phone: SUperior 7-4800

Chrmn., Exec. Comm.....Fairfax M. Cone

Sr. V.P., Finance, Sec., Dir..A. Edward Rood
Sr. V.P., Dirs.....W. R. Forest, Robert J. Koretz, Fred Ludekens, Milton H. Schwartz
V.P., Outdoor Adv.....John J. Lechner
V.P., Exec. Art Dir.....C. Marvin Potts
V.P., Dir. Print Prod...Edward L. Tollefson
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V.P., Dir. of Copy.....A. J. Bremner
V.P., Dir. of Mer.....W. Robert Eagan
V.P. & Media Dir.....Gordon Buck
V.P., Dir. Best. Prod.....John B. Simpson
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Dir. Research.....Eugene C. Pomerance
Best. Bus. Mgr.....Harry Dieter
Best. Time Buyer.....Genevieve Lemper
V.P., Personnel Dir.....M. R. Loehrke
900 Wilshire Blvd., Los Angeles 17, Calif.
Los Angeles 17, Calif.
Phone: MAdison 9-3611

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V.P., Chrm. Plans Bd.....Nelson Carter
V.P., Business Mgr.....C. Burt Oliver
V.P., Broadcasting.....Gene Fox
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V.P., Dir. of Media, Research.....Gene Duckwall
Dir. Print Prod.....Charles Dennis
Dir. Copy.....Glen Gladfelder
Best. Time Buyer.....Lydia Reeve
235 Montgomery St., San Francisco 4, Calif.
Phone: SUtter 1-2355

V.P., Gen. Mgr.....John R. Little
V.P. & Art Dir.....G. Frederick Cole
V.P. & Creative Dir.....Maurice Lesemann
V.P. & Dir. Prod.....Albert A. Sperisen
Media Dir.....Llew Jones
Broadcasting Dir.....Stuart Minton
Time Buyer.....Helen Stenson
6233 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-6265

V.P., Mgr.....Edmund Cashman
806 Main St., Houston 2, Texas
Phone: CApitol 8-0395

V.P., Mgr.....Edwin H. Badger
545 Pacific Building, Portland 4, Oregon
Phone: CApital 7-3732

Mgr.....Leith F. Abbott
1060 National Bank Bldg., Detroit 26, Mich.
Phone: WOodward 3-9770

V.P., Gen. Mgr.....harles S. Winston, Jr.
V.P., Associate Mgr.....Clyde Rapp

Radio Accounts: Bullock's Downtown, Los Angeles; CVA Company (Cresta Blanca & Roma Wines), San Francisco; Hawaiian Pineapple Co., Ltd., San Jose, Calif.; Lever Brothers Co., New York; Liebman Breweries, Inc., Brooklyn; S. A. Schronbrunn & Co., Inc. (Savarin Coffee), New York; Sunkist Growers, Inc., Los Angeles; Tidewater Oil Co., San Francisco; Trans World Airlines, Inc., New York.

TV Accounts: Armour and Company (Chiffon Flakes, Liquid Chiffon, Dial Shampoo, Dial Soap), Chicago; Clairol, Inc., New York; Ford Motor Co. (Edsel Automobile), Dearborn, Mich.; General Foods Corp., Chicago; Hallmark Cards, Inc., Kansas City, Mo.; S. C. Johnson & Son, Inc. (Carnu, J-Wax, Raid Insecticides), Racine, Wis.; Kimberly-Clark Corp. (Delsey, Kleenex Tissues, Kleenex Table Napkins), Neenah, Wis.; Lever Brothrs Co. (Imperial Margarine, Pepsodent Tooth Paste), New York; National Dairy Corp., Kraft Foods Div. (Kraft Marshmallows and Kraft Fudgies), Chicago; The Paper-Mate Co., Subs. of The Gillette Corp. (Paper-Mate Pens), Chicago; Purex Corp., Ltd. (Purex Liquid Bleach, Beads-O'-Bleach, Trend), South Gate, Calif.; Sunkist Growers, Inc. (Sunkist Oranges & Lemons), Los Angeles.

ALBERT FRANK-GUENTHER LAW INC.

131 Cedar St., New York 6, N. Y.
Phone: COrtlandt 7-5060
ABP—ANPA—APA—NOAB
ABC—AAAA

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President.....Frank J. Reynolds
Sr. Vice-Pres.....Victor J. Cevasco
Exec. Vice-Pres.....Richard A. Cullinan
Vice-Pres. & Treas.....S. A. Speake
Vice-Pres. & Sec.....E. G. McAdie
Vice-Presidents.....Frank D. Cruikshank, Howard C. Allen
V.P., Radio & TV.....Robert W. Day
V.P., Media Dir.....Robert M. Jenove

FRANK, CLINTON E., INC.

Merchandise Mart, 24th Floor, Chicago 54, Ill.
Phone: WHitehall 4-5900
AAAA—ABC—ABP—ANPA
NOAB—NBP

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V.P., Radio-TV Dir.....Buckingham Gunn
Vice Presidents.....Hill Blackett, Jr., M. W. Grinstead, Philip E. Bash
Secretary.....Wayne R. West
Media Director.....Jack L. Matthews
Radio-TV Time Buyer.....Helen Davis
1680 N. Vine St., Hollywood 28, Calif.
Managers.....Robert G. Nye, Richard Davis
285 Madison Ave., New York 16, N. Y.
Managers.....Jack Miller, Lee Davis

FRANKEL, JONES, CO.

180 N. Wabash Ave., Chicago 1, Ill.
Phone: DEarborn 2-5745
ABP—ANPA

President.....Jones B. Frankel
Exec. V.P.....A. G. Gaines
Account Executives.....Howard S. Stone, H. Markin
Radio-TV Director.....Henry Sherry

FREDERICK-CLINTON CO., INC.

545 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-7433
ABP—ANPA—APA—PPA

Chm. of Board.....F. C. Burger
Pres., Treas., Radio-TV Dir, Time Buyer.....H. S. Rieff

Exec. V.P., Secretary.....R. S. Buckbinder
V.P., Art Director.....Edward Gambole
Prod. Mgr.....M. Goldstein

Radio Accounts: Adler Shoes, New York; Vim Electric Co. (RCA, Thor, Hallicrafters), New York, WMGM, Radio, New York.

TV Accounts: Adler Shoes for Men, N. Y. C.; Empire Plastic; Vim Radio & Television (Appliances), N. Y. C.

CURT FREIBERGER & CO.

1439 Court Place, Denver 2, Colo.
Phone: ALpine 5-2048
AAAA—ANPA—ABP—PPA—NBP—APA

President.....C. J. Freiberger
Vice President.....Anne Freiberger
Robertson, Robert Lochrie
Sec'y & Treas.....Doris R. Fleischer
Prod. Mgr.....Fred Day

Radio Accounts: American Beauty Macaroni Co. (macaroni products), Denver; Central Bank & Trust Co. (banking), Denver; Associated Grocers of Colo. (groceries), Denver; Colorado Potato Flake Co. (potato chips), Denver; Toner's, Inc. (peanut butter), Denver.

TV Accounts: Beatrice Foods (dairy products), Denver; Central Bank & Trust Co. (banking), Denver; Zefer Products (salad dressings), Denver; American Beauty Macaroni Co. (macaroni products), Denver; B. K. Sweeney Mfg. Co. (Distributors), Denver.

AD FRIED ADVERTISING AGENCY

160 Santa Clara Ave., Oakland 10, Calif.
Phone: OLympic 4-3773
AFA—NBP—CNPA—WASAAA

Owner, Radio & TV Dir.....Ad Fried
Radio & TV Time Buyer.....Mary Lynch
Music Dir. & Librarian.....Elaine Fried
TV Art Dir.....Kay Bachrach
Prod. Dir.....Allison Clark

Radio Accounts: Agalite-Bronson Co. (Glass Shower Doors), Oakland, Calif.; American Upholstering Co. (Furniture Mfg.), Oakland, Calif.; Biggie Furniture Stores, Richmond, Calif.; Betty Elizabeth Shampoo (Hair Formulas, etc.), Oakland, Calif.; Bowersmith Co. (Marine Switches), Oakland, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland, Calif.; Elemin Supreme Formula (Vitamins), Berkeley, Calif.; E-Z Mincer (Household Item), Oakland, Calif.; Carter Lumber Co. (Redwood Green Houses, etc.), Oakland, Calif.; Fruitvale Merchants Assn. (Shopping Area), East Oakland, Calif.; Fox Oakland Theatres; Grimshaw Nurseries (Dwarf Trees), Hayward, Calif.; Mica-Seal Mfg. Co. (Waterproofing Paints), Berkeley, Calif.; Intl. Typographical Union No. 597, Martinez, Calif.; Rhodes & Jamieson, Ltd. (Ready-mix Concrete), Oakland, Calif.; Oakland Police & Firemen (Campaigns); Roto-Rooter of Bay Area, Oakland, Calif.; Elysee Cosmetic Co., San Francisco, Calif.; Del-Tra Co. (Bakery Eqt.), Oakland, Calif.; Murphy Buick Co., Oakland, Calif.

TV Accounts: Biggie Furniture Stores, Richmond, Calif.; Betty Elizabeth Shampoo, Oakland; Bell Smoked Fish Co. (Tarabell Brands), San Francisco; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland; Roto-Rooter of Bay Area (Sewage Service), Oakland-Richmond; G & W Refrigeration (Ice Machines), Oakland; Lake Merritt Hotel (Night Club & Restaurant), Oakland; Oakland Police & Firemen (Campaigns); Space-A-Rang (Children's Toy), San Leandro, Calif.; Fruitvale Merchants Assn. (Shopping Area); Del-Tra Co. (Bakery Eqt.), Oakland; Murphy Buick Co., Oakland.

FRIEND-REISS ADVERTISING, INC.

221 W. 57 St., New York, N. Y.
Phone: PLaza 7-8030

Partner, Administration.....B. M. Reiss
Partner, Creative Divisions.....Harold Reiss
Partner, Development.....Lee Friend
Art Director.....Jan Van Erte
Media Director.....Dan Connely
Production Manager.....Julius Brown
V.P., Radio-TV.....Edward Ratner

Radio Accounts: Cameo Curtains, Inc., New York, N. Y.; Levolor Lorentzen, Inc. (Venetian Blinds), New York, N. Y.; Krug Baking Co., Jamaica, N. Y.; DeJur Amsco Corp. (Photographic Equipment), Long Island City, N. Y.; Shirtcraft Inc. (Shirts and Airman jackets), New York, N. Y.; Lafayette Radio, New York; Hussco Shoe Co.; C-D-R Rotors (TV Antenna Rotors); Art Crayon Co. (Sargent Wash-Off Crayons); Kurlash Co. (Beauty Aids); Marboro Book Stores, all New York.

TV Accounts: Cameo Curtains, Inc. (Curtains — Draperies); Levolor Lorentzen, Inc.; DeJUR Amsco Corp.; Shirtcraft Co.; Toy Guidance Council, Inc. (Educator Toys), New York; Hussco Shoe Co.; C-D-R Rotors (TV Antenna Rotors); Art Crayon Co. (Sargent Wash-Off Crayons); Kurlash Co. (Beauty Aids); Marboro Book Stores, all New York.

FRITZ, JIMMY & ASSOCIATES

1680 N. Vine St., Hollywood 28, Calif.
Phone: HO 3-3251

Managing Partner.....Jimmy Fritz
V.P., Acct. Exec.....Claude Miller
Secretary.....Marion Vaughn
Account Execs.....H. A. Helm, David Camm
Production.....Don Cordray

Radio Accounts: Advance Muffler Service, Compton, Calif.; Citizens Filing Service (Land), Hollywood; McDaniel's Markets, Los Angeles; Wilshire Federal Savings, Los Angeles; Valley Ford (Autos), Burbank, Calif.; Pasadena Firemen's Fund (Entertainment), Pasadena; Century Oldsmobile, Van Nuys, Calif.; Stansbury Buick, Burbank; Paine & Co. (Potato Chips), Los Angeles.

TV Accounts: Citizens Filing Service, McDaniel's Markets, Valley Ford, Pasadena

Firemen's Fund, Holt Motors (Dodge-Plymouth), Los Angeles; Stansbury Buick, Phil Hall Buick, Hollywood; Maunch-Davis Buick, Los Angeles.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone: LIberty 2-6140
ANPA—APA—ABP—NBP

President, Treasurer.....Karl M. Frost
Vice Presidents.....Florence A. Dondero, Raymond E. McLaughlin
V.P., Radio & TV Dir...Harvey P. Newcomb
V.P., Production Manager.Harold E. Bessom Radio & TV
Time Buyer.....Virginia M. Fairweather
Space Buyer.....Anna V. Turner

Radio Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; General Electric Supply Corp. (Electrical Products), Boston, Mass.; Gentles Baking Co. (Gentles Bread), Boston, Mass.; Eastern Racing Assoc. (Suffolk Downs), East Boston, Mass.; Boston Nash Co. (Automobile Service), Boston, Mass.; Mass. Wharf Co. (Fuel Prods.), Cambridge, Mass.

TV Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Gentles Baking Company (Gentles Bread), Boston, Mass.; General Electric Supply Corp. (Electrical Appliances), American Crabmeat Co. (3 Little Kittens Cat Food), Boston Nash Dealers (Automobile Service), Boston, Mass.

FULLER & SMITH & ROSS, INC.

230 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 6-5600
AAAA—ABP—ANPA—APA—NBP—NOAB

President.....R. E. Allen
V.P. & Mgr.....R. W. Nicholson
V.P. & Research Dir.....Dr. W. C. Davis
V.P. & Dir. Radio-TV.....A. E. Duram
V.P. (Media Dept.).....G. T. Arthur
V.P. Public Relations.....Shippen Geer
V.P. & Dir. of Art.....J. M. Archer
V.P. & Copy Chief.....G. K. Zern
Creative Dir.....H. Slesar
Dir. Mech. Prod.....Richard Matheis

Branch Offices
1501 Euclid Ave., Cleveland 15, Ohio
Phone: CHerry 1-6700
Exec. V.P. & Mgr.....J. C. Maddox
105 W. Adams St., Chicago 3, Ill.
Phone: ANdover 3-5039
V.P. & Mgr.....E. J. Lauesen
215 Market St., San Francisco 5, Calif.
Phone: YUkon 6-5955
V.P. & Mgr.....W. P. Dumont
211 Oliver Ave., Pittsburgh 22, Pa.
Phone: GRant 1-9565
V.P. & Mgr.....J. A. McKinven

Radio Accounts: Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Hercules Powder Co., Aluminum Cooking Utensil Co. (Wear-Ever); Pennzoil (Gasoline & Oil), Keystone Steel & Wire Co. (Fencing); Mellon National Bank & Trust Co., Nickel Plate Road (Railroad), Sherwin-Williams Co. (Paint), American Greetings Corp. (Publishers), Central National Bank, Chicago & Eastern Illinois R. R.

TV Accounts: Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Westinghouse Elec. Corp., Pennzoil Company, Sherwin-Williams Co., Commercial Solvents, Ferro Corporation, Mellon National Bank & Trust Co.

FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-7393

President.....Norman Furman
Vice-President.....Irving J. Gottlieb
Art Director.....Edwin R. Swaback
Acct. Execs.....Nat Roth, Lon Shaw, Rose Rodriguez
Radio Time Buyer.....Margaret Wolf

Radio Accounts: American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Colomby Watch (Jewelry); Bustelo Coffee; Office Temporaries, Inc., all New York.

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone: Central 1-3200
ABP—ANPA—SNPA—APA—NBP
AAAA—ABC—NOAB

President.....Charles E. Claggett
Sec. & Treas.....H. S. Gardner, Jr.
V.P. Chg. Radio-TV.....William Fisher
Vice-Presidents.....Wells Hobler, William J. Rogers, Kenneth Runyon, Michael Ryan

Branch Office
9 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-2000
Vice-President.....Roland Martini

Radio Accounts: Pet Milk Co. (Evaporated milk, instant Pet Nonfat Dry Milk, Justo); Anheuser-Busch, Inc. (Busch Bavarian Beer); Ralston Purina Co. (Feeds and Dog Chow); Southwestern Bell Telephone Co.; Union Electric Co. of Missouri; First National Bank; St. Louis Independent Packing Co. (Ham, Table-Ready Meats, Bacon); Barton Manufacturing Co. (Shoe Polish); Wabash Railroad; Procter & Gamble (Duncan Hines Cake Mixes), all St. Louis, Mo.

TV Accounts: Pet Milk Co. (Pet Evaporated Milk, Instant Pet Nonfat Dry Milk, Pet-Ritz Frozen Pies); Monsanto Chemical Co.; First National Bank; Procter & Gamble; Barton Manufacturing Co.; Eli Lilly Co.; Union Electric Co.; Anheuser-Busch, Inc. (Busch Bavarian Beer); St. Louis Independent Packing Co.; Ralston Purina Co.; Wabash Railroad; Southwestern Bell Telephone Co., all St. Louis, Mo.

GAYNOR & DUCAS, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-5750
ANPA—ABP—NBP—NIAA

President.....Paul Gaynor
Exec. Vice Pres.....John J. Ducas
Vice Pres.....Leslie B. Cort

Treas. & Media Dir.....Edwin J. Marra
Creative Director.....Alan Slatter
Art Director.....Charles Carl, Jr.
Publicity Director.....F. D. Walker
Production Manager.....George J. Cisneros
TV Director.....T. Covington

Accounts: All American Engineering Co., Wilmington, Del.; J. & E. Atkinson, Ltd., New York; Austenal, Inc., New York; Automatic Switch Co., Orange, N. J.; B. G. Corp., Ridgefield, N. J.; British European Airways, New York; California Eastern Aviation, Washington, D. C.; H. W. Carter & Co., Coleford, England; Crowley's Milk Co., Binghamton, N. Y.; Fairchild Engine & Airplane Corp., Hagerstown, Md.; Gibralter Tourist Bureau, Gibralter; J. Goddard & Sons, New York; Jaeger Co., New York; Lines Brothers, London; Link Aviation, Binghamton, N. Y.; Lundy Manufacturing Corp., Long Island City, N. Y.; William MacDonald & Sons, Glasgow, Scotland; McGraw-Hill Publishing Co. (Aviation Week), New York; Pyrene-C-O-Two Corp. (Div. of Fyr-Fyter Co.), Newark, N. J.; Rotol Ltd., Gloucester, England; Saint's Satin Wax, London; Vertol Aircraft Corp., Morton, Pa.; Universal Leaseways System, Cleveland, Ohio; Thomas O. Woolf & Son Co., New York.

THE GETSCHAL CO., INC.

49 E. 51st St., New York 22, N. Y.
Phone: PLaza 8-1100

President .....Budd Getschal
Exec. Vice Pres.....Lester Krugman
Media Director.....Irving Levine

Radio and TV Accounts: Ludwig, Baumann & Spear's (Dept. Store); New York City, Sealy Mattress Co., New York City; Darling Toys, Inc., New York City; Westinghouse Appliance Sales Corp., New York City.

GEYER ADVERTISING INC.

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-3300
AAAA—ABP—ANPA—ABC

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Ch. Exec. Comm.....B. B. Geyer
President.....Sam M. Ballard
V.P., Sec'y.....John R. Geyer
Treasurer.....John R. Kunz
V.P., Creative Dir.....W. M. Mitchell
V.P., Mktg. Dir.....R. C. Robertson
Vice Pres., Acct. Supervisor..Frank Kearney
V.P. Copy Directors.....Edward Zern,
A. Vernon Bowen, Whiting Hall
R. P. Wilson
V.P. & Art Director.....A. A. Surin
V.P., Radio-TV Creative Dir....Ray J. Mauer
Time Buyers.....Elizabeth Powell,
E. S. Richardson
Prod. Mgr.....LeRoy Emmerich
Business Manager.....D. W. McGuinn
Film Supervisor.....James Harkey
Media Dir.....Lewis H. Happ

Branch Offices
14250 Plymouth Rd., Detroit 32, Mich.
Phone: Webster 3-5520

Vice Presidents.....N. Nyland, John Henry
931 Third National Bldg., Dayton 2, Ohio
Phone: Fulton 4-145
Vice President & Mgr.....E. G. Frost

Radio Accounts: American Home Foods (Burnett's Vanilla Extracts), N. Y. C.; Boyle-Midway, Div. Am. Home Prod. (Aerowax, Black Flag Aerosol, Easy-Off, Aero Shave, Old English Wax, Griffin Shoe Polish); American Motors Corp. (Nash, Rambler & Metropolitan Cars, Kelvinator & Leonard Appliances), Detroit; Doyle Packing Co. (Strongheart Dog Food), Long Branch, N. J. Am. Home Prod.; Doyle Packing Co. (Strongheart Dog Sood), Long Branch, N. J.

TV Accounts: American Home Foods; American Motors Corp.; Boyle-Midway Div., Am. Home Prod.; Doyle Packing Co. (Strongheart Dog Food), Long Branch, N. J.

GIBBONS ADVERTISING AGENCY, INC.

802 Daniel Bldg., Tulsa 3, Okla.
Phone: LUther 7-2444
ABP—ANPA—SNPA—APA
NOAB—AAAN

President.....J. Burr Gibbons
Vice President.....John B. Gibbons
Secretary .....Viola Neese
Radio-TV Dir.....Mercedes (Dee) Freiday

Radio Accounts: National Bank of Tulsa (banking and trust services), Tulsa; Stanley's Funeral Service (funeral service), Tulsa; State Federal Savings & Loan Association (savings & loans), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Tom P. McDermott, Inc. (tire sales, service & recapping, antifreeze & motor oil & batteries), Tulsa, Oklahoma City; Mitchell Mfgr. Co. (Auto Seats), Ft. Smith, Ark.; Sand Springs Farms (turkeys and eggs), Sand Springs, Okla.; V-Chek, Inc., Tulsa; Pedrick Laboratories, Inc. (Vigo Dog & Cat Food), Sand Springs, Okla.; Comet Moving & Storage Co. (moving and storage), Tulsa; Community Finance Corporation (loans).

TV Accounts: Tom P. McDermott, Inc. (tires & appliances, anti freeze, motor oil), Tulsa; State Federal Savings & Loan Assn. (savings & loans), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Comet Moving & Storage Co. (moving), Tulsa; Pedrick Laboratories, Inc. (Dog & Cat Food), Sand Springs; Stanley Funeral Service, Tulsa; Mitchell Mfgr. Co. (Auto Seats), Ft. Smith, Ark.; Community Finance Corp.; V.-Chek, Inc., Tulsa.

GIBRALTAR ADV. AGENCY, INC.

17 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 7-7896

President.....Charles J. Basch, III
Vice-President .....Leo Berman
Treasurer .....Clarence Schmidt
Sec'y., Radio-TV Dir.,
Time Buyer.....Frances Scott
Publicity Director.....Buddy Basch

Rad.-TV Accounts: Bonafide Mills, (Bonny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y.; Davis Handkerchief

Corp.; Parke-Edwards, Ltd.; Central Paint & Varnish Co. (Paint Mfg.); Breakers Beach Club (Cabana Club); Seagram Laboratories (No-Lax), New York.

GILLHAM ADVERTISING AGENCY, INC.

500 Continental Bank Bldg., Salt Lake City 1, Utah
Phone: EM 4-5516
ABP—ANPA—APA

President-Treasurer.....M. C. Nelson
Senior Vice-President.....Lon Richardson
Vice-President.....Robert F. Rohlfing
Vice-President .....Wendell J. Ashton
Vice President.....J. Y. Tipton
Vice-President .....Herber G. Wolsey
Secretary.....Richard H. Ogaard
Space Buyer.....Esther Gook

Radio Accounts: **Cloverleaf Dairy (Milk, Cream, Milk Products), Colville Ice Cream Co.,** Fisher Brewing Company, Mountain Fuel Supply Co., Ogden First Federal Savings, Petty Motor, Purity Biscuit Company, Royal Baking Company, Sego Milk Products Co., Union Pacific Railroad, Utah Oil Refining Co., Utah Power & Light Co., First Security Banks.

TV Accounts: Cloverleaf Dairy, Colville Ice Cream Co., First Federal Savings, Fisher Brewing Company, Mountain Fuel Supply Co., Petty Motor, Purity Biscuit Company, Royal Baking Company, Sego Milk Products Co., Union Pacific Railroad, First Security Banks.

BERT S. GITTINS ADVERTISING, INC.

739 N. Broadway, Milwaukee 2, Wis.
Phone: BR 6-5934
ABP—ANPA—NOAB—NBP—APA

President.....Bert S. Gittins
Prod. Dir.....Stewart Carlson
Media Dir.....Esther Block
Copy Dir.....Harold Nelson
Dir. Ind. Markets.....James M. Costello
Office Mgr.....Erwin R. Holtz
Radio & TV Dir.....Gerald L. Seaman

Radio Accounts: Allis-Chalmers Tractor Group. (Farm Tractors & Equipment), Milwaukee, Wis.; The Page Milk Company (Evaporated Milk), Merrill, Wis.; Wm. F. Renk & Sons (Hybrid Corn), Sun Prairie, Wis.

TV Accounts: Allis-Chalmers Tractor Group (Farm Tractors & Equipment), Milwaukee, Wis.

GLENN ADVERTISING INC.

304 First Life Bldg., Fort Worth 2, Texas
Phone: ED 2-4476
ANPA—ABP—AAAA

President.....John H. Stewart
Exec. Vice Pres.....Ward M. Wilcox
Vice Presidents.....Merle W. Bell, Robert O. Holleron, Jr., Duke Burgess, Jack Schlichenmaier, Liener Temerlin
Secretary .....Grace Gallison

Branch Offices

620 Republic National Bank Bldg., Dallas, Tex.
Phone: RI 1-6686

Exec. V.P., Mgr.....Ward M. Wilcox
1505 Transit Tower, San Antonio, Tex.
Phone: CA 7-6311

Vice President.....J. Schlichenmaier
803 Lovett Blvd., Houston, Texas
Phone: JA 3-4714

Manager .....Ken Butler
6399 Wilshire Blvd., Los Angeles, Calif.
Phone: WE 3-9369

Manager .....Raymond Prochnow
510 Electric Bldg., El Paso, Tex.
Phone: KE 2-3606

Manager.....I. E. Carson

Radio Accounts: Lone Star Brewing Co., San Antonio; Republic National Bank, Dallas; Fort Worth Nat'l Bank; Groos Nat'l Bank, San Antonio; Sparkman Club Estates, Dallas; 7-Eleven Stores, Dallas; Greater Houston Lincoln-Merucury, Houston; Ryan Motor Company (Automobile), Fort Worth; Sakrete (Concrete Products), Cincinnati.

TV Accounts: Lonne Star Brewing Co.; Fort Worth Nat'l Bank; Republic Nat'l Bank; Fort Worth Macaroni Co.; Groos Nat'l Bank; Turbiville Motors (Automobiles), San Antonio; Jordan Motors (Automobiles), San Antonio; Greater Houston Lincoln-Mercury; 7-11 Stores.

GOTHAM-VLADIMIR ADVERTISING, INC.

342 Madison Ave., New York 17, N. Y.
Phone: OXford 7-4300
ABP—AFA—ANPA—AAAA

Chairman of Bd.....Irwin A. Vladimir
Chmn. Exec. Comm...Duncan D. Sutphen, Jr.
President & Treas.....Arthur A. Kron
Vice-Presidents.....Robert F. Kendall, Arthur F. Connolly, Daniel C. Kaufherr, Richard H. Hobbs, C. G. Rourke, Joseph T. Sloane, M. Craig Spitz, Evelyn Ringrose, William V. Ricglane.
Secretary.....Chester A. Priest
Dir. Radio & Television...Arthur A. Kron
Dir. Pub. Relations.....Kay Long

Branch Offices

1 No. LaSalle St., Chicago 2, Ill.
Phone: ANdover 3-2890

Vice-President.....Richard H. Hobbs
251 Kearny St., San Francisco 8, Calif.
Phone: YUkon 6-0920

Vice-President.....M. M. Craig Spitz
P. O. Box 8676, Fernandez Juncos Station, Santurce, P. R.
Phone: San Juan 2-0780

Manager.....Andrew N. Vladimir

Radio and TV Accounts: Lutheran Laymen's League, St. Louis, Mo.; Japan Canned Crabmeat Sales Co.; International Tuna Fish Assn.; Japan External Trade Recovery Organization (Imported Canned Manderin Oranges), all Tokyo.

GOURFAIN-COBB AND ASSOCIATES

400 N. Michigan Ave., Chicago 11, Ill.
Phone: WH 4-5230
ABP—APA—NBP—ANPA—NOAB

President.....A. S. Gourfain, Jr.
Vice President.....Dade Ellison
Production Manager.....Myron Stewart
Media Director.....Louise Adams

GRAND & WADSWORTH, INC.

120 E. 56th St., New York 22, N. Y.
Phone: PLaza 5-4082
ANPA—APA—ABP—NBP

President, Treasurer.....Ivan B. Romig
Vice Presidents.....Wm. Eichhorn, Wm. Walker
Sec'y. Media Dir.....Blanche Jampol

GRANT ADVERTISING, INC.

919 North Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-6500
ANPA—APA—ABP—PPA—SNPA—NOAB

President.....Will C. Grant
Exec. V.P. Int'l.....Fred Spence
Vice-Presidents.....Valeria T. Feely, Carl M. Post, W. R. Watson
Secretary.....Mary Waller Grant
V.P. & Art Dir.....Loren G. Moore
V.P., Research Dir.....Kay Sheldon
V.P., Comptroller.....John G. Copeland
Media Director.....Reginald L. Dellow
Dir. Bus. Analysis.....Glen E. Shears
Time Supervisor.....Dene Voigt
Radio & TV Dir. (Chicago)..Jeanne Ruzek
Production Mgr.....Harry White
Chicago Art Dir.....Calvin Merrick
V.P. Personnel.....Donald C. Turner

Branch Offices

711 Third Ave., New York 17, N. Y.
Phone: OXford 7-5800
V.P. Chg. N. Y. Office.....Paul L. Bradley

29th Floor, Guardian Bldg., Detroit 26, Mich.
Phone: WOodwood 3-9400
Exec. V.P.....Lawrence McIntosh

2003 Davis Bldg., Dallas 2, Tex.
Phone: RIverside 1-3251
V.P. Chg. Dallas Office.....Jack Edwards

Hulman Bldg., Dayton 2, Ohio
Phone: Michigan 7644
V.P., Chg. Dayton Office.....V. P. Black

American Bank Bldg., Portland, Ore.
Phone: CA 2-9609
Mgr. & Acct. Exec.....John A. Gisey

One Nob Hill Circle, San Francisco 5, Calif.
Phone: SUtter 1-8424
V.P. Chg. San Fran. Off.....R. B. England

13th St. at Second Ave., S.W., Miami 36, Fla.
Phone: FRanklin 3-6611
V.P. Chg. Caribbean Oper.....John A. Dey

Taft Bldg., Hollywood 28, Calif.
Phone: HO 1-9231
V.P. Chg. Hollywood Off.....John M. Cody

Accounts: Airtemp Div. of Chrysler Corp.; American Weekly; Campana Sales Co.; Centlivre Brewing Corp.; Drake Hotel; Dr. Pepper; Kalamazoo Vegetable Parchment; Warren Petroleum Co.; M. Pier Co.; Clark Div. Beatrice Foods Co.; Detroit Bank; Electric Autolite; Iodent Chemical Co.; Plymouth Div., Chrysler Corp. (TV); Florida Power & Light; Florida Avocado & Lime Comm.; Nassau Development Board; Comet Rice Co.; Coppertone Sales Corp.; Park & Tilford; Florist Telegraph Delivery Assoc.

GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.
Phone: WAlnut 2-4808
ANPA—ABP—ABC—AAAA—APA
NBP—NOAB—BPA

Partner.....Jerome B. Gray
Partner-TV Dir.....Edmund H. Rogers
Partner.....Robert W. Graham
Partners.....Sherman G. Landers, Russell K. Carter, William B. Edwards, Atherton Seeley, David B. Arnold, Thelma Beresin, Franklin P. Jones, Granville Worrell, Albert R. Bochroch
Radio-TV Dept.....Walter M. Erickson
Production Mgr.....Alex Irvine
Media Director.....David B. Arnold

Radio Accounts: The M. A. Hanna Company (Coal), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; American Chemical Paint Co. (Plant Foods), Ambler, Pa.; Diamond State Telephone Company (Services); Delaware; Lee Tire & Rubber Co. (Tires), Conshohocken; Charles Marchand Co. (Hair Rinses), N. Y., N. Y.; Vogel-Ritt (Termite & Pest Control), Philadelphia.

TV Accounts: Fidelity-Philadelphia Trust Co. (Banking Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; American Chemical Paint Co. (Plant Foods), Ambler, Pa.; The Bell Telephone Co. of Penna. (Services), Philadelphia; Diamond State Telephone Co. (Services), Delaware; Charles Marchand Company (Hair Rinses), N. Y. C.; Philadelphia; Lee Tire & Rubber Co. (Tires).

MONROE GREENTHAL CO., INC.

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-8640

President.....Monroe W. Greenthal
V.P., Creative Dir.....David E. Diener
Radio & TV Dir.....Harvey Schulman
V.P., Media Dir.....Herb Hauser
Art Directors.....Oscar Krauss, Otto Luther
Copy Chief.....Dave Dember
Art Director.....Otto Luther

Radio Accounts: Gimbel's; RKO Theatres; Buena Vista (Walt Disney Film Distr.); A. M. Kidder & Co. (Stockholders); Stanley Warner Corp. (Cinerama); United Artists Corp.; Walter Reade (Odditorium, Theatres & Restaurants).

Estimated Radio Billings: $500.000.

TV Accounts: Effanbee Doll Corp.; Distributors Corp. of America; RKO Theatres; United Artists Corp.

Estimated TV Billings: $300,000.

GREY ADVERTISING AGENCY, INC.

430 Park Ave., New York 22, N. Y.
Phone: PLaza 1-3500
AAAA—ABP—ANPA—APA—NOAB—PPA

Bd. Chrmn., Head Exec. Comm...Lawrence Valenstein
President.....Arthur C. Fatt
Exec. V.P., Acct. Sup.....Herbert D. Strauss
V.P. & Radio-TV Dir...Alfred L. Hollender
V.P., Radio-TV.....Hal Davis
V.P., Mgr. Prod.....Ralph Froelich
V.P. Media Dir.....E. L. Deckinger
V.P., Radio-TV Copy Chief .....Robert Kirchbaum
V.P., Adm. Art Dir.....Guy Oring
V.P., Acct. Supvs.: Ralph Axthelm, Leroy Block, B. I. Brownold, Samuel Dalsimer, Theo. Kaufman, Joseph Lorin, Edward Meyer, David Rand, Edmund R. Richer, Jules Singer, Jerome Stolzoff, John A. Kuneau, Richard J. Martell.

Radio Accounts: Esquire, Inc. (Coronet Magazine); Union Pharmaceutical Corp. (Inhiston); Anson, Inc. (Anson Men's Jewelry); Associated Products, Inc. (Deodorant Pads); Mennen Co. (Mennen Baby Products, Quinsana); Radio Corp. of America (RCA Victor Records); Gruen Watch Co.; Block Drug's Poligrip & Polident; National Broadcasting Co.

TV Accounts: Anson, Inc. (Jewelry); Associated Products, Inc. (Deodorant Pads & Pipes); Esquire, Inc. (Coronet Magazine); Krueger Brewing Company, Inc. (Beer & Ale); The Mennen Company (Quinsana Foot Powder & Mennen Baby Products); Prince Gardner (Wallets); Campbell Soup Co. (Campbell Kids); Jean R. Graef, Inc. (Girard Perregaux Watches); Phillips-Jones Corp.; Radio Corp. of America; Gruen Watch Co.; Block Drug's Poligrip & Polident; National Broadcasting Co.; RCA Victor Records.

GRISWOLD-ESHLEMAN CO.

1400 Terminal Tower, Cleveland 13, O.
Phone: TOwer 1-3232
AAAA—ABP—ANPA—APA
NOAB—SNPA

President.....Kenneth W. Akers
Chairman.....Kenneth W. Akers
President .....Charles Farran
Secretary-Treas.....John F. Davis
Media Dir.....T. R. Meredith
Dir. of Radio & TV.....Richard Woodruff

Radio Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; The Erie Railroad Co. (Passenger Service), Cleveland, O.; Youngstown Sheet & Tube (Steel), Youngstown, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Society for Savings (Banking Service), Cleveland; B. F. Goodrich Co. (Tire Division), Akron, Ohio; Cockshutt Farm Equipment Co., Bellevue, Ohio.

TV Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland; Society for Savings (Banking Service), Cleveland; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; The B. F. Goodrich Co. (Tires, Drugs, etc.). Akron, Ohio; Nickles Bakery.

JULIAN GROSS & ASSOCIATES, INC.

770 Asylum Ave., Hartford 5, Conn.
Phone: CHapel 9-8491

Pres., Treas.....Julian Gross
V.P., Gen. Mgr.....Erwin B. Needles
Vice Pres.....Sidney Silverman

ART GRUBER ASSOCIATES

4401 East Lake St., Minneapolis 6, Minn.
Phone: PA 1-1661

President.....Art Gruber
Secretary.....E. M. Gruber
Vice Pres.....Norman Vinitsky

Radio Accounts: Authorized TV (Television Service); Downtown Chevrolet; Margo Kraft (Toys), all Minneapolis; Midway Chevrolet, St. Paul; O. B. Thompson Electric; Orrin Thompson Construction Co., both Minneapolis.

TV Accounts: Bowlerama, Inc. (Bowling); Downtown Chevrolet; Margo Kraft (Toys), all Minneapolis-St. Paul; Midway Chevrolet, St. Paul; Orrin Thompson Construction Co.; Minnesota Bowling Proporietors Assn., both Minneapolis.

GUILD, BASCOM & BONFIGLI, INC.

130 Kearny St., San Francisco 8, Calif.
Phone: YUkon 2-6040
AAAA—ABC—ABP—ANPA

President .....Walter Guild
Bd. Chrmn.....David Bascom
Exec. V.P.....Dante Bonfigli
V.P., Gen. Mgr.....Gilbert Burton
V.P., Secy-Treas.....W. I. Hoffnine, Jr.
V.P., Media Dir. ..... Rod Macdonald
V.P., Dir. Copy-TV Depts. ..Courtenay Moon
V.P., Creative Dept.....Alex Anderson

Branch Offices
515 Madison Ave., New York, N. Y.
Phone: PLaza 1-3979

Acct. Exec.....Hank Buccello
Dir. Network Rel.....Reggie Schuebel

1750 N. Vine Capitol Tower,
Hollywood 28, Calif.
Phone: HO 9-8217

Program Director .....Dave Fulmer

Radio and TV Accounts: Ralston Purina Co., St. Louis, Mo.; The Best Foods, Inc. (NUCOA), New York; Skippy Peanut Butter, Alameda, Calif.; Breast-O'-Chicken Tuna, Inc., San Diego, Calif.; Heidelberg Brewing Co., Tacoma, Wash.; Max Factor & Co. (Sof-Set & Dri-Mist), Los Angeles; Mother's Cake & Cookie Co., Oakland, Calif.; Mary Ellen's Distrs. (Jams & Jellies), Berkeley, Calif.; Clougherty Packing Co. (Farmer John Meat Products), Vernon, Calif.

LAWRENCE C. GUMBINNER ADV. AGENCY, INC.

655 Madison Ave.,New York 21, N. Y.
Phone: TEmpleton 8-1717
ABP—ANPA—ABC

Chairman.....Lawrence C. Gumbinner

President .....Milton Goodman
V.P., Radio-TV Dir.....Paul G. Gumbinner
Exec. V.P.....Morton Freund
Associate Counsel.....L. S. Goldsmith
VP in Chg Prod.....Herman Kornblum
V.P. in Chg. Art.....Hershel Bramson
Vice President.....Graeme Macleod
Vice President.....Sumner Wyman

Radio Accounts: American Tobacco Co. (Filter Tip Tareyton Cigarettes, Roi-Tan Cigars), New York; Bercut-Richards Packing Co. (Sacramento Tomato Juice), Sacramento, Calif.; Block Drug Co. (Rem Cough Medicine, Omega Oil, Minipoo), Jersey City, N. J.; Browne Vintners Co., Inc. (Cherry Kijafa Wine), New York; Chap Stick Co. (Chap Stick Lip Balm, Chap-ans Hand Cream) Lynchburg, Va.; Kolmer-Marcus (Men's Clothing), New York; Monarch Wine Co., Inc. (Manischewitz Wine), Brooklyn, N. Y.; Q-Tips, Inc. (Sterilized Cotton Swabs), New York; Sutton Cosmetics, Inc. (Deodorant Stick), New York.

TV Accounts: American Tobacco Co. (Filter Tip Tareyton Cigarettes), New York; Block Drug Co. (Rem, Rem Rub, Minipoo), Jersey City, N. J.; Bourjois, Inc. (Evening in Paris Toiletries), New York; Monarch Wine Co., Inc. (Manischewitz Wine), Brooklyn, N. Y.; Porter Cable Machine Co. (Portable Electric Tools), Syracuse, N. Y.; Q-Tips, Inc. (Sterilized Cotton Swabs), New York; Sutton Cosmetics, Inc. (Deodorant Sticks), New York.

GUNN-MEARS ADVERTISING AGENCY CORP.

Times Tower, N. Y. 36, N. Y.
Phone: BRyant 9-2900
ANPA—APA

President.....William P. Gunn
V.P.....John J. Crimmins
Sec'y & Treas.....Virginia Mears
Art Dir.....Sidney Nemirov
Production Mgr.....Louis Fillipo
Acct. Executives.....William P. Gunn, John J. Crimmins, John A. Finneran, Dennis Sullivan, Sadye Curtis, Lillian Mordecai.

Accounts: Dobbs Truss Co.; Inter-County Title Guaranty and Mortgage Co.; Jenkins-Gibson & Co.; Popular Priced Resorts Assn.; Romweber Furniture Co.; Wolfe, William P., Organization; Stephen Wise Free Synagogue; Zephar Mills, Inc.

JOHN L. HALPIN, ADVERTISING

277 State St., Schenectady 5, N. Y.
Phone: FRanklin 2-0492
NYCPA

Partners..John L. Halpin, Marion G. Halpin
Copy Chief.....S. P. Levine

Radio Accounts: Mohawk National Bank. Schenectady, N. Y.; Cobleskill Agricultural Society, Cobleskill, N. Y.; Alvord Glove Co., Mayfield, N. Y.

TV Accounts: Cobleskill Agricultural Soc., Cobleskill, N. Y.; Schenectady Savings & Loan Assn.

HANSON, CLEM T., CO.

1409 - 15th St., Moline, Ill.
Phone: 2-3022
ABP—NBP—APA

Owner, Acct. Exec. .....Clem T. Hanson
Prod. Mgr., Acct. Exec. ..... W. R. Lievens

Accounts: Allen-Klapp Co. (Newspaper Representatives) Chicago; American Magnetics Co. (Magnetic Separators) Moline, Ill.; Anthes Force Oiler Co. (Truck Safety Equipment) Ft. Madison, Ia.; Baker's Dairy, Moline, Ill.; Blackhawk Films (Home Movie Films) Davenport, Ia.; Eastin Pictures, (Educational Films) Davenport, Ia.; H-O-N Co., The (Office Equipment), Muscatine, Ia.; Holst-Kakert Co. (Carpet Cleaning) Moline, Ill.; Lofgren Distributing Co. (Radio and TV) Moline, Ill.; Moline Accessories Corp. (Elevator Parts) Moline, Ill.; Moline Iron Works (Castings) Moline, Ill.; Prime-Mover Co. (Materials Handling Equipment) Muscatine, Ia.; Rock Island Argus (Newspaper) Rock Island, Ill.; Stampings, Inc. (Bottled Gas Housings) Davenport, Ia.; Uptown National Bank, Moline, Ill.; Van Vooren Products (Welding Equipment) East Moline, Ill.; Veterans Information Service, Moline, Ill.; Station WHBF AM-FM-TV, Rock Island, Ill.; Warsaw Brewing Corp., Warsaw, Ill.; Z-F Co. (Grease-seal and Underground Pumping Stations) Moline, Ill.

RALPH A. HART, ADVERTISING

113 So. 21st St., Philadelphia 3, Pa.
Phone: PEnnypacker 5-8477

President.....Ralph A. Hart
Art Dir.....Leon Greenfield
Prod. Mgr.....Theodore Barkus
Copy Chief.....Murray Firestone
Media Dir.....Vivian Friedman
Acct. Execs.....R. Hart, T. Barkus, M. Firestone, M. Schwartz

HART-CONWAY CO., INC.

Triangle Bldg., Rochester 14, N. Y.
Phone: LOcust 3520
ANPA—ABP—APA—NBP

Pres., Treas. .....H. Lyman Hart
Sr. Vice-President.....Harold E. Kennedy
Exec. Vice-President .....Joseph Brown
Vice President.....John P. Street
Vice-President.....E. Ward Phillips
Secretary.....John M. Nixon
Account Execs.....H. L. Hart, H. E. Kennedy, J. P. Brown, J. P. Street, J. M. Nixon, E. W. Phillips, Peter B. Whitcombe, Charles R. Milne
Production Manager...James V. Mannhardt
Comptroller.....A. L. Kearns
Art Dir.....Arthur Sinclair

Radio Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Columbia Bkg. Svg. & Loan (Savings Bank), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Har-

ness Racing Track), Batavia, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Sheraton Hotel, Rochester, N. Y.; Boller-Clark Inc.; (Insurance), Rochester, N. Y.; Rochester Hospital Service (Hospitalization); Rochester & Pittsburgh Coal Co. (Blue Coal Dist.), Rochester, N. Y.; Webaco Oil Co. (Cities Service Dist.), Webster, N. Y.; Rochester Gas & Electric Co.; Rochester Telephone Co.; Monroe County Savings Bank, Rochester, N. Y.

TV Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rorchester, N. Y.; Rochester Gas & Elec. Corp., Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Columbia Savings & Loan (Savings Bank), Rochester, N. Y.; Webco Oil Co., Webster, N. Y. Rochester Hospital Service (Hospitalization), Rochester, N. Y.; Monroe County Savings Bank, Rochester, N. Y.

GEORGE H. HARTMAN CO.

307 N. Michigan Ave., Chicago 1, Ill.
Phone: ANdover 3-0130
ABP—ANPA

President.....George H. Hartman
Exec. V. P. .....Rowland Laughlin
V. P., Gen. Mgr. .....John T. Holloway
Vice Pres....Thomas Kivlan, David R. Coey, William H. Aaron, Robert S. Cole
V.P., Art Dir.....Alfred Festen
Secretary .....George H. Hartman, Jr.
Treasurer ..... Frank R. Hartman
Copy Chief ..... Thomas Whitehead
Media Dir., Radio-TV Time Buyer ..... Virginia Caldwell
Production Mgr. ..... Philip Navigato
Radio & TV Director ..... John D. Berg
Radio & TV Talent Buyer .....Jack Leonard

Branch Office
420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 9-8637
Radio-TV Dir. .....John Berg

THE F. H. HAYHURST CO. LIMITED

7 King St. E., Toronto, Ontario, Canada
Phone: EMpire 6-0731

President.....W. P. Hayhurst
Vice-President.....Geo. F. Hayhurst
V.P.....H. W. E. Pepler
V.P.....N. L. Drynan
Director.....D. J. Leonard
Radio-TV Director.....R. D. Amos
Asst. Dir.....C. M. Harrison
Timeburyer .....E. Brown
Radio Prod.....S. Hannah

Branch Office
1510 Drummond St., Montreal, Que.
Phone: HArbour 0255
Radio-TV Sup.....Mrs. D. Mathieu
Manager.....J. B. Leupold

Radio Accounts: Acousticon-Dictograph Co.; Elizabeth Arden of Canada Ltd.; Best Foods (Canadian) Ltd. (Rit Dyes, Nucoa Margarine); British Motor Corp. (Austin, Morris Cars); Canada Permanent Trust, all Toronto; Canadian Canners Ltd.; Wagstaffe Ltd. (Jellies, Jams, Pickles), both Hamilton; Dack Corp. (Shoes), Toronto; R. D. Fleck & Co. Ltd. (Minibrix, Slinky Toys), Tillsonburg; G. T. Fulford Ltd. (Baby's Own Tablets, French); General Steel Wares Ltd.; Heintzman & Co. Ltd., all Toronto; Walter M. Lowney Co. Ltd., Montreal; MacFeeters Creamery Ltd. (Golden Bar Cheese, Honey Butter), Toronto; Montreal Gazette, Montreal; Nestle (Canada) Ltd. (Nescafe, Nestea); Procter & Gamble Co. of Can. Ltd. (Camay); Province of Ontario (Dept. Travel & Publicity), all Toronto; St. Lawrence Starch Co. Ltd. (Bee Hive Corn Syrup), Port Credit; Scholl Mfg. Co. Ltd. (Zino-Pads), Toronto; Scotch Anthracite Coal Co. Ltd., Montreal; Pioneer Feed Co. Ltd.; Smith-Corona (Canada) Ltd.; Toronto Real Estate Board; Warner-Lambert (Canada) Ltd. (Bromo-Seltzer, Listerine); E. Griffith Hughes Ltd. (Rennies Tablets); John A. Huston Co. Ltd. (Dolcin), all Toronto.

TV Accounts: Canadian Canners Ltd., Hamilton; Carling Breweries Ltd., Brading Div., Toronto; R. D. Fleck & Co. Ltd. (Minibrix, Slinky Toys), Tillsonburg; Nestle (Canada) Ltd. (Nescafe, Nestea); Procter & Gamble Co. of Canada, Ltd. (Camay); Province of Ontario (Dept. Travel & Publicity), all Toronto; St. Lawrence Starch Co. Ltd. (Bee Hive Corn Syrup), Port Credit; Smith-Corona (Canada) Ltd.; Toronto Real Estate Board, both Toronto; Visking Ltd., Lindsay; Parker Pen Co. Ltd.; Warner-Lambert (Canada) Ltd. (Bromo-Seltzer); Loblaw Groceterias, all Toronto.

HEINEMAN, KLEINFELD, SHAW & JOSEPH, INC.

1270 Sixth Ave.
New York 20, N. Y.
Phone: CIrcle 7-7660

President.....Mort Heineman
Ch. of Bd., Sec. & Treas.....M. J. Kleinfeld
Vice Presidents.....Julius Joseph Jr., Joseph Shaw
Radio-TV Time Buyer.....Alice Ross
Radio-TV Prod.....Allen Black

Branch Office
532 N. Cherokee Ave., Los Angeles, Calif.
Phone: HOllywood 3-8892
Manager .....Howard Blake

Radio Accounts: Coty, Inc. (Cosmetics), New York City; Roosevelt Raceway, Westbury, N. Y.; (Rad, Inc. (Crystal White Bleach), New York.

TV Accounts: Coty, Inc., Roosevelt Raceway; Rad, Inc. (Crystal White Bleach).

HERALD ADVERTISING AGENCY, INC.

441 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 7-2280

Pres., Radio Dir.....M. J. Middleman
V.P. & Art Dir.....Jack Warren
V.P. & Sec'y.....H. M. Weiss
Acct. Executives.....M. J. Middleman, S. T. Hunter

Accounts: Bar-Ray Products Inc.; Barrie Weiss Inc.; Brown, Victor Undies, Inc.; Capital Cubicle Co.; Cromwell Inc.; Lantre Ltd.; Lightfoot Schultz Co.; Lynn Handbags, Inc.; O'Toole, Edward Co. Inc.; Radio Station WQAN, Scranton, Pa.; Scranton Times.

AL HERR ADV. AGENCY, INC.

225 E. Michigan St., Milwaukee 2, Wis.
Phone: Broadway 1-2710
AAAA—ABP—ANPA—ABC

Pres., Acc't. Exec.....Al Herr
Vice-President .....John Rock
Radio and TV Dir.....Pat Kocian

Radio Accounts: Cudahy Bros. Co. (Meat Packer), Cudahy, Wis.; Ace Foods, Inc. (Restaurant & Caterers); John Graf Co. (Beverages); Keller's Beverage Center; King Braeger Chevrolet Co.; Milwaukee Florists Assn.; Robert A. Johnston Co. (Cookies, Candy, Biscuit); Marine Nat'l Exch. Bank; Pate Oil Co.; Sealtest Dairy Div.; Sealtest Ice Cream Div.; Spic & Span Dry Cleaners, all Milwaukee.

Estimated Radio Billing: $65,000.

TV Accounts: Economics Laboratory, Inc. (Detergent, etc.), New York; Cudahy Bros. Co. (Meat Packer); Marine Nat'l Exch. Bank; Pate Oil Co.; Robert A. Johnston Co. (Cookies, Candy, Biscuit); Spic & Span Dry Cleaners, all Milwaukee.

Estimated TV Billing: $115,000.

HICKS & GREIST, INC.

555 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-5600
ABP—ANPA

President.....Charles V. Skoog, Jr.
Exec. Vice Pres.....Harry L. Hicks, Jr.
V.P., Secretary.....Harold Breitner
V.P., Treasurer.....K. A. Hamilton
V.P., Dir., Radio-TV.Theodore J. Grunewald
Pub. Rel. Dir.....Irving S. Kogan
Time Buyer.....Vincent J. Daraio,

Radio Accounts: Dixie Cup Co. (Dixie Cups, Plates), Easton, Pa.; Lewyt Corp. (Vacuum Cleaners), Long Island City, N. Y.; Sandura Co. (Sandran Floor Covering), Philadelphia; Stahl-Meyer, Inc. (Ferris Ham & Bacon, Cheezdogs), New York; The Taylor-Reed Corp. (Q-T Instant Frosting), Glenbrook, Conn.

TV Accounts: Blessings, Inc. (Disposable Diapers), New York; Dixie Cup Co. (Dixie Cups, Plates), Easton, Pa.; Sandura Co. (Sandran Floor Covering), Philadelphia, Pa.; The Taylor-Reed Corp. (Cocoa Marsh, Q-T Instant Frosting), Glenbrook, Conn.; Walter H. Johnson Candy Co. (Power House Candy Bars), Chicago, Ill.

HILL & KNOWLTON, INC.

150 E. 42nd St., New York 17, N. Y.
Phone: OXford 7-5600
ANPA

Chairman.....John W. Hill
President.....Bert C. Goss
Sec., Treas. .....Harry S. Cooper
Art Director .....M. Richard Kaufmann

Branch Office
1000 Vermont Ave., N. W.
Washington 5, D. C.
Phone: STerling 3-0270
Vice President.....Avery McBee

HILTON & RIGGIO, INC.

4 West 58th St., New York 19, N. Y.
Phone: PLaza 1-3900
ANPA—NBP—NOAB

President .....Peter Hilton
Exec. V.P.....Robert L. Haag
Vice Presidents .....James Williamson, John G. Jones, F. I. Cahners
Art Director.....Jabez Williams
Time Buyer.....Maria Carayas
Production Manager .....Daniel Casey

Accounts: Bjelland, Chr., Co., Inc., New York City; Chess, Mary, Inc. (Cosmetics), New York City; Emerol Mfg. Co., Inc. (Marvel Mystery Oil), New York City; National Yeast Corp., Belleville, N. J.; Parfums Evyan, New York City; Vermouth Industries of America, Inc., New York City.

HOAG & PROVANDIE, INC.

136 Federal St., Boston 10, Mass.
Phone: Hancock 6-8580
ABP—ANPA—APA—AAAN—AAAA

President..... Paul Provandie
Treasurer .....Myron Eastwood, Jr.
Vice-President .....Wm. Van N. Washburn
Exec. Vice-President.....Langley C. Keyes
Production Mgr.....A. S. Murdy, Jr.
Art Director.....Donald E. Clark
Copy Director.....Daryl Bach

Accounts: Carter's Ink Co.; Diamond Spring Brewery, Inc.; General Electric Appliances Inc.; General Ice Cream Corp.; New England Trust Co.; Radio Station WHDH, Boston; Swift & Co.; LaTouraine Coffee Co., Boston; New England Bakery, Pawtucket, R. I.; WHDH-TV, Boston.

HONIG-COOPER & MINER

1275 Columbus Ave., San Francisco 11, Calif.
Phone: OR 3-4469
AAAA—ABC—ABP—ANPA

President .....Louis Honig
Sr. V.P.....John C. Morse
Sr. V.P.....Warren Kraft, Sr.
Sec.-Treas.....John W. Davis
1st V.P.....Fred Glauser

Vice-Presidents .....Eric Bellingall, Ted Krough, Robert Haumesser, I. M. Greer, Hildred Sanders, Richard Glover, Andrew Carpenter, Arthur Trask, Fred Kaplan
Media Dir.....J. W. Davis
Time Buyer.....Clarice McCreary

Branch Offices

Tower Bldg., Seattle 1, Wash.
Phone: MA 1801
V.P.....W. E. Kraft

6399 Wilshire Blvd., Los Angeles, Calif.
Phone: WE 8-2431
V.P.....K. D. Stewart, Jr.

Radio Accounts: Langendorf United Bakeries (Butternut Bread); Italian Swiss Colony (Wines); Wells Fargo Bank; Denalan Co. (Dental Plate Cleaners); Yellow Cab Co., all San Francisco; Clorox Co., Oakland, Calif.

TV Accounts: The Clorox Co.; C & H Sugar Refining Corp.; Langendorf United Bakeries (Butternut Bread); S & W Fine Foods, Inc.; Italian Swiss Colony (Wines); Star-Kist Foods, Inc. (Tuna Products); Avoset Co. (Qwip); Leslie Salt Co., all San Francisco; Gambarelli & Davitto (G & D Vermouth & Wines), New York.

Former Miner Co. Accts: American Beauty Macaroni; Bu-Tay Products, Ltd. (Rain Drops, George, Diaper Sweet); Thrifty Drug Stores, Inc. (Drug Store Chain); Clifton's Cafeterias; Green Spot, Inc. (Orange Drink); Interstate Bakeries Corp. (Bread); Von's Grocery Co. (Supermarket); Kerr Glass Corp. (Canning Equipment); Santa Fe Vintage (Wines); Luer Packing Co. (Meats); James O. Welch Co. (Candy); Hoffman TV (Television Sets), all Los Angeles.

HORAN-DAUGHERTY INC.

8012 Bonhomme, St. Louis 5, Mo.
Phone: VOlunteer 3-4524

President.....Joseph J. Horan
Exec. V.P.....Robert O. Scott
Vice Pres.....Jim Daugherty
Art Dir.....James W. Duke
Secretary.....Mary E. Johnson
Radio-TV Dir.....Barbara Block

Radio-TV Accounts: Falls City Brewing Co. (Falls City Beer), Louisville, Ky.; Pepsi-Cola Bottlers of St. Louis, Inc.; Vi-Jon Laboratories, Inc. (Antiseptic Mouth Wash, Gargle, Hand Lotion), St. Louis.

HOUCK & COMPANY, INC.—ADVERTISING

2013 S. Jefferson St., Roanoke 16, Va.
Phone: 2-3411
ABP—ANPA—APA—SNPA

President.....C. B. Houck
V.P., Radio-TV Dir.....William B. Houck
Secretary.....Kathryn H. Ferguson
Art Director.....Edwin R. Deady
Production Mgr.....W. Leon Mitchell

Radio Accounts: Crowgey Sausage Company (Meat Products), Kellysville, W. Va.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.

BRYAN HOUSTON, INC.

730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-6400
ABP—ANPA—AAAA

Chairman of Board.....Bryan Houston
President.....Wm. R. Hillenbrand
V.P. Dir. Mchdse.....Patrick Gorman
V.P. Dir., Art.....Stanley Freeman
V.P., Creative Dir.....Donald E. Jordan
V.P., Prod. Mgr. .....Samuel H. Weber
V.P. Dir. Research.....Frederick L. Ryner
V.P. Dir. Radio-TV.....Wm. B. Templeton
Mgr., Radio-TV.....Jules Bundgus
Ex. Prod., Film Com'l.....C. Kulesza

Radio Accounts: Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap); Nestle Company (Nescafe Instant Coffee); Whitehall Pharmaceutical Co. (Daistan).

TV Accounts: Colgate-Palmolive Co. (Ajax; Cashmere Bouquet Soap); Nestle Co. (Nescafe Instant Coffee); Whitehall (Dristan); Heublein (Maypo Cereal, Maltex Cereal); J. P. Stevens (Fibre Glass Product).

CHARLES W. HOYT CO., INC.

380 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2000
ANPA—APA—NBP—ABC—NOAB—AAAA

President.....Everett W. Hoyt
Chairman of Bd.....Winthrop Hoyt
Vice Presidents.....A. W. Fargo, John D. Lucas, R. W. Mickam, E. T. Nettleton, Richard G. Pratt
Secretary.....James R. Roberts
Treasurer.....F. J. Becker
V.P., Dir. Radio-TV.....W. P. Smith
V.P., Research.....Peter H. Nicholas

Branch Office

Chamber of Commerce Bldg., Miami 32, Fla.
Phone: FR 1-2165
V.P. & Mgr.....John R. McAltee

Radio Accounts: American Home Foods, Inc. (Geo. Washington's Instant Coffee), New York, N. Y.; Arnold Bakers, Port Chester, N. Y.; South African Rock Lobster Assn.; Blueberry Cooperative Assn. (Tru-Blu Blueberries), New Lisbon, N. J.; Brock-Hall Dairy Co., Hamden, Conn.; New York & New England Apple Inst., Kingston, N. Y.; Colgate Palmolive Co. (Kirkman Detergent), Jersey City, N. J.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.; Monticello Drug Co., (666 Products), Jacksonville, Fla.; Keyes Fibre Co. (Royal Chinet Paper Plates), Waterville, Maine; Michigan Blueberry Growers Assn. (Great Lakes Blueberries), South Haven, Mich.; Chas. B. Knox Gelatine Co., Inc. (Knox Gelatine), Johnstown, N. Y.; Merck & Co., Inc., Rahway, N. J.

TV Accounts: American Home Foods, (Geo. Washington's Instant Coffee), New York, N. Y.; Arnold Bakers, Port Chester,

N. Y.; South African Rock Lobster Assn., New York, N. Y.; Blueberry Cooperative Assn., (Tru-Blu Blueberries), New Lisbon, N. J.; Merck & Co., Inc., Rahway, N. J.; Milton Bradley Co. (Toys & Games), Springfield, Mass.; Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, W. Va.; Brazil Nut Advertising Fund, New York, N. Y.; Brock-Hall Dairy, Hamden, Conn.; Keyes Fibre Co. (Royal Chi-net Paper Plates), New York, N. Y.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.

H. B. HUMPHREY, ALLEY & RICHARDS, INC.

370 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-3020
AAAA—ABP—ANPA

Chrm. of Board .....Richard S. Humphrey
President .....Deane Uptegrove
V.P., Media Dir., Secy...Harry M. Billerbeck
V.P., Radio-TV Dir.....Ransom P. Dunnell
V.P., Marketing.....Emmett Faison

Branch Office
1235 Statler Bldg., Boston 16, Mass.
Phone: LIberty 2-6100

Vice President.....James S. Hauck

Radio Accounts: John H. Breck, Inc. (Breck Hair Set Mist), Springfield, Mass.; General Telephone Directory Co. (Yellow Pages), Des Plaines, Ill.; Kendall Mills (Curity Nursery Products, Dish Towels, Milk Filter), Walpole, Mass.; Lea & Perrins, Inc. (Worcestershire Sauce), New York.

TV Accounts: John H. Breck, Inc. (Breck Inc. (Breck Hair Set Mist), Springfield, Mass.; Bird & Son, Inc. (Floor Covering & Roofing), E. Walpole, Mass.; General Telephone Directory Co. (Yellow Pages), Des Plaines, Ill.; Lea & Perrins, Inc. (Worcestershire Sauce), New York.

HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.
Phone: HAmilton 6-1160
APA—ANPA—PPA—ABP—NOAB

Director.....Frank A. Hutchins
Director.....F. Irving Hutchins
President.....Frank M. Hutchins
Vice-Presidents.....John P. McCarthy, William F. Lacey, Homer C. Scheck

Branch Office
33-35 Hayden St., Toronto, Ont., Canada
Phone: Kingsdale 6661

Manager .....William Bounsall

Radio Accounts: E. E. Bausch & Son Co., Beaucaire, Inc., Empire State Pickling, Howe & Bassett Co., Hub Oil Co., Langie Fuel Service Inc., Lincoln Rochester Trust Co., McCurdy & Co., Music Lovers Shoppe, Rittenhouse Co., Inc., E. J. Scheer, Inc., Schuler Potato Chip Co., Scrantom's Book and Stationery Co., Waldert Optical Co., Inc.; Rochester Savings Bank; Staub-Beck's, Inc.

TV Accounts: Lincoln Rochester Trust Co., Schuler Potato Chips; Empire State Pickling Co., Langie Fuel Service; Rochester Savings Bank; Staub-Beck's, Inc.

JESSOP ADVERTISING CO., INC.

85 W. State St., Akron 8, Ohio
Phone: FRanklin 6-2169

President, Treas.....G. J. Cobak
Vice Pres.....F. M. Cobak
Radio & TV Director.....P. W. Mesner
Secretary.....R. D. Moss
Radio-TV Time Buyer.....S. M. Dronick
Media Dir.....A. R. Conte

JOHNSTON, FRANK B. ADV., INC.

117 Liberty St., New York 6, N. Y.
Phone: BArclay 7-3337
APA—ANPA

President .....F. B. Johnston
Secy.....Wesley Edson
Art Dir., Prod. Mgr. ..... John Inglehart
Acct. Execs. ..... Morton S. Krieger, John Caruso, Harry Carter

RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.
Phone: GArfield 2300
AAAA—NOAB—APA—PPA—NBP
ABP—ANPA

Pres. & Treas.....C. M. Robertson, Jr.
Exec. Vice-Pres.....Stanley A. Willer
Vice-President.....James M. Nelson
Space Buyer.....Maurice Oshry
Radio-TV Director.....Ann Smith
Radio, TV Time Buyers.....Betty Derie, Eula Reggin
Film Buyer ..... Jan Lattier

Branch Office
580 Fifth Ave., New York 36, N. Y.
Phone: PLaza 7-4600

Mgr.....H. S. Lenz

KAL, EHRLICH & MERRICK ADVERTISING, INC.

314 Star Bldg., Washington 4, D. C.
Phone: EXecutive 3-3700
ANPA

Chrmn. of Board.....Norman C. Kal
President.....Harry L. Merrick
Exec. V. P.....Alvin Q. Ehrlich
V.P., Secretary.....Bernard R. Linkins
Radio-TV Dir.....David P. Thomas
Radio-TV Time Buyer.....Nella Manes

KAMIN ADVERTISING AGCY.

605 McGowen, Houston 6, Texas
Phone: JAckson 6-1181
AAAA

President ..... Lester Kamin
Exec. V.P.....B. L. Blumberg
Production Mgr.....Bill Sims
Comptroller.....Irving L. Samuels
Acct. Executives.....Sig Smith, Rita Sullivan, Carl Brown

LAWRENCE KANE & ARTLEY, INC.

405 Park Ave., New York 22, N. Y.
Phone: PLaza 1-4120
ANPA—ABP

President .....Lawrence Kane
V.P., Mdsg. Dir.....Eugene J. Cohn
V.P., Copy Dir.....Marvin D. Richwald
V.P. .....Alvin Gardner
Art Director.....Norman Brenner
Media Director.....Rowena Pearl
Research Dir.....Esther Goldstein

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.
Phone: CEntral 6-5331
ABC—ANPA—APA—NOAB

President.....A. G. Kastor
V.P. & Gen. Mgr.....Marvin Harms
Vice-President .....Herman Kastor
Vice Pres.....John T. Urice
V.P. & Copy Chief.....Ashley Belbin
Media Dir.....Harvey Mann
V.P., Radio-TV.....James H. West

Radio and TV Accounts: International Milling Co. (Robin Hood Flour), Union Starch & Refining Co. (Reddi Starch), Orange Crush Co.; Campana Corp. (Bantron).

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 1-1400
ANPA—NOAB—APA

Chairman.....H. Kastor Kahn
Chmn. Exec. Comm...Willoughby S. Chesley
President.....C. E. J. Clifford
V.P., Media Dir.....Jack B. Peters
Sr., V.P.....L. G. Whitebrook
Radio, TV Dir.....H. B. Walsh
Radio-TV Creative Dir.....Thomas Gad

Radio Accounts: Hickok Mfg. Co., Rochester, N. Y.

TV Account: Hickok Mfg. Co., Rochester, N. Y.

THE BENJAMIN KATZ AGENCY

1820 Spruce St., Philadelphia 3, Pa.
Phone KIngsley 6-0803

President.....Benjamin J. Katz
Prod. Mgr.....Philip L. Winson
Media Dir.....Alice M. Miller
Publicity Mgr.....William Becker
Research Mgr.....Rose Kibrick Katz
Radio-TV Dir.....Leonard B. Stevens
Acct. Execs.....B. J. Katz, P. L. Winson, S. Strassler

JOSEPH KATZ CO.

10 West Chase St., Baltimore 1, Md.
Phone: LE 9-1500
AAAA—ANPA—ABP

Bd. Chairman, Pres.....Joseph Katz
Sr. V.P.....H. W. Bennett, Jr.
V.P. & Treas.....C. M. Harrison
Time & Space Buyer..Geraldine Rutkowski
Media Director.....Jean Mitchell Bloch
Vice-Pres., Gen. Mgr.....Stanley Blumberg
Radio-TV Dir.....James Miller

Branch Office
Amoco Bldg., 555 Fifth Ave., New York, N. Y.
Phone: MUrray Hill 7-0250

Exec. Vice Pres.....Harry Kullen
V.P. Marketing.....C. W. Shugert
V.P.s.....W. Linn, S. Loewenberg
V.P. & Radio-TV Dir.....Robert G. Swan
Radio-TV Dir.....Alice Polver

Radio Accounts: American Oil Co. (Amoco-Gas), New York, N. Y.; Charles Antell, Inc. (Charles Antell Formula 9, Shampoo, Hair Spray), Baltimore, Md.; Gibbs & Co., Inc. (Gibbs Pork & Beans, Catsup, Canned Vegetables), Baltimore; Madera Bonded Wine & Liquor Co. (Madera & Mt. Zion Wines) Baltimore.

TV Accounts: American Oil Co. (Amoco-Gas), New York, N. Y.; Charles Antell, Inc. (Charles Antell Formula 9, Shampoo, Hair Spray), Baltimore; Eastern Venetian Blind Co., Baltimore; Eastern Venetian Blind Co., Baltimore; Gibbs & Co., Inc. (Pork & Beans, Catsup, Canned Vegetables), Baltimore; Madera Bonded Wine & Liquor Co. (Madera & Mt. Zion Wines), Baltimore; Radio Station WITH, Baltimore, Md.; WLEE, Richmond, Va.; WWDC, Washington, D. C.; WXEX-TV, Richmond-Petersburg, Va.

HENRY J. KAUFMAN & ASSOCIATES

1419 H St., N.W., Washington 5, D. C.
Phone: District 7-7400
ABP—ANPA—AFA

General Manager.....Henry J. Kaufman
Radio-TV Director.....Jeffrey A. Abel
Film Buyer.....Robert S. Maurer
Writers.....Louise Coble, Roberta Koehler

KEELOR & STITES CO.

3001 Carew Tower, Cincinnati 2, Ohio
Phone: Parkway 1310

Chairman of Board .....P. R. Hume
President .....J. T. Nolan, Jr.
Secretary.....H. J. Darby
V.P., Radio-TV Director.....A.A. Radkey

KEILSON CO.

117 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-1797

President .....Meyer Keilson
Sec'y.-Treas..... P. Keilson
Scripts & Commercials.....Janet Sternberg
Media Dir.....Phyllis Pion

DON KEMPER COMPANY, INC.

919 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-6746
AAAA—ABP—ANPA

Chrmn. of Bd.....Clyde M. Joyce
President.....Don H. Kemper
Vice Pres.....Robert A. Hilton
Media Dir., Treas.....J. Alden Joice
Creative Dir.....Ted C. Carlon

Offices
850 S. Patterson Blvd., Dayton 2, Ohio
Phone: Adams 6216

President.....Don H. Kemper
V.P.....James D. Parker

350 Fifth Ave., New York 1, N. Y.
Phone: LAckawanna 4-7730

V.P.....John Malone, Jr.

Radio Accounts: Hasbrook Construction Co., Inc., Arlington Heights, Ill.; Trylon Products Corp. (Cosmetics, Bath Oils, Bubble Bath, Dog Shampoo), Chicago, Ill.; Planters Nut & Chocolate Co., New York.

TV Accounts: Trylon Products Corp. (Cosmetics, Bath Oils, Bubble Bath, Dog Shampoo), Chicago, Ill.; Planters Nut & Chocolate Co., Wilkes-Barre, Pa.

KENNEDY-HANNAFORD, INC.

1322 Webster St., Oakland 12, Calif.
Phone: TEmplebar 6-2582

Owner.....Helen A. Kennedy
V.P.....Peter D. Hannaford
Director.....Mary H. Falls

Radio Accounts: First Savings & Loan Association; Prudential Realty & Finance Co.; Golden West Savings & Loan Assn.; Griffin Crafts Supplies.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone: MU 8-5700
AAAA—ABP—ANPA—PPA—ABC
NOAB—APA

President.....William B. Lewis
Chrmn. of Bd.....Edwin Cox
Sr. V.P., Corporate Service, Treas.....David C. Stewart
Sr. V.P. Acct. Mgt.....Don Miller
Sr. V.P. Acc. Mgt.....Anderson Hewitt
Sr. V.P. Creative Services....Barrett Brady
Vice Presidents..... Garth Montgomery, E. W. Newsom, William Green, Donald Maggini, Douglas Coyle, George Oswald, Norman Bertels, Robert Barker, William King, Budd Hemmick, William Rienecke, Frederic Flanagan, Sidney Silleck, Donald M. Smith, Jr., Joseph Lieb, John Soughan, Douglas Keys, William Weber, Robert Shirey, Stephens Dietz, Clinton Wheeler, Jr., Kevin Kennedy, L. Dickson Griffith, Samuel Alter, Edward Mante, Gerald Link, Lester Swenson, Robert Young, Alvin N. Sarasohn, Don O'Leary, J. Clarke Mattimore, W. Denning Harvey, James A. Dearborn, Bud Sherak, F. J. Hennessy, Alfred Tennyson, Howard Wilson, Philip Kenney, Robert Pasch, A. Combrinck-Graham, John Keeshan, William Martin, Louis Nicholaus, Richard O'Reilly, Jack Petterson, C. Stuart Siebert.
Art Manager.....Gerald Link
V.P., Media Dir.....Joseph P. Braun
V.P., Dir. of Radio-TV.....J. S. Bealle
Sr. V.P., Mktg. Services .....G. Maxwell Ule

Branch Offices

645 Griswold St., Detroit 26, Mich.
Phone: WOodward 5-0300
Vice Pres., Mgr.....David Gillespie

620 Market St., San Francisco
Phone: EXbrook 7-0900
Mgr., Vice Pres.....Sydney G. Walton

321 Bloor St., E., Toronto, Ont.
Phone: WAlnut 4-9531
550 Sherbrooke W., Mont., Que.
Phone: PLateau 2534
Mgr., Vice Pres.....George B. Macgillivray (Mont., Tor.)

Kenyon & Eckhardt De Mexico, S. A.
Avenida Insurgentess Sur
102 Mexico, D. F.
Phone: 11-81-73
Mgr.....Burt S. Avedon

Equitable Bldg., Hollywood 28, Calif.
Phone: HO: 3-2101
V.P., Mgr.....Jack Runyon

795 Peachtree St. N. E., Atlanta 3, Ga.
Phone: TRinity 5-7761

334 Boylston St., Boston, Mass.
Phone: COpley 7-8550
V.P., Mgr.....Frank S. Christian
V.P., Mgr.....John Shannon

221 N. LaSalle St., Chicago, Ill.
FInancial 6-4020
V.P., Mgr.....Robert Burton

Radio Accounts: Ford Motor Co. (Institutional), Dearborn, Mich.; Chase Manhattan Bank; Radio Corp. of America (RCA Insitutional Advertising); Pepsi Cola; Lever Brothers (Spry, Praise); National Biscuit Co. 100% Bran, Shredded Wheat, Pal Dog Foods); Lincoln-Mercury Dealer Associations (Mercury Car); Harold F. Ritchie Co.; Quaker State (Motor Oils, Lubricants).

TV Accounts: Same as above with the exception of Quaker State; Chase Bank.

J. M. KESSLINGER & ASSOCIATES

37 Saybrook Place, Newark 2, N. J.
Phone: MArket 3-0007
ANPA—APA—NBP

Owner, Pres.....J. M. Kesslinger
Media Director.....H. C. R. Kesslinger
Research Director .....Mitchell Krauss
Account Executives .....Joseph M. Dietz, Morton Howard Roth, Paul Weisman

Radio Accounts: Guardian Life Insurance Co., New York City; O. E. Linck Co. (Agricultural Prods.) Clifton, N. J.; Quickee Products, Inc. (Hand Cleaner) Yonkers, N.Y.

KETCHUM, MacLEOD & GROVE, INC.

411 Seventh Ave., Pittsburgh 19, Pa.
Phone: COurt 1-5100
AAAA—ABP—ANPA

President .....George Ketchum
Exec. V.P., Administration...W. S. Redpath
Exec. V.P., Service.....E. T. Parrack
V.P., Radio & TV Dir...Edgar J. Donaldson
Feature Film Buyer.....Donald L. Fox
Radio-TV Producers.....William B. Kroske, Norton T. Gretzler, Warren C. Rossell

Branch Offices

155 E. 44th St., New York, N. Y.
Phone: MUrray Hill 7-5640
Assoc. Dir. Radio-TV...Edmund Anderson

8 E. Long St., Columbus 5, Ohio
Phone: CApital 4-9632
Radio-TV Producer.....Wm. O. Burchinal

Radio Accounts: Braun Baking Co., Pittsburgh; Chevrolet Dealers, Maryland, Virginia Zones; Dairymens Cooperative Sales Assn., Pittsburgh; East Ohio Gas Co., Cleve-

land; Hospital Service Assn., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples Gas Co., Rieck Dairy Co., Vimco Macaroni Co., Westinghouse Electric Corp., Aluminum Co. of America, Pittsburgh Brewing Co., Thorofare Markets, Inc., Westinghouse Broadcasting Co., all Pittsburgh, Pa.; Peoples 1st Nat. Bank & Trust Co.; Ohio Fuel Gas Co.; Calgon, Inc.

Television Accounts: Aluminum Co. of America, Braun Baking Co., Calgon, Inc., Dairymens Cooperative Sales Assn., Fidelity Trust Co., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples First Nat'l. Bank & Trust Co., Thorofare Markets, Inc., Westinghouse Electric Corp., all of Pittsburgh; East Ohio Gas Co., Cleveland; Ohio Fuel Gas Co., Columbus, Ohio; Hope Natural Gas Co.; United Fuel Gas Co.; Westinghouse Bcstg. Co.

KEYES, MADDEN & JONES, INC.

(Div. of Russel M. Seeds Co., Inc.)
919 No. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 3-2133
ANPA—APA—NBP—NOAB

Chrmn. of Bd.....Freeman Keyes
President.....Edward D. Madden
Exec. Vice Pres.....Howard A. Jones
Sr. Vice Presidents..Harry B. Goldsmith, Jr., E. Dean Landis, David H. Halpern (N. Y.)
V.P., Mktg. & Mdsg.....Fred Willson
V.P., Radio-TV.....Russell B. Young
V.P., Research.....Dr. Jay S. Niefeld
V.P., Art (N. Y.).....Charles Chappell
Time Buyer .....Merle Myers

Branch Offices
4 W. 58th St., New York 19, N. Y.
Phone: PLaza 5-1900
Sr. V.P., Gen. Mgr.....David H. Halpern
121 Monument Circle, Indianapolis 9, Ind.
MElrose 5-1361
Manager .....Paul Richie
418 S. Robertson Blvd., Los Angeles, Calif.
Phone: CRestview 4-7613
Manager .....Lou Place

Radio Accounts: Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.; Pinex Company (Cough Syrup & Pabasone), Fort Wayne, Ind.; Bond Clothes, New York.

TV Accounts: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes), Louisville 1, Ky.; Pinex Company (Cough Syrup), Fort Wayne, Ind.; W. A. Sheaffer Pen Company, Fort Madison, Iowa; Elgin American, Division of Illinois Watch Company (Com-Pacts, pearls, etc.), Elgin, Ill.; Bond Clothes, New York.

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.
Phone: YUkon 6-7800
AAAA—ABP—ANPA—APA—NOAB

President .....Abbott Kimball
V.P.....Lawrence D. Reedy
Chrm. Plans Board, V.P.....H. B. LeQuatte
Vice Pres.....Gladys Church
Media .....M. Peterson
Radio-TV Time Buyer .....B. Reid
Prod. Mgr. .....Joseph Kiebrick

Branch Offices
520 N. Michigan Ave., Chicago 11, Ill.
Phone: MIchigan 2-0300
638 S. Van Ness St., Los Angeles 5, Cal.
Phone: DUnkirk 7-7305
405 Montgomery St., San Francisco 4, Cal.
Phone: EXbrook 2-6275

President .....Alfred Ducato

Radio Accounts: Brondow Inc. (Breath O' Pine), Mt. Vernon, N. Y.; Firth Carpet Co.,

TV Accounts: Firth Carpet Co., N. Y. C.

LEW KING, VEHON & WOLF

2nd Ave. & Adams, Phoenix, Ariz.
Phone: ALpine 4-5548

President..... Lew King
Vice Pres., Sec'y.....S. E. Vehon
Treasurer .....George J. Wolf
Radio-TV Dir. .....Jack Beveridge
Copy Chief.....James Silvius

Radio Accounts: Associated Dairy Products (Webster's Dairy) Glendale, Ariz.; Economy Finance (Finance & Loan) Phoenix, Ariz.; Desert Enterprises (Hotels & Motels) Phoenix, Ariz.

TV Accounts: Associated Dairy Products (Webster's Dairy) Glendale, Ariz.; J. J. Newberry (Variety Store), Economy Finance Co. (Loans), all Phoenix, Ariz.

KIRCHER, HELTON & COLLETT

2600 Far Hills Ave., Dayton 9, Ohio
Phone: WAlnut 3191
AAAA—ABP

Pres.....Ralf C. Kircher
Vice-Presidents.....James M. Hadley, Norman Van Zant, Jack J. Westerman
Exec. V.P.....Watson B. Metcalf
Treas. & Dir. Prod.....Carter B. Helton
Art Director.....L. E. Brinkman
Production Manager.....T. Gerald Moon
Secretary.....R. L. Mills
Asst. Treas.....George E. Nunn
Media Dir.....John J. Manning
Radio & TV Dir.....Donald R. Lyons
Dir. Asst.....Elizabeth Butler

Radio Accounts: Gem City Savings Assn., The Rike-Kumler Co. (Department Store), Lowe Brothers Paint Store, Good Housekeeping Shop, all Dayton, Ohio; F. N. Johnson Co. (Food Dist.), Biltmore Hotel, Lowe Bros. Co. (Paints), Gem City Ice Cream.

TV Accounts: Gem City Savings Assn., The Rike-Kumler Co., Good Housekeeping Shop, Gem City Ice Cream Co., WHIO-TV, Biltmore Hotel, F. N. Johnson Co., all Dayton, Ohio.

Estimated Radio & TV Billings: $105,000.

KIRKLAND-WHITE & SCHELL ADV.

101 Marietta St., Atlanta 3, Ga.
Phone: JAckson 4-3682
APA—SNPA—ANPA—NBP—NOAB

Partners.....J. A. Kirkland, Frank W. White, James B. Schell

Production Manager.....T. J. Majors
Copy Chief.....Janet Foster
Accounts: Radio Station WSB, Atlanta, Ga.

PHILIP KLEIN ADV., INC.

Penn Square Bldg., Philadelphia 2, Pa.
Phone: RI 6-7070
ANPA—APA—NBP

Chairman .....Philip Klein
President.....Morton A. Koshland
Sec'y, Treas.....Herbert Ringold
Art Dir.....Bert Greenspan
Copy Chief.....Milton Feldman
TV Time Buyer, Radio Dir....Paul Philips
Media Dir.....Joanna Sealove
Pub. Dir.....Henry Klein
Acct. Executives.....Philip Klein, Morton Koshland, Herbert Ringold, Harold Gilbert

Accounts: Admiral Travel Service; Alexander Young Distilling Co., American Friends Service Committee; Art Alliance; Atlas Import & Export Co.; Buten, M., & Sons; Co.; Chaim Solomon Cemetery; Distillers Warehousing Co.; Frankford Grocers; Goldban Pharmacal Co.; Gorson, George; Herbach & Rademan; Industrial Trust Co.; Jacquin, Charles, et Cie; Junto (Adult Education School); King David Cemetery; Levine, Joseph; Lionel Friedman Inc.; Luria Brothers & Co. Inc.; Mifflin Chemical Co.; National Mental Health Foundation, Inc.; Oleen Shampoo Co.; Olive Products Co.; Price, Charles Morris, School of Advertising; Professional Products Inc.; Puritan Stationery Co.; Reed, William A. Co.; Shaffer Food Stores; Sixty-Ninth St. Businessmen's Assn.; Snellenburg, N.; Society of Industrial Realtors; Stonhard Co.; Sun Ray Drug Stores; Wirkman Emanuel; Young, Alexander.

WALTER J. KLEIN CO.

1214 Elizabeth Ave., Charlotte 4, N. C.
Phone: FR 7-1646
ABP—ANPA—APA—SNPA

Owner .....Walter J. Klein
Radio-TV Dir.....Alan Burke
Photography Dir.....W. Lineberger
Acct. Execs.....Charles L. Moss, Robert N. Buckler, Guy Zwahlen

Branch Offices
17 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 7-8351
Mgr.....Charles J. Basch III
1110 E. Franklin Extension, Chapel Hill, N. C.
Phone: 8-5675
Chief Exec.....Guy Zwahlen
602 W. Morgan St., Raleigh, N. C.
Phone: TEmple 4-2379
Mgr.....A. M. Hugheyl

Radio Accounts: Jesse Jones Sausage Co. (Meat Products) Raleigh, N. C. & Danville, Va.; Maola Milk & Ice Co. (Dairy Products) New Bern, N. C.; M & J Finance Corp. (Auto Finance) Offices in N. C. & S. C.; Roberson's BIG Beverages (Soft Drinks) Washington, N. C.; Southern Appliances, Inc. (Major Appliances) Charlotte, N. C.; Station WRAL-TV, Raleigh, N. C.; Tall Fashions (Ladies Ready-to-Wear Chain) Washington, D. C.; Pilot Life Insurance Co. (Multiple-Line Insurance) Greensboro, N. C.; Textile Workers Union of America (Trades Union) New York, N. Y.

TV Accounts: Jesse Jones Sausage Co. (Meat Products) Raleigh, N. C. & Danville, Va.; Jewel Box Associates (Jewelry Store Chain), Greensboro, N. C.; Maola Milk & Ice Cream Co. (Dairy Products) New Bern, N. C.; American Hardware & Equip. Co. (Hardware & Housewares) Charlotte, N. C.; Carolina Power & Light Co. (Public Utilities) Raleigh & Asheville, N. C.; Belk's Department Stores (Department Store Ass'n.) Charlotte, N. C.; Thomas & Howard (Food Products) Charleston, S. C.; Blue Magic, Inc. (Easy Monday Starch) Bryn Mawr, Pa.; United Dairies (Dairy Products) Gastonia, Shelby, Statesville, Concord, N. C.; Chimney Rock Park (Attraction) Chimney Rock, N. C.; Southern Appliances, Inc. (Major Appliances) Charlotte, N. C.; Eckerd's Drugs, Inc. (Drug Store Chain) Charlotte, N. C.; Walker-Martin (Major Appliances) Raleigh, N. C.; J. I. Case Co. (Farm Machinery) Charlotte, N. C.; York Drug Co. (Kennedy's Mixture) York, S. C.; Suburban Rulane Gas Co. (Public Utilities) Charlotte, N. C.; North Carolina Dairy Products Ass'n. (Trade Ass'n.) Raleigh, N. C.; Marnat Packing Co. (Big Time Dog Food) Bennettsville, S. C.; Virginia Plastics & Chemical Co. (Handiflex mops) Roanoke, Va.; Old World Formulas, Inc. (Grecian Formula No. 16) Chicago; North Carolina Food Dealers Ass'n. (Trade Ass'n.) Charlotte, N. C.; Pilot Insurance Co., Greensboro, N. C.; Tussy Cosmetics, Regional, (Tussy Cosmetics) New York, N. Y.; Tall Fashions (Ladies Wear) Washington, D. C.; Roberson's BIG Beverages (Soft Drinks) Washington, N. C.; Geer Drug Co. (Drug Products) Spartanburg, S. C.

EDWARD KLETTER ASSOCIATES, INC.

515 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-1990

President .....Edward Kletter
Exec. Vice Pres.....Daniel Potter
Director .....William C. Keenan
Dir. Marketing & Research....Philip Agisim
Print Media Dir.....Thomas A. Doyle
Art, Production Dir.....Sydney Reich
Art Manager.....Erno Slovak
Production Mgr.....Jay Stuart
Accounting Mgr.....Florence Shapin
Publicity .....Pearl Sheridan
Creative Prod., Dir., Live TV Commercials Charles M. Boland
Radio-TV Director.....Don Blauhut
Radio-TV Manager...Alvin L. Hollander, Jr.
TV Film Director.....Lloyd Durant
Radio-TV Media Dir.....Herbert Gruber
Time Buyer.....Ruth M. Bayer
Talent Buyer.....Helen O. Lawin

Accounts: Federated Supply Corp., New York, N. Y.; Harrison Co., Long Island City, N. Y.; Hook Drugs, Inc., Indianapolis, Ind.; Journal of Lifetime Living Publ. Corp., New York, N. Y.; Liggett Drug Co., New York, N. Y.; Pharmaceuticals, Inc., Newark, N. J.; Serutan Co., Newark, N. J.; Sun Drug Co., Inc., Pittsburgh, Pa.

KOEHL, LANDIS & LANDAN, INC.

17 East 45th St., New York 17, N. Y.
MUrray Hill 2-6600
ABP—ANPA—APA—NOAB—NBP

Pres. & Treas.....Albert E. Koehl
Vice-Pres. & Sec.....A. A. Landis
Vice-Presidents.....John R. Landan, Russell C. Rowan
Space Buyer.....A. Lasity

KRUPNICK & ASSOCIATES, INC.

508 North Grand Ave., St. Louis 3, Mo.
Phone: JEfferson 3-1723
ABP—ANPA—APA

President.....Sam Krupnick
Exec. V.P.....Tom Connelly
V. P., Creative Dir....Raymond Armbruster
Secretary-Treasurer.....Edgar Kluge
Media Mgr.....Fred Wuellner

KUDNER AGENCY, INC.

575 Madison Ave., New York 22, N. Y.
Phone: MU 8-6700
ABP—ANPA—APA—NBP—AAAA
ABC—NOAB

President.....C. M. Rohrabaugh
Exec. V.P., Treas.....Charles R. Hook, Jr.
Exec. V.P., Copy Chief.William J. Griffin, Jr.
Exec. V.P.....Vincent Aiello
Sr. V.P., Exec. Art Dir.....Paul Newman
V.P. & Copy Chief.....Amedee J. Cole
Vice-Presidents.....S. R. Kudner, William A. McDonough, James F. Black, Andrew Diddell, Roger S. Harrison.
V.P., Radio-TV.....Donald Gibbs
V.P., Secy.....J. W. Millard
Asst. Sec'y, Controller.....H. R. Titman
V.P., Pub. Rel. Dir.....F. C. Armstrong, Jr.
Asst. Dir. Media (Time).....John Marsich

Branch Offices

New Center Bldg., Detroit, Mich.
Phone: Trinity 5-5315

Exec. Rep.....John H. Sheldon

681 Market St., San Francisco 5, Calif.
Phone: GArfield 1-5433

Representative.....J. H. Hornell

40 E. First St., Dayton 1, Ohio
Phone: HEmlock 2-811

Exec.-in-Charge.....Thomas J. Pritchard

3325 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 2-1127

Representative.....Maurice Garrett

Sheraton Bldg., 711 14th St.
N. W. Washingon 5, D. C.
Phone: NAtional 8-5506

Exec.-in-Charge.....Mrs. Ida Getty

TV Accounts: General Motors Corp.; The Goodyear Tire & Rubber Co., Inc.; Frigidaire Div., Dayton, Ohio.

KUFF & FELDSTEIN

233 E. 25th St., Baltimore 18, Md.
Phone: TUxedo 9-1485

President.....I. Harold Kuff
Vice-President.....Harry Feldstein
Art Director.....Stan Mossman
Media Director.....Dorothy Schwarz

Accounts: Auto Clinic; Foster Bros. Mfg. Co.; Gaxton Co.; Greber Distributors, Inc.; Greenebaum, M. & Sons; Gwynn Bldg.; Hearst Radio Inc., WBAL Baltimore, Md. Radio & TV; Heller, R. C. Co.; Hoffman Electric Co.; Lenderking Metal Products; Levenson & Klein; Nelson & Co.; Paul Brothers Cleaner & Dyers; Penn Upholstering Co.; Schenuit Tire Co.; Southern Galvanizing Co.; Tru-Fit Clothes; Washington Lumber Co.

KUTTNER & KUTTNER, INC.

646 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-7940
ANPA

President.....Harold E. Kuttner
Vice Pres.....F. S. Kuttner
Exec. V.P., Sec., Treas.....C. D. Kuttner
V.P., Media Dir.....S. C. Kuttner
Copy Chief.....Martin Maller
Art Directors.....Forest Lightle, Jane Smith
Radio TV Director.....Norbert Leeb

Branch Office

130 W. 57th St., New York, N. Y.
Phone: JUdson 6-2358

V.P.....Saul Korshak

Radio Accounts: American Community Bldrs. (Home Builders) Park Forest, Ill.; Kimball Hill (Home Builders) Rolling Meadows, Ill.; Gottfried Motors (Chrysler-Plymouth Dealer) Chicago; Shoppers World (Discount Dept. Store) Chicago; Fidelity Builders (Home Builders) Arlington Heights, Ill.; Ironite (Distributor) Chicago.

TV Accounts: Community Builders (Home Builders & Remodelers) Skokie, Ill.; Capitol Dairy, Chicago; Gottfried Motors (Chrysler-Plymouth Dealer) Chicago; Ironite (Automatic Ironer Distributor).

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.
Phone: 5-1571
ANPA—ABP

President.....Avron Spiro
Secy-Treas.....M. M. Shurman
Radio-TV Time Buyers...Mrs. L. Simmons, Martin Hollinger
Production Manager.....Mrs. M. Ross
Publicity Director.....Al R. Capley
Art Director.....Leonard Crook
Acct. Executives.....David Davidson, Mrs. L. Cunningham, Jane Zussman, Courtney Shurman, Avron Spiro, Jr.

Radio Accounts: Plough Inc.; Kelley-Clarke Co. (Canned Salmon), Seattle; Union Planters National Bank, Memphis; Pantaze Drug Stores, Memphis.

TV Accounts: Plough Inc., Memphis; Union Planters Nat'l Bank, Memphis, Tenn.

LAMBERT & FEASLEY, INC.

430 Park Ave., New York 22, N. Y.
Phone: MUrray Hill 8-6464
ANPA—APA—NBP—NOAB

V.P., TV-Radio Dir.....John Bates
V.P., Copy Chief.....Richard Bridgman
V.P., Acct. Supv.....G. Douglas Morris

Radio Accounts: Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.; DeVilbiss Co., Drilling Specialties Co.; Lambert-Hudnut Div. of Warner-Lambert Pharmaceutical Co.; Phillips Chemical Co., Pro-Phy-Lac-Tic Brush Co.

LANDI, ERBERTO, ADV. CO.

853 Seventh Ave., New York 19, N. Y.
Phone: JUdson 6-0588

Owner .....Erberto Landi
Media Dir.....Rose Peters Gatto
Publicity Dir.....Rose George

Radio Accounts: Aiello Dairy Farms Co. (Italian Dairy Products) Brooklyn, N. Y.; Alba Drug Products (Vitamin Capsules) New York City; Geo. A. Hormel & Co. (Meat Products-Italian Field) Austin, Minn.; Ferrara Conf. Co. (Italian Candy & Pastries) New York City; Etna Importing Co. (Ciclopi Wine) Bronx, N. Y.; Corona Products (Coffee) South Ozone Park, N. Y.; Tolibia Cheese Corp., Fond-du-lac, Wis.; Acqualina Mfg. Co. (Washing Liquids, Bleach, Starch, Blue) Brooklyn, N. Y.; Fontana Hollywood Corp. (Wines) New York, N. Y.; Italian Drug Imp. Co., New York, N. Y.; Ixtituto Farmacoterapico Italiano, Rome, Italy.

TV Accounts: Geo. A. Hormel & Co., Alba Drug Products, Aiello Dairy Farms Co., E. Fucini & Co. (Italian Bitters) New York City; Fontana Hollywood Corp., Tolibia Cheese Corp., Italian Drug Importing Co., New York City.

PHILIP J. LANE ADVERTISING

110 E. End Ave., New York 17, N. Y.
Phone: RE 7-5577

Owner, Acct. Exec.....Philip J. Lane

LANG, FISHER & STASHOWER, INC.

1010 Euclid Bldg., Cleveland 15, O.
Phone: PRospect 1-0300

President.....H. Jack Lang
V.-P.-Treasurer.....Fred P. Stashower
Vice-Pres. & Sec.....Alvin B. Fisher
Vice President.....Martin J. Cohn
Manager.....John D. Cremer
Asst. Mgr.....David J. Stashower
Prod. Mgr.....John L. Rose
Asst. Prod. Mgr.....Edward T. Noll
Chief Time Buyer &
Field Service Mgr.....Garry C. McKelvey
Asst. Time Buyer.....Helen T. Dwyer

Radio Accounts: Burrows Bros. (Office Supply Store); Carling Brewing Co., Inc. (Black Label Beer) Cleveland Transit System, General Electric Supply Co. (Appliances); Ohio Mattress Co. (Sealy Mattresses); Pick-N-Pay Supermarkets, Inc. (Groceries); Richman Brothers Co. (Men's Clothing); Union Savings & Loan Co., Yellow Cab Co., all Cleveland, Ohio; Stouffer's Frozen Foods, Cleveland, Ohio; Sugardale Provision Co., Canton, Ohio; Cleveland Indians Baseball Co.

TV Accounts: Carling Brewing Co. (Black Label Beer); Cleveland Transit System, General Electric Supply Co. (Appliances); Ohio Mattress Co. (Sealy Mattresses); Pick-N-Pay Supermarkets, Inc. (Groceries); Richman Brothers Co. (Men's Clothing), all Cleveland, Ohio; Sugardale Provision Co. (Meats) Canton, Ohio; Cleveland Indians Baseball Co.; Stouffer's Frozen Foods; Union Savings & Loan Co.

C. J. LA ROCHE & CO., INC.

247 Park Ave. New York 17 N. Y.
Phone: PLaza 5-7711
ANPA—AAAA—NBP—APA—NOAB—ABP

Ch. Exec. Bd. Treas.....Chester J. LaRoche
Ch. of Board.....James D. Webb
President.....F. Kenneth Beirn
V.P. Copy.....Crane Haussamen
V.P. Art.....Folke Lidbeck
V.P. Radio-TV.....Tom Lewis
V.P. Research.....David E. Robinson
Asst. Secy. Medio Dir.....C. R. LaRoche
Mgr. TV Prodn.....Jay Bottomley
Mgr. Timebuying.....Humboldt Greig

Branch Office
6269 Selma Ave. Hollywood 28 Calif.
Phone: HOllywood 9-3656

Vice Pres.....Arthur White

Radio Accounts: Bekins .Van & Storage Co., Los Angeles; Walt Disney Productions, Burbank, Calif.; Disneyland, Inc., Anaheim, Calif.; Lovell & Covel Co. (Candy Cupboard Chocolates), Cambridge, Mass.; New England Confectionery Co. (Necco Candies), Cambridge, Mass.; North American Philips Co., Inc. (Norelco Electric Shavers), New York; United States Tobacco Co., New York.

TV Accounts: Bekins Van & Storage Co., Los Angeles; Walt Disney Productions, Burbank, Calif.; Disneyland, Inc., Anaheim, Calif.; North American Philips Co., Inc. (Norelco Electric Shavers), New York; Revlon, Inc., New York; Warner Bros. Co. (Foundation Garments, etc.), Bridgeport, Conn.

LEECH ADVERTISING CO.

615 Hanna Bldg., Cleveland 15, Ohio
Phone: TOwer 1-2065

Pres., Treas.....Edward P. Leech
Vice Pres.....deJane Dreher
Account Exec.....Harold N. May

Accounts: Akron Products (House Jacks), Seville, Ohio; Components Corp. (Hi-Fi Turntables), Denville, N. J.; Conrac, Inc. (Fleetwood Custom Television), Glendora, Calif.; Custom Classics (Hi-Fi Dealer), Cleveland; Embro Mfg. Co. (Wire Housewares & Garden Products), Canton, Ohio; Gilcher Lumber Co., Akron, Ohio; Lobl Mfg. Co. (Wearever Heating Pads), Middleboro, Mass.; Miller Studios, Inc. (Wall

Plaques), New Philadelphia, Ohio; Modern Display Equipment Co., Cleveland; E. L. Mustee & Sons (Laundry Trays), Cleveland; NEA Service, Inc., Cleveland; Neal Bear Corp., W. Richfield, Ohio; Plakie Toys, Inc., Youngstown, Ohio; San Hygene Furniture Mfg. Co., Akron, Ohio; Selby Industries (Movie Theater Screens), Akron, Ohio.

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.
Phone: RIttenhouse 6-1500
ANPA—APA—NOAB

President.....Al Paul Lefton
Vice-Pres. & Treas.....H. S. Louchheim
Space Buyer.....E. V. Righter

Branch Offices
71 Vanderbilt Ave., New York 17, N. Y.
Phone: MU 9-7470

President.....Al Paul Lefton
Vice-Pres. & Mgr.....R. J. Herts
435 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-9511
Gen. Mgr.....Herschel M. Brown

Radio Accounts: Phila. Electric Co. (Light & Power), Crawford Clothes, Inc., Schmidt's Beer & Ale, RCA Home Appliances & Electronics.

TV Accounts: Sylvan Seal Milk Co. (Milk), Schmidt's Beer & Ale, Philadelphia, Pa., RCA Home Appliances & Electronics.

LENNEN & NEWELL, INC.

380 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-5400
ANPA—APA—NBP—AAAA—NOAB
ABC—ABP

President.....Adolph J. Toigo
Exec. Vice-Pres.....Thomas C. Butcher
Sr. Vice-Pres., Management Acct. Supvr. ..... Walter M. Swertfager
Sr. V.P., Exec. Art Dir.....Richard Mancini
Sr. V.P., Radio-TV Dir...Nicholas E. Keesely
Sr. V.P., Acct. Supvs.....Gordon D. Cates, Thomas H. Lane, Henry W. Lowe, L. E. Miller, C. L. Smith, Jackson Taylor
V.P., Secy.-Treas.....John D. Speirs
V.P., Media Dir.....Anthony DePierro
Sr. V.P., Mdse. Dir Clifford W. Davis
Sr. V.P., Mgr. Prod. Dept...Michael J. Madar
V.P., Mgr. Service Dept.....Myles E. Baker
Sr. V.P., Dir. of Research.....Christopher A. Sante
V.P., Radio-TV Business Mgr.....Francis C. Barton, Jr.
V.P., Comm. Prod.....Anthony J. Pan

Branch Offices
308 N. Rodeo Drive, Beverly Hills, Calif.

Radio Accounts: American Airlines, Inc.; Benrus Watch Co.; Chicopee Mills, Inc.; Colgate-Palmolive Co.; Dromedary Div. of National Biscuit Co., all New York; Gunther Brewing Co., Baltimore; P. Lorillard Co., Inc., New York; McCormick & Co., Inc.; Baltimore; Stokely-Van Camp, Inc., Indianapolis.

TV Accounts: American Gas Assn., Inc., New York; Armstrong Rubber Co., West Haven, Conn.; Benrus Watch Co.; Chicopee Mills, Inc., Colgate-Palmolive Co., all New York; Emerson Drug Co., Div. of Warner-Lambert Pharmaceutical Co., Baltimore; Gunther Brewing Co., Baltimore; P. Lorillard Co., Inc., New York; Stokely-Van Camp, Inc., Indianapolis.

LESCARBOURA ADVERTISING, INC.

Croton-on-Hudson, N. Y.
Phone: CRoton 1-3444

Pres.....Austin C. Lescarboura
V.P., Treas.....Stanley A. Lescarboura
Secretary.....Fred P. Donati

Radio Accounts: Aerovox Corporation New Bedford, Mass.; Clarostat Mfg. Co., Inc. (Resistors), Technical Appliance Corp. (TV Antennas), Sherburne, N. Y..

TV Accounts: Allan B. Dumont Labs (Cathode Ray Tubes), Clifton, N. J.

LEWIN, WILLIAMS & SAYLOR INCORPORATED

130 E. 59th St., New York 22, N. Y.
Phone: MUrray Hill 8-6200
AAAA—ABP—ANPA—APA—NBP
NOAB—CAAN

Board Chairman.....A. W. Lewin
President.....Sidney Matthew Weiss
Sr. V.P.....W. T. Pollock
Treeasurer.....D. J. Connolly
Secretary.....W. D. Kennedy
Sr. Vice Presidents.....J. P. Brodie, A. Green, A. Kaplan
Radio-TV Dir.....Michael Winter

Branch Office
Raymond-Commerce Bldg., Newark 2, N. J.
Phone: MI 3-3200

V.P. .....Leonard Newsteder
V.P. .....Albert Kornfeld

Radio Accounts: Costa Ice Cream Co., Newark, N. J.; Forstner, Inc. (Jewelry) Irvington, N. J.; Norman M. Morris Corp. (Omega Watches), New York, N. Y.; Linguaphone Institute (Linguaphone), New York, N. Y.

LILLER, NEAL & BATTLE

810 Walton Bldg., Atlanta 3, Ga.
Phone: JA 4-8032
AAAA—ABC—ANPA—ABP—AFA

Partners & Acct. Execs.....C. K. Liller, W. W. Neal, John K. Ottley, Jr., Howard Axelberg
Media Dir.....Pamela A. Tabberer
Public Relations.....Richard Hodges
Mgr. Copy Dept.....C. L. Shields
Account Executives.....Paul Patterson, Clay Scofield
Time Buyers.....Mary Jean Meadows, Bobbie Kemp, Patricia Clark, Sherry Phillips

Branch Offices
595 Madison Ave., New York 17, N. Y.
Phone: PLaza 9-6120

Manager .....Helen Gordon

Radio Accounts: National NuGrape Company (NuGrape and SunCrest), Atlanta;

Colonial Stores, Inc. (groceries), Atlanta; Carling Brewing Co. (Black Label Beer), Southeast Div.; Gold Kist Peanut(Ravo), Moultrie, Ga.; Piedmont Airlines, Winston-Salem; Alabama Flour Mills; Armour Fertilizer Works; H. G. Hastings Seed Co.; H. W. Lay & Co. (Pot. Chips); Ashcraft-Wilkson (Fertilizer); Bank of Ga.; Pomona Products (Pimentos); G. E. Corp. (Portable Appliance Div.).

TV Accounts: H. W. Lay & Company (potato chips), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Carling Brewing Co. (Black Label Beer), Southeast Div.; Gold Kist Peanut Co. (Ravo), Moultrie, Ga.; Bank of Georgia, Atlanta; Trust Company of Georgia, Atlanta; W. D. Alexander (GE Products), Atlanta; Piedmont Airlines; H. G. Hastings (Feeds, Plants & Gardening), Brock Candy Co., Atlanta; Colonial Stores, Inc.; Armour Fertilizer Works; Pomona Products.

Estimated Radio & TV Billings: $1,000,000.

LIONEL & SIMONS, INC.

6425 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 2-7429

President .....Lionel Fink
Vice President.....J. L. Simons
Art Director ..... David Blower
Art Supervisor .....Paul Lee
Copy Chief ..... Rita Burton
Sr. Acct. Exec..... Robert Reese
Office Mgr.....Jacqueline Rose

Radio Accounts: Empire Furniture Co., Los Angeles, Calif.; Allied Furniture Co., Los Angeles, Calif.; Barry's Jewelers, Cal-Bilt Upholstery Co., Los Angeles; Hudson's Jewelers, Los Angeles.

TV Accounts: CalBilt Upholstering Prods., Los Angeles; Hudson's Jewelers, Los Angeles; Ed-Len Rug Cleaners, South Gate, Calif.; Orne (Sun Tan Lotion) Hollywood, Calif.

LIVINGSTON & ASSOCIATES

218 E. Ontario St., Chicago 11, Ill.
Phone: WHitehall 3-1755

President .....Fred Livingston
Vice President.....Paul Faltysek
Treasurer ..... Sherry Thorne
Account Executives .....William J. O'Brien, Annette Shapiro.

W. E. LONG CO.

(Independent Bakers' Cooperative)
188 W. Randolph St., Chicago 1, Ill.
Phone: RAndolph 6-4606

President .....C. Frank Summy, Jr.
Gen. Mgr.....E. E. Hanson
Advtg. Dir.....Wm. Goodman
Dir. of Radio & TV.....David R. Hayes
Asst. Dir.....John Pesich

Radio Accounts: Amrhein's Bakery, Inc., Springfield, Ill.; Mrs. Boehme's Bakery, San Angelo, Tex.; Butter Krust Baking Co., Sunbury, Pa.; Carpenter Baking Co., Milwaukee, Wisc.; Cotton Bros. Baking Co., Montpelier, Vt.; Dietzen's Bakeries, Anderson, Ind.; Fluhrer Bakeries, Inc., Medford, Ore.; Fuchs Baking Co., So. Miami, Fla.; Gardner Baking Co., Madison, Wisc.; Gase Baking Co., Saginaw, Mich.; Gunzenhauser Bakery, Lancaster, Pa.; Haller's Eagle Bakery, Inc., Altoona, Pa.; Holsum Baking Co., Roswell, N. M.; Holsum Bakery, Ft. Wayne, Ind.; Holsum Bakers, Tampa, Fla.; Holsum Baking Co., Harlingen, Tex.; Jamestown Baking Co., Jamestown, N. Y.; Lee Baking Co., Victoria, Tex.; Master Baking Co., Mt. Vernon, Ill.; McGough Bakeries Corp., Birmingham, Ala.; Nickles Bakery, Navarre, Ohio; Silver Loaf Baking Co., Spokane, Wash.; Franco-Superior Baking Co., San Diego, Calif.; Old Homestead Baking Co., Denver, Colo.; Star Baking Co., Colorado Springs, Colo.

TV Accounts: McGough Bakeries Corp., Birmingham; Carpenter Baking Co., Milwaukee; Fuchs Baking Co., So. Miami, Fla.; Old Homestead Bread Co., Denver, Colo.; Phoenix Holsum Bakery, Phoenix, Ariz.

Estimated Radio & TV Billings: $450,000.

LOWE & STEVENS

685 W. Peachtree St., N.E., Atlanta 8, Ga.
Phone: TRinity 2-9694
AAAA—ABP—ANPA

Partners.....Robert C. Lowe, Jr., John H. Stevens
Vice President.....Jules Clyde Gerding
Art Director.....J. D. Hawkins
Production Mgr.....O. L. Shelley
Media Director.....Audrey Jones

Radio Accounts: White Provision Co. (Cold Cuts, Wieners, Sausage); Roman Cleanser Co. (Bleach), both Atlanta, Ga.; Georgia Power Co. (Appliances); Robinson Syrup Co. (Flap Jack Syrup), Cairo, Ga.

TV Accounts: Atlanta Transit System (Service), Atlanta, Ga.; Roman Cleanser Co. (Bleach) Detroit, Mich.; White Provision Co.; Georgia Power Co. (Appliances); Robinson Syrup Co. (Flap Jack Syrup), Cairo, Ga.

Estimated Radio-TV Billings: $87,000.

LUCKOFF & WAYBURN, INC.

320 W. Lafayette Blvd., Detroit 26, Mich.
Phone: WOodward 2-0707
ABP—ANPA—APA—NBP

President, Treas.....Louis H. Luckoff
Exec. V.P.....Leon S. Wayburn
Secretary .....Robert Goldfarb
Time Buyer.....Alan E. Luckoff
Media Dir.....Edith Rose
TV Time Buyer.....Donald DeCook
Radio-TV Time Buyer.....Edward Allen

Radio Accounts: State Sample Dept. Store, Cole & Erwin Jewelry Co., Twin Pines Dairy, Detroit & Northern Savings & Loan Assn., Detroit Times, all Detroit, Mich.

TV Accounts: State Sample Dept. Store, Detroit Times, Meyer Jewelry Co., Gordon-Chapman (Grenadier Mattress); Twin Pines Dairy, Detroit & Northern Savings & Loan Assn., Koolvent Awnings, all Detroit.

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.
Phone: ANdover 3-1888
AAAA—ABP—ANPA—APA—ABC
NOAB—ABC

Chairman, Treas.....Earle Ludgin
President .....Vincent R. Bliss
Exec. V.P., Art Dir.....John H. Willmarth
V.P.'s, Acct. Execs.....Fred Klein, Kenneth Mason, Clifford Schaible, J. E. Chapman, George Rink, Ralph Whiting.
V.P., Radio-TV Dir.....Jane Daly
Head Time Buyer.....Ruth Babick

Radio Accounts: Rit Products Corp., The Best Foods, Inc., W. F. McLaughlin & Co.

TV Accounts: The Best Foods, Inc., W. F. McLaughlin & Co., Rit Products Corp., (All Purpose Rit), New York, N. Y.

LYNN ORGANIZATION

15 S. Franklin St., Wilkes-Barre, Pa.
Phone: VAlley 2-7182-3
ABP—ANPA—APA—NBP—NOAB

Owner, Acct. Exec.....S. C. B. Lynn
Creative Dir.....Donald A. Smith
Copy Chief.....W. E. Skrinak
Radio-TV &
Media Dir.....W. P. McLauchlin

Radio Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.

TV Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.

W. D. LYON COMPANY

303 Second Ave. S.E., Cedar Rapids, Iowa
Phone: EMpire 4-2451
AAAA—ABP—ANPA—APA—NOAB—NBP

President.....W. D. Lyon
Vice President.....R. B. Creswell
Acct. Execs.....R. P. Zirbel, R. H. Schubert
Media Dir.....R. P. Ames
Radio & Time Buyer.....Eileen Burns

Branch Office
373 Orpheum Electric Bldg., Sioux City, Ia.
Phone: 5-4428

Manager.....H. Don Carlos
Radio-TV Dir.....Robert D. Colburn

Radio Accounts: Ames Incross (Hybrid Chicks), Des Moines, Iowa; Crescent Electric Supply Co. (Electrical Appliances & Supplies), Dubuque, Iowa; First National Bank, Sioux City, Iowa; Guaranty Bank & Trust Co., Cedar Rapids, Iowa; Home Town Dairies, Iowa City, Iowa; Iowa Dairy Industry Commission, Des Moines, Iowa; Rockford Brick & Tile Co., Rockton, Iowa; Kay Dee Feed Co. (Farm Feeds) Le Mars, Iowa; Wells Blue Bunny Co. (Dairy) LeMars; Kent Feed Co. (Farm Feeds) Muscatine, Iowa; United Hagie Hybrids (Hybrid Seed Corn), Des Moines, Iowa.

TV Accounts: Cownie-Williges (Furriers), Sioux City, Iowa; First National Bank, Sioux City, Iowa; Home Town Dairies, Iowa City, Iowa; Kent Feed Co. (Farm Feeds) Muscatine, Iowa; Tolerton-Warfield (Food Brokerage) Sioux City, Iowa; John B. Turner Co. (Morticians), Cedar Rapids, Iowa; Wells Blue Bunny (Dairy), LeMars, Iowa; Whink Products (Household Aids), Eldora, Iowa.

MacFARLAND, AVEYARD & CO.

333 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-9360
ANPA—ABP—AAAA—ABC

Chairman .....Hays McFarland
President.....A. E. Aveyard
Exec. V.P., Gen. Mgr.....Walter C. Power
V.P., Creative Dir.....Norman A. Fox
Vice-Presidents.....David W. Stotter, Robert Bullen, Robert Byars, George Stokes
V.P., Art Dir.....Rom. Z. Rigotti
Research Director.....Armond Fields
Media Director.....A. S. Trude, Jr.
V.P., Mdse. Mktg.....F. W. Julsen
V.P., Radio-TV Dir.....J. C. Shelby
Prod. Mgr.....W. E. Christopher

Radio Accounts: Stewart-Warner Corp., Alemite Corp., Chicago, Ill.; Drewrys Ltd., U. S. A., Inc. (Beer); Zenith Radio Corp. (Hearing Aids), Chicago; Martin-Senour Co.

TV Accounts: Drewrys Ltd., U. S. A., Inc. (Beer & Ale), South Bend, Ind.; Stewart-Warner Corp., Alemite Division, Chicago, Ill.; Knoxville; Martin-Senour Paints, Chicago; Zenith Radio Corp.

MacLAREN ADVERTISING CO. LTD.

111 Richmond St., West, Toronto, Ontario
Phone: EMpire 4-0321

President.....E. V. Rechnitzer
Sr. V.P., Mng. Dir.....James Ferres
Vice Presidents.....C. E. Brown, F. P. Gill, W. F. Harrison, Scott Stockwell, C. J. Chandler, G. G. Sinclair, W. G. Graham
Treas. & Dir.....M. D. MacMahon
Super. TV Prod.....L. B. McColl
Mgr. Media.....D. C. Linton
Mgr. Creative....R.W. Pethick, G. M. Elliott
Mgr. Radio-TV.....F. Hugh Horler
Asst. Mgr.....H. E. Hough
Time Buyer.....Mary Moran
Traffic Mgr.....Kay Dale
TV Film.....W. O. Crampton

Branch Offices
550 Sherbrooke St., W. Montreal, Quebec
Phone: VI 5-1222

Vice Pres.....C. J. Chandler

911 Electric Railway Chambers
Winnipeg, Manitoba
Phone: 2-6321

Manager.....E. P. Thomson

1240 West Pender St., Vancouver, B. C.
Phone: Marine 6268

Manager.....W. D. M. Patterson

Radio & TV Accounts: Aluminum Goods Ltd., Canada Dry Limited, Canadian General Electric Co., General Motors of Canada, H. J. Heinz Co. of Canada, Ltd., Home Oil Distributors, Imperial Oil Ltd., Javex Co., Ltd., Lake of the Woods Milling Co., Lever

Brothers Ltd., W. H. Malkin & Co., Ltd., Martin-Senour Co., Ltd., Mutual Life Assurance Co. of Canada, Standard Brands Ltd., Tucklett Ltd., Zero Manufacturing Co., Ltd., Dominion Stores Ltd., Brantford Coach & Body, Canadian Allis-Chalmers Ltd., Chevers Olde English Marmalade, Gen. Motors Acceptance Corp., The Glidden Paint Co. Ltd., KLM Royal Dutch Airlines; Massey-Harris, Ferguscon Ltd., Molson's Brewery (Ontario) Ltd., Nat. Trust Co. Ltd., Harold F. Ritchie & Co. Ltd.

MacMANUS, JOHN & ADAMS, INC.

Bloomfield Hills, Mich.
Phone: MIdwest 6-1000
ANPA—AAAA—ABC

President.....Ernest A. Jones
Exec. Vice Pres.....John R. Mac Manus
V. P., Asst. to Pres.....Charles F. Adams
V.P., Secy., Treas.....Leo A. Hillebrand
V.P., Gen. Mgr.....Fred J. Hatch
V.P., Media Dir.....Elmer W. Froehlick
Radio-TV Time Buyer.....C. N. Campbell
V.P., Dir. of Radio-TV.Henry G. Fownes, Jr.
V.P., Pur. Art Dir.....Armin Seiffert

Branch Office
444 Madison Ave., New York, N. Y.
Phone: PL 9-3221

Vice Pres., Mgr.....Henry G. Fownes, Jr.
Media Director.....Henry Halpern
V.P. Radio-TV Creative Dir..Mark Lawrence
V.P., Mkt., Res.....Robert E. Britton

1364 Russ Bldg., San Francisco, Calif.
Phone: GArfield 1-3041

Manager .....Jack Holmes

6399 Wilshire Blvd., Los Angeles 48, Calif.
Phone: WEbster 3-5881

Manager .....Robert Guggenheim
Phone: WE 3-9569

MacManus, John & Adams, of Canada, Ltd.
600 University Ave., Toronto 2, Ont.
Phone: EMpire 8-8317

V.P., Manager.....Leslie S. McMahon

Radio Accounts: Pontiac Motor Division, Pontiac, Mich.; Cadillac Motor Division. Dearborn, Mich.; Dow Chemical Co., Midland, Mich.; Minnesota Mining & Mfg. Co.; Garrett & Co., Inc.; Good Humor Corp.; Noxzema Chemical Corp.; S. A. Schonbrunn & Co.; S. B. Thomas, Inc.; White Rock Corp.

TV Accounts: Pontiac Motor Div., Pontiac, Mich.; Dow Chemical Co., Midland, Mich.; Minnesota Mining & Mfg. Co.; GM Corp.; Noxzema Chemical Corp.; Good Humor Corp.

MALCOLM-HOWARD

203 N. Wabash Ave., Chicago, Ill.
Phone: ANdover 3-0022
ABP—ANPA—BPA

Owner.....Arthur M. Holland
Account Executives.....Arthur A. Barkun, Max G. Holland, Robert Larson
Radio-TV Dept.....Edward Drucker, Bernard Berman, Stuart Sherling, Beverly Smith, Fran Weiss, Arthur Anderle

Radio Accounts: Evans Fur Co.; Courtesy Motors; Mages Sports Stores; Hires Bottling Co.; Zip Bottling Co.; Sun-Times; Royal Lumber Co.; Roller Derby; Associated Hospital Service; Square Deal Plumbing Co.

TV Accounts: Courtesy Motors; Evans fur Co.; The Fair Dept. Stores; Hires Bottling Co.; Vernor's Bottling Co.; Mages Sports Stores; Royal Lumber Co.; Coral Stone Construction Co.; Sun-Times.

J. GORDON MANCHESTER ADVERTISING, INC.

1726 Pennsylvania Ave., N.W.,
Washington 6, D. C.
Phone: ME 8-0360

President.....J. G. Manchester
Vice Pres., Art Dir.....Richard P. Ehst
Radio-TV Dir.....Richard T. Williams

Radio Accounts: American Sta-Dri Co. (Paint), Brentwood, Md.; Safeway Stores, Inc. (Groceries), Washington, D. C.; C. F. Sauer Co. (Mayonnaise, Spices), Richmond, Va.

TV Accounts: American Sta-Dri Co. (Masonry Paint), Brentwood, Md.; Capitol Frito Co., Bethesda, Md.; W. S. Pope & Sons, (Cheese), Philadelphia, Pa.; National Fruit Product Co., Inc., (Applesauce), Winchester, Va.; Safeway Stores, Inc. (Groceries), Washington, D. C.; C. F. Sauer Co. (Mayonnaise), Richmond, Va.

ROBERT M. MARKS & COMPANY, INC.

32 East 57th St., New York 22, N. Y.
Phone: PLaza 3-5924
ABP—ANPA—NBP

Pres. & Secy.....Robert M. Marks
Media Dir.....D. Scherer
Art Dir.....Don Bearard
Radio-TV Cons.....Sidney Walton
Research Dir.....Werner Lob
Pub. & P. R. Cons.....Arthur Pine

Radio Accounts: Peerless Products Co. (Hair Preparations), Jersey City, N. J.; National Shirt Shops, Inc. (Men's Furnishings Chain), N. Y., N. Y.

TV Accounts: Swank, Inc., (Men's Jewelry and Accessories), N. Y., N. Y.

MARWEL ADV., INC.

34 W. 46th St., New York 36, N. Y.
Phone: JUdson 6-4270
ABP

President.....William W. Weltman
Exec. V.P.....Bruce Marchin
Secretary .....Gloria Marchin
Treasurer .....Ruth Weltman
V.P., Art Dir.....Charles Jefferson
Copy Chief.....Jack Silverman
Media Dir.....Rose Hoanzl
Prod. Mgr.....Gilbert Lubin

J. M. MATHES, INC.

260 Madison Ave., New York 16, N. Y.
Phone: LExington 2-7450
ABP—ANPA—AFA—ABC

President .....W. T. Okie

Treasurer.....A. E. Cox
Secretary .....D. R. Hathaway
Vice-Pres. & Dirs.....Wilfred S. King, Lester J. Loh, O. L. Tinklepaugh, Jan Meyer
Vice Presidents.....Thomas McCauley, David Gibson, Harvey Rohde, William Brayton
V.P., Dir. of Radio & TV....Read H. Wight
Asst. Dir. Radio-TV.....Richard S. Jackson
Time Buyer.....Edna S. Cathcart
V.P., Publ. Dir.....Arthur Monroe
V.P., Media Dir.....Douglas Hathaway

Radio Accounts: Canada Dry Ginger Ale, New York; Judson Dunaway Corp. (Delte, Vanish), Dover, N. H.; Northam Warren Corp. (Cutex Lipstick, Nail Polish, Odorono) Stamford, Conn.; Pure Food Co. (Deviled Chicken, Chicken A La King, Herb-Ox Bouillon Cubes, Westchester Boned Chicken, Lentil Soup, Clear Chicken Broth), Mamaroneck, N. Y.; Nat'l Bd. of Fire Underwriters, N. Y. C.

TV Accounts: Canada Dry Ginger Aile, New York; Economics Laboratory (Soil-Off), New York; Luden's, Inc. (Fifth Avenue Candy Bar, Cough Drops), Reading, Pa.; Northam Warren Corp., Stamford, Conn.; Pure Food Co. (Westchester Boned Chicken), Marmaroneck, N. Y.; Union Carbide & Carbon Corp. (Institutional; Int'l Telephone & Telegraph Corp.; Nat'lBd. of Fire Underwriters, all N. Y. C.

MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.
Phone: BRoadway 6-7181
ABP—ANPA—NBP—NOAB

President.....C. A. Mathisson
V.P., Treas.....Ralph W. Henkel
Radio-TV Dir.....J. E. Severson
Time Buyer.....Robert Geary
Exec. Adm.....Walt E. Krueger
Media Dir.....Dale D. Karstaedt

JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.
Phone: GAspee 1-4456-4457
ABP—ANPA—APA—NBP

President.....Joseph M. Finkle
Vice-Pres.-Treas.....Archie M. Finkle
Radio Director.....Dorothy M. Taipe
Production Mgr.....Richard D. Brugman
Art Dir.....Jeanette R. Brenner

MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.
Phone: LOrain 7-5710
ANPA—ABC

President.....Lou R. Maxon
Vice-President .....Searle Hendee
Treasurer.....W. I. O'Neil
Secretary.....G. Reginald McKiel
Radio & TV Dir.....Edwin Wilhelm

Branch Offices

12 E. 53rd St., New York 22, N. Y.
Phone: PLaza 9-7676

Vice-Pres., Gen. Mgr.....M. F. Mahony

664 N. Rush, Chicago 11, Ill.
Phone: WHitehall 4-1676

Vice President.....L. Martin Krautter

Radio and TV Accounts: Gillette Safety Razor Co., Boston, Mass.; Mohawk Carpet Mills, Inc., Amsterdam, N. Y.; H. J. Heinz Company (canned foods), Pittsburgh, Pa.; General Electric Co. (Radio Receiver Dept.) Bridgeport, Conn.; Hotpoint, Inc. (appliances), Chicago, Ill.; Pfeiffer Brewing Co., Detroit, Mich.; Gillette Safety Razor Co. of Canada, Ltd., Montreal, Que.; Griesedieck Bros. Brewery Co., St. Louis, Mo.; Pittsburgh Plate Glass Co. (Paint Div.); Charles E. Hires Co., Philadelphia; Climalene Co., Canton, Ohio.

McCANN-ERICKSON, INC.

485 Lexington Ave., New York, N. Y.
Phone: OXford 7-6000
AAAA—ABP—ANPA—APA—NOAB—PPA

Chairman of Board.....H. K. McCann
President.....Marion Harper, Jr.
Sr. V.P., Treas., Chrm. Finance Comm. Frank White
Sr. Vice Presidents.....C. A. Posey, George H. Giese
Sr. Vice Pres. & Creative Dir.....John H. Tinker, Jr.
V.P. chg. Radio-TV.....George Haight
V.P. chg. Media.....William C. Dekker
Exec. Vice Pres.....Wilbert G. Stilson
Vice Pres. & Asst. Treas...Dixon R. Griswold
Secretary.....Benjamin Holme, Jr.
Asst. Secy.....Marjorie B. Middlebrook

Vice Presidents (N. Y.)..Karl A. Brautigam, William J. Breen, Dona'd G. Calhoun, Sidney W. Dean, Jr., J. L. Deane, G. B. Dearnley, Leonard F. Erickson, J. J. Flanagan, H. L. Grafer, Alberta Hays, Farish A. Jenkins, Daniel W. Keefe, Alton Ketchum, Ralph B. Koser, Thomas P. Losee, Alfred J. Roby, Jr., Margot Sherman, Wells W. Spence, R. E. Thompson, G. Lester Williams, Jr., E. F. Wilson, W. Howard Chase, John F. McClure, Neal Gilliatt, S. L. Meulendyke, Edward B. Noakes, Dorothy B. McCann, Earl H. Ellis, Richard Farricker, David J. Hopkins, Lansing B. Lindquist, Myron McDonald, John H. O'Toole, Jr., Wallace Rigby, Stuart Watson, Ferd Ziegler, Edward R. Beach, W. E. Berchtold, C. Terence Clyne, R. Cole, Herta Herzog, Anthony Hyde, Russell Johnston, M| Carl Johnson, Jr., T. A. McAvity, H. A. Mattoon, G. B. Park, Roger A. Purdon, Albert W. Sherer, A. A. Sommer.

V.P., Mgr., N. Y. Office...Rudyard C. McKee
V.P., Chm. Creative Plans Bd.
Dir. Radio-TV Commercials.....Christian Valentine, Jr. Donald Armstrong, Jr.

Branch Offices

200 Berkeley St., Boston 16, Mass.

Vice Pres.-Mgr.....Hugh A. Mitchell

335 Euclid Ave., Cleveland 14, Ohio

Vice Pres.-Mgr.....Robert W. Dailey

647 Griswold St., Detroit 26, Mich.
V.P., Mgr.....Paul Foley
900 Lovett Blvd., Houston 6, Texas
Vice Pres. Mgr.....Joseph B. Wilkinson
1900 N. Akard., Dallas 1, Texas
Manager .....Bill Sansing
318 S. Michigan Ave., Chicago 4, Ill.
V.P., Mgr.....Peter G. Peterson
Commonwealth Bldg., Louisville 2, Ky.
Mgr.....J. Mac Wynn
114 Sansome St., San Francisco 4, Calif.
Sr. V.P.-Mgr. West.
Oper.....Phipps L. Rasmussen
3325 Wilshire Blvd., Los Angeles 5, Calif.
V.P.-Mgr.....Reg W. Twiggs
Public Service Bldg., Portland 4, Ore.
Manager.....T. N. Tracy
836 W. Peachtree, Atlanta 8, Ga.
Mgr.....Mark B. Bollman, Jr.
International Division
642 Fifth Ave., New York 19, N. Y.
Phone: JU 6-3400
Chairman.....Robert E. Healy

Radio Accounts: American Trust Co., California Packing Corporation (Del Monte), California Spray Chemical Corp., California Wine Association, Chesebrough-Pond's, Inc., Buick Division, Cowles Magazines, Inc. Esso Standard Oil Co., Gray Drug Stores, Inc., Bulova Watch Company, Milk Foundation, Inc., Milnot Company, National Biscuit Company, Ohio Bell Telephone Co., Pacific Power &Light Co., S.O.S. Company, Southern California & Southern Counties Gas Companies, Standard Oil Company (Ohio), Stegmaier Brewing Co., Swift & Company, Nestle Co. (Quik, Ever Ready Sweet Milk Cocoa, Semi-Sweet Morsels, Cookie Mix, Gravey Mix, White Sauce Mix), Mennen Co. (Foam Shave Afta Shave), Lehn & Fink (Lysol & Dorothy Gray Cosmetics, Allied Chemical & Dye Corp., Central Vermont Railway, Cleveland Electric Illuminating Co., Coca Cola Bottling Co., Columbia Records, Halle Bros. Co., Humble Oil Co., Meade-Johnson Paper Corp., Nat. City Bank of Cleveland, Rival Packing Co., Seeck & Kade, Inc., Tidy House Products, Liggett & Myers Tobacco Co. (Chesterfield and Oasis).

TV Accounts: American Trust Co., Bell Brand Foods Ltd., California Spray Chemical Corp., California Wine Association, Chesebrough Mfg. Co., Chrysler Corp., Buick Division, Cowles Magazines, Inc., Derby Foods, Inc., Gray Drug Stores, Inc., Lincoln Bank & Trust Co., Lucky Lager Brewing Company, Ohio Bell Telephone Company, Owens-Corning Fiberglas Corp., Pacific Power & Light Co., S.O.S. Company, Southern California & Southern Counties Gas Companies, Standard Oil Company (Ohio), Stegmaier Brewing Co., Swift & Company, Westinghouse Electric Corporation, Nestle Co. (Quik, Ever Ready Sweet Milk Cocoa, Semi-Sweet Morsels, Cookie Mix, Gravey Mix, White Sauce Mix), Mennen Co. (Foam Shave, Afta Shave), Lehn & Fink (Lysol & Dorothy Gray Cosmetics) Nat'l Biscuit Co., Bulova Watch Co., Calif. Packing Corp. (Del Monte), Cleveland Electric Illuminating Co., Columbia Records, Esso Standard Oil Co., Liggett & Myers Tobacco Co. (Chesterfield & Oasis), Meade-Johnson Paper Corp., Rival Packing Co., U. S. Borax & Chemical Co. (20 Mule Team Borax).

MARSCHALK & PRATT

Division of McCann Erickson
460 Park Ave., New York 22, N. Y.
Phone: OXford 7-4250
ABP—ANPA—APA—SNPA—ABC—AAAA
NOAB
Chairman.....William E. Berchtold
President.....S. L. Meulendyke
Senior Vice President.....S. H. Giellerup
Exec. Vice Pres.....Stuart D. Watson
Vice Presidents..E. George Cloutier, Eugene J. Cogan, Arthur J. Kemp, Martin Koehring, William C. Munro, Roy Danish, Wm. H. Lewis, Jr.
Radio-TV Dir.....Glen Bammann
Radio TV Time Buyers.....Mary Ellis, Catherine Noble

Radio Accounts: International Nickel Co. (Institutional) New York; Coca Cola Bottling Co. of New York; Genesee Brewing Co., Rochester, N. Y.; Popular Merchandise Club, New York; The Mennen Co., Morristown, N. J.; National Lead Co., New York.

TV Accounts: Coca Cola Bottling Co. of New York; National Lead Co. ("Dutch Boy" paints) New York; Genesee Brewing Co., Rochester, N. Y.; Popular Merchandise Club, New York; The Mennen Co., Morristown, N. J.

WALTER McCREERY, INC.

256 So. La Cienega Blvd., Beverly Hills, Cal.
Phone: OLympia 2-4480
AAAA—ANPA—APA—NBP
Chm. Bd. & Pres.....Walter K. McCreery
Radio-TV Dir.....Howard Flynn
Radio Time Buyer.....Virginia White

Radio-TV Accounts: Harris & Frank (retail clothing), Los Angeles; Ice Follies, Los Angeles; Murphy Oldsmobile, Los Angeles; So. Calif. Muffler Co. (exhaust systems), Los Angeles; San Fernando Valley Times, No. Hollywood; Fad Nylons (Hosiery) Beverly Hills, Calif.

RICHARD N. MELTZER ADV., INC.

785 Market St., San Francisco 3, Calif.
Phone: YUkon 2-5877
ABP—ANPA
President.....Richard N. Meltzer
Exec. V.P.....Wallace X. Aron
Vice Pres.....Richard Lemen
Media Dir.....Bern Ann Abbaduska
Branch Office
6399 Wilshire Blvd., Los Angeles, Calif.
Phone: WEbster 8-2993
Manager .....Emil Reisman

Radio Accounts: Harrah's Club, Reno, Nev.; Simca Advertising Council; Brooks Camera; Gray Line, all San Francisco; Rick-

ey's, Palo Alto, Calif.; Sealy Mattress Co., Oakland, Calif.; American Building Baintenance Co., San Francisco; GallenKamp Stores Co., Los Angeles; Bullock & Jones, San Francisco.

Estimated Radio Billing: $180,000.

TV Accounts: Harrah's Club, Reno- Nev.; Brooks Camera, San Francisco; Sealy Mattress Co., Oakland, Calif.; GallenKamp Stores Co., Los Angeles; Citroen Cars, Inc., Los Angeles; Totkins, Inc., San Mateo, Calif.

Estimated TV Billing: $100,000.

J. ROBERT MENDTE, INC.

317 South 16th St., Philadelphia 2, Pa.
Phone: KIngsley 6-1130
ABP—APA—NBP

President.....J. Robert Mendte
Vice Pres.....J. W. Holland
Treas.....N. L. Hughes
Prod. Mgr.....Dennis McClatchey

Radio Accounts: J. Bird Moyer Co. (MOY Dental Holding Powder) Philadelphia; Wilson Lines (River Excursions) Philadelphia; Riverview Beach Park (Amusement Park) Pennsville, N. J.

TV Accounts: J. Bird Moyer Co., Wilson Lines, Riverview Beach Park.

GEORGE T. METCALF, COMPANY

31 Canal St., Providence 3, R. I.
Phone: UN 1-2634
ABP—ABC—ANPA—AFA

Chmn. Bd.....George T. Metcalf
President .....Walter Hyland
Exec. V.P.....Sheldon Spencer
Time Buyer.....Robert O. Meehan

Radio Accounts: Otto Seidner, Inc. (Mayonaise), Westerly, R. I.

Estimated Radio Billings: $5,000.

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 11, Ill.
Phone: DElaware 7-7860
ANPA—NBP—AAAA—NOAB—APA

President.....Arthur E. Meyerhoff
Production Manager.....Allen Bethe
Dir. of Radio & TV.....S. L. Novy
Radio-TV Time Buyer..Evelyn Vanderploeg
Space Buyer.....Mary Hauser
Copy Chief.....M. E. Chon

Branch Office
759 N. Milwaukee St., Milwaukee 2, Wis.
Phone: BRoadway 1-3144

V.P., Manager.....George Grabin

Radio Accounts: Chicago National League Ball Club, Illinois Meat Company, Wisconsin & Michigan SS Co., Wm. Wrigley Jr. Company, Patricia Stevens Models' Finishing School, Chicago Transit Authority.

C. L. MILLER CO., INC.

521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-1010
ABC—ANPA

President.....C. L. Miller
V.P., Treas.....P. P. Hoffman
Secy.....H. F. Renton
Exec. V.P.....W. L. Stocklin
V.P.....W. F. Mueller
V.P., Radio Prog.....R. C. Maddux
Prod. Mgr.....C. D. Rogers, Jr.
Asst. Prod. Mgr.....J. M. Lacey
Producer.....J. M. Edgerton

Branch Offices
333 N. Michigan Ave., Chicago, Ill.
Phone: CEntral 6-9438
1502 Hunt Bldg., Main at 4th, Tulsa, Okla.
Phone: GIbson 7-9438

Radio and TV Accounts: E. W. Kneip, Chicago, Ill.; Lewis Research Lab., N. Y. C.; Piggly Wiggly Great Lakes, Sheboygan, Wis.; True Magazine, N. Y. C; Karl Ehmer, Glendale, N. Y. (all Radio); Corn Products Refining Co., N. Y. C.; Circle Line, N. Y. C.; Oral Roberts Evangelistic Assoc., Inc., Tulsa, Okla.; Lewis-Howe, Chicago, Ill. (TV).

EMIL MOGUL CO., INC.

625 Madison Ave., New York 22, N. Y.
Phone: TEmpleton 8-7100
ABP—ANPA—PPA—AAAA

Bd. Chrmn., President.....Emil Mogul
General Manager.....Richard Lockman
Secretary-Treasurer .....Helene Mogul
Exec. Vice-Pres.....Charles L. Rothschild
V.P., Creative Dir.—Air Media
Myron A. Mahler
V.P., Creative Dir.—Print Media
Seth D. Tobias
Copy Chief.....Alfred P. Berger
Vice President.....Milton Guttenplan, Nat Wildman
Traffic Production Supvr.....Al Mauro
Controller, Asst. to Pres...Norman N. Cohen
V.P., Media & Research Dir.....Joel Martin
V.P., Dir. Marketing & Merch..Jules Leonard
V.P., Radio-TV Dir.....Leslie Dunier
Radio-TV—Prod., Dir.....Henry Colman
Exec. Radio-TV Prod.....Donald S. Hillman
V.P., Exec. Art Dir.....William Jacoby
V.P., Drugs, Toiletries, Cosmetics Div.
Richard Lockman
Sr. Vice President.....Edward Klein
Dir. Media & Research.....Joel L. Martin
Dir. Publ. Relations.....Harry Chapperon
Print Media Dir.....Oliver Einstein
Copy Group Heads.....Dorothy Kent, Charles Babkin
Account Executives.....Harold Balk, Bernard Kramer, Malcolm D. Mogul, William Shambroom, Wm. Conover, H. M. Gurwitz, Dorothy D. Smith

Accounts: Adam Hat Manufacturers, New York; Berolio Import Co. (Berio & Francesconi Olive Oil) New York; Ferber Corp. (VU-writer Pens & Pencilettes(Englewood, N. J.; Gem Oil Corp. (Edible Oils) Brooklyn, N. Y.; Gold Medal Candy Corp. (Bonomo's Turkish Taffy, Bonomo's Peanut Brittle, Cocilana Cough Nips) Brooklyn, N. Y.; Gradiaz, Annis & Co. (Gold Label Cigars) Tampa, Fla.; Knomark Mfg. Co. Esquire Shoe Polishes) Brooklyn, N. Y.; Park & Tilford Distillers Corp. (P & T Reserve, P & T Reserve, P & T Private Stock, Peychaud Cordials, Dry Monopole Cham-

pagne, Tintex, Winx) New York; Rayco Mfg. Co. (Auto Seat Covers) Paterson, N. J.; Revlon Products (Silken Net, Aquamarine Shampoo, Lotion, Spray Mist, Revlon Deordorant Stick) New York; Ronzoni Macaroni Co. (Spaghetti & Macaroni Products & Spaghetti Sauce) Long Island City, N. Y.; Stone-Tarlow Co. ("Elevators" Shoes) Brockton, Mass.; Barney's Clothes (Men's & Boys' Clothing) New York; National Shoes (Family Shoe Chain) New York; Rayco Auto Seat Covers (Auto Seat Covers) Paterson, N. J.; Bakers' Franchise Corp. Lite Diet Bread), N. Y. C.; Barricini Sandy Shops, L. I. C.; Field & Flint (Shoe), Brockton, Mass.; Pierce's Proprietaries (Golden Medical Discovery), Buffalo, N. Y.; Tintex Co., N. Y. C.

CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, O.
Phone: PArkway 1178
ABP—ANPA

President, Treas.....Chester C. Moreland
Secretary.....Walter H. Strauss
Vice-President.....Carl H. Press
Vice Presidents..B. L. Schurman, Carl Press, Mahlon Sheridan

Radio Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Thomas Foods, Inc.

TV Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Thomas Foods, Inc., Adam Wuest, Inc.

MOREY, HUMM & WARWICK, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: LO 4-2240
ABP—ANPA—AAAA

President.....Sylvester M. Morey
Exec. Vice-Pres.....Llewellyn B. Van Doren
V.P. & Mgr. Utility & Home Appliance Dept.....Albert W. Humm
V.P., Chmn. Plans Brd.....J. R. Warwick
V.P., Acct. Exec.....Stanley F. Ellsworth
V.P. & Art Dir.....William G. Sutton
Vice-Pres. & Merch. Dir....Walter J. Andree
V.P., Radio & TV Dir.....W. L. Wernicke
Time Buyer.....Kathryn Shanahan
Research Dir.....Dr. Howard D. Hadley
Secy.-Treas.....William G. Carmody
Asst. to Pres.....David J. Wasko
Media Director.....Frank B. McElmoyl
Copy Chief.....Fred C. Maine
Dir. of Public Rel., Pub.....Warren Cox
Production Manager.....Paul Silardi

Radio Accounts: Sinclair Refining Co., Richfield Oil Corp. of N. Y.

TV Accounts: Sinclair Refining Co., New York, N. Y.

MORSE INTERNATIONAL, INC.

122 E. 42nd St., New York 17, N. Y.
Phone: OXford 7-2100
APA—NOAB

President .....J. Patterson
Export V.P.....C. O. Sloane
Domestic V.P.....R. A. Dearth
Treasurer .....J. A. Riedell
Media Dir.....O. E. Christy
Radio, TV Time Buyer.....R. A. McArdle
Export Media Mgr.....Aurora Blando
Dir. of Radio-TV Prod.....S. Lyon
Group Prod. Mgrs.....W. W. Williams, C. Wright, D. Wheatley
Group Art Directors.....P. Zangas, E. P. Ellis, W. Boege
Art Studio Dir.....S. Maltzman

Radio and TV Accounts: Vick Chemical Co. (Vick Products), Prince Matchabelli, Inc. Alfred D. McKelvy Co. (Seaforth Men's Toiletries).

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
Phone: 3-7544
(Division of Rumrill Co., Inc.)
ABP—ANPA—APA—PPA—NBP—NOAB

Pres.....C. L. Rumrill
V.P., Gen. Mgr.....G. M. Prince
V.P., Treas.....L. B. Reigler
V.P., Sec'y.....Harry T. Duffy
Media Dir.....Mrs. L. B. Mang
V.P., Creative Dir.....A. M. Huntington
V.P.....A. S. Cotins
V.P., Radio-TV Dir....Everett L. Thompson

Radio-TV Accounts: Mohawk Valley Investing Co., Utica, N. Y.; Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.; Honey Butter Products Corp. (Honey-Butter), Ithaca, N. Y.; Procino-Rossi Corp. (Macaroni, Spaghetti & Egg Noodles) Auburn, N. Y.; Agricultural Insurance Co. (Property Insurance), Watertown, N. Y.

MOSS ASSOCIATES, INC.

415 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7377
APA—NBP—ABP—ANPA—PPA

President.....Joseph H. Moss
Art Director.....Sidney Fischer
Copy Chief.....Gerald H. Bruce
Media Director.....Florence Ellis
TV Director.....E. Landau

C. WENDEL MUENCH & COMPANY

75 E. Wacker Drive, Chicago 1, Ill.
Phone: FInancial 6-3481
ABP—ANPA—APA—NOAB—NBP

President.....C. W. Muench
V.P., General Manager.....W. O. Yucum
Radio-TV Time Buyer.....Victor Fabian
Dir. of Merch.....Robert E. Moore
Production Mgr.....William G. Fisher

Branch Office
2102 Jackson, Dallas 1, Texas
Phone: RAndolph 2554

Radio Accounts: Freshrap Div., Badger Paper Mills, Inc. (Waxed Paper), Peshtigo, Wis.; Balentine Packing Co. (Meat Products), Greenville, S. C.; Bosch Brewing Co., Houghton, Mich.; Consolidated Foods Corp., Chicago, Ill.; L. C. Forman & Sons (Condiments), Pittsford, N. Y.; Fox DeLuxe Foods, Inc. (Poultry & Meat Products), Chicago, Ill.; Fuji Trading Co. (Chop Suey Foods), Chicago, Ill.; Monarch Brewing Co., Chi-

cago, Ill.; Neuhoff Brothers Packers (Meat Products), Dallas, Tex.

TV Accounts: Freshrap Div., Badger Paper Mills (Waxed Paper), Peshtigo, Wis.; Balentine Packing Co. (Meat Products), Greenville, S. C.; Bosch Brewing Co., Houghton, Mich.; Fox DeLuxe Foods, Inc. (Poultry & Meat), Chicago; Monarch Brewing Co., Chicago; Neuhoff Brothers Packers (Meat Products), Dallas, Tex.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: OXford 7-9292
AIAA

President.....Thomas W. Hughes
Vice-Presidents.....Joseph W. Madden, Walter Kelly
Art Director.....Anthony Saris
Radio & TV Director.....Jerome Kates

Radio and TV Accounts: Borden Co., H. J. Heinz, Lever Brothers (U.S.), Quaker Oats Co.

NEEDHAM & GROHMANN, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 5-6200
ANPA—AAAA—NOAB—APA—NBP

Pres., Treas.....H. Victor Grohmann
V.P. & Sec'y.....John M. Handley
V.P. & Art Dir.....H. Nelson Kent
V.P.'s....John M. Keil, Howard A. Heinsius
Exec. Sec'y.....Kathryn Intemann
Copy Director.....Vera Mezei
Prod. Mgr.....Samuel Boyd, Lawrence W. Alpaugh
Media Dir.....Harry C. Ledingham
Acct. Executives.....H. Victor Grohmann, John M. Handley, John M. Keil, Alfred Burnham, Howard Heinsius

Accounts: America House; Centriline Corp.; Chatham Mfg. Co.; Cosby Brush & Import Co. Inc.; Flower City Charcoal Co.; Huffman & Boyle; Johnson, Arthur A., Corp.; Chatham Mfg. Co.; Flower City Charcoal Co.; Huffman & Boyle; Johnson, Arthur A., Corp.; Kent of London; Lockwood, A. N.; National Biscuit Co.; Raymond Concrete Pile Co.; Rockefeller Center, Inc.; Staunton Military Academy; Stillman, & Hoag, Inc.; Sussex County Planning Board; Thonet Industries Inc.; White Turkey; Zenith-Godley Co. Inc.

NEEDHAM, LOUIS & BRORBY, INC.

Prudential Plaza, Chicago 1, Ill.
Phone: WHitehall 4-3400
AAAA—ANPA—ABP—APA—ABC

President.....Maurice H. Needham
Sr. Vice Presidents.....Melvin Brodby, W. R. Fowler
Melvin Brorby, W. R. Fowler
Sr. V.P., Media Dir.....Otto R. Stadelman
V.P., TV-Radio Dir.....James G. Cominos
Financial V.P., Secy.....Max D. Anwyl
V.P. Chg. TV-Radio Prog...John Scott Keck
V.P. Chg. TV-Radio Comm. Prod.....Alan Wallace
Spot Time Buyers.....P. M. Morrow, D. D. De Carlo

Branch Offices
9100 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 6-2073
Mgr.....Michael Gradle
730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-0333
V.P. & Mgr.....Frederick A. Mitchell
V.P., Media Dir.....Gordon Vanderwarker
880 Bay St., Toronto, Ont., Canada
Phone: WAlnut 3-9817
V.P. & Mgr.....John A. Willoughby

Radio and TV Accounts: Campbell Soup Co.; S. C. Johnson & Son, Inc.; S. C. Johnson & Son, Ltd.; Kraft Foods Co.; Morton Salt Co.; People's Gas, Light & Coke Co.; Quaker Oats Co.; Wieboldt Stores, Inc.; Wilson & Co. Inc.; Household Finance Corp.; Monsanto Chemical Co.; State Farm Insurance Cos.; Kraft Foods Co. Ltd.; Canadian Industries, Ltd.; Lever Brothers Co.; Hotpoint Co., International Minerals & Chemical Corp.; Palm Beach Co.

RALPH NELMS, INC., ADV.

Box 1624 SS Sta., Springfield, Mo.
Phone. 4-2555

President.....Ralph A. Nelms
Secretary.....Annabelle Gray
Account Executive.....J. H. Richards
Art Director.....Richard Wilcox

Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reyco Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.
Phone: FRanklin 4-4135

Pres. & Treas.....George R. Nelson
Vice-President.....Helen C. Nelson
Secretary.....Alice Pach
Art Director.....Arnold Hitchins
Radio, Copy, Pub. Dir.....Robert S. Cragin
TV Director.....Robert Stone
Radio Time Buyer.....Ruth W.Hollister
TV Time, Space Buyer.....Tillie Reinig

Radio Transcription Production Accounts: General Electric Company, Electronics Division (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Products Corp. (Sealtest Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers' Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Pepsi-Cola Company, Soft Drink Mfrs.), New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Block Drug Company (Pharmacal Products), Jersey City, N. J.: D. L. & W. Coal Co. (Blue Coal). New York; Shell Oil Co., N. Y.; National

Presto Industries, Inc. (Presto Prods.) Eau Claire, Wis.; WROW, WROW-TV, Albany, N. Y.

Television Film Production Accounts: Pepsi-Cola Company (Soft Drink Mfrs.), New York, ... Y.; Mohawk Carpet Mills, Amsterdam, N. Y.

Radio Accounts (Time): William Lee & Co., Watervliet, N. Y.; Saratoga Assn., Saratoga Springs, N. Y.

Television Accounts (Time): William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.

NEWMAN, LYNDE & ASSOCIATES, INC.

1628 San Marco Blvd., Jacksonville 7, Fla.
Phone: EX 8-9721
ABP—ANPA—APA—PPA

Pres., Acct. Exec.....Hunter Lynde
V.P., Copy Chief.....David E. Robeson
Radio-TV Dir., Time Buyer..John Hopkins

Radio Accounts: Swisher, J. H., & Son, Inc. (King Edward Cigars), Jacksonville, Fla.

NORMAN, CRAIG & KUMMEL, INC.

488 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-0900
ANPA—NOAB—APA

Chmn. of the Bd.....William H. Weintraub
President.....Norman B. Norman
Exec. V.P., Secretary.....Eugene Kummel
Exec. V.P., Treasurer.....B.David Kaplan
V.P., Radio & TV.....Walter Craig
Senior V.P.....John Davenport Scheuer
V.P., Copy Director.....Richard Bowman
V.P., Marketing Dir.....John B. Morris
V.P., Fashion Coordinator,
Copy Director.....Kay Daly
Vice President.....Richard Bouton
Vice Presidents.....Warren Fales, H. G. Bissinger, William E. Macke, E. L. Whitney
V.P., Prod. Mgr.....William Zerweck
Mgr., Print Media Dept.....George Coleman
Asst. Secy.....Roselon Flanagan
Operations Supervisor....Ronald R. Mullins
Group Copy Supervisors.....Adrian Bryan Courie, Anne Foster, Sidney Lerner
TV-Radio Production Supvr...Sheldon Platt
Print Media Dir.....Eugenie C. Stamler
Prod. Mgr.....Louis Hirx
Merch. Dir.....Lawrence Foden
Mgr., Art Dept.....Constance Valesey
Time Buyer.....Jeanne Sullivan
TV Art Director.....Benjamin Colarossi
Account Executive.....Richard Bouton, L. J. McGrady, Gerald Shapiro, James M. Shivas, Thomas T. Stafford

Branch Offices
Merchandise Mart, Chicago 54, Ill.
Phone: WHitehall 3-0211

Gen. Manager.....H. G. Bissinger
Office Mgr.....George Paneff

1513 Jefferson Ave., Toledo 4, Ohio
Phone: CHerry 4-2593

Executive.....L. J. McGrady

Radio and TV Accounts: Hudson Pulp & Paper Corp., New York; Ronson Corp., Newark, N. J.; Seeman Bros. (Air-Wick, Nylast) New York; Selchow & Righter Co., New York; Speidel Corp., Providence, R. I.; Warner-Lambert Pharmaceutical Co., Lambert-Hudnut Div. (Sportsmen Toiletries) Morris Plains, N. J.; Willys Motors, Toledo, Ohio; Chanel, Inc., N. Y. C.; Maiden Form Brassiere Co., Pabst Brewing Co., Chicago, Ill.

NORTH ADVERTISING, INC.

Merchandise Mart, Chicago 54, Ill.
Phone: WHitehall 4-5030

President.....Don P. Nathanson
Exec. Vice Pres.....Cyrus H. Nathan
Treasurer.....Harold Rosenzweig

Branch Offices
6 E. 45th St., New York 17, N. Y.
Phone: OXford 7-0414

V.P., Dir. Radio & TV.....Bruce M. Dodge

8701 Wilshire Blvd., Beverly Hills, Calif.
Phone: OLympia 2-3840

Manager.....Clifford Gill

Radio & TV Accounts: The Toni Co. (Charm Kurl Home Permanent, Deep Magic Facial Cleansing Lotion, Prom Home Permanent and End Curl Prom, Silver Curl, New Ventilated Spin Curlers, Toni Home Permanent and Tip Toni, Tonnette Children's Home Permanent) Chicago; Englander Co., Inc. (Mattresses), Chicago; Lanvin Parfums, Inc. (Arpege, My Sin Perfumes and associated products) New York.

NOYES & COMPANY

1800 Industrial Bank Bldg.
Providence 3, R. I.
Phone: GAspee 1-2087
AAAA—ABP—ANPA

President.....Frederick C. Noyes
Vice Pres.....Carroll H. Rickard
Dir. Radio-TV.....Henry C. Hart, Jr.
Time Buyer.....William M. Macleod

Radio Accounts: Industrial Natl. Bank (Banking), Providence, R. I.; The Narragansett Electric Co. (Public Utility), Providence, R. I.; Peoples Savings Bank (Savings), Providence, R. I.; Tilden-Thurber (Retail Silver & Jewelry), Providence, R. I.; White & Bagley Co. (Automotive & Ind. Oils), Worcester, Mass.; Rumford Chemical Works (Cleaner), Rumford, R. I.

TV Accounts: Industrial Natl. Bank (Banking), Providence, R. I.; Narragansett Electric Co. (Utilities, Appliances), Providence, R. I.; G. & C. Merriam Co. ("Merriam-Webster" Dictionaries), Springfield, Mass.

Estimated Radio-TV Billings: $100,000.

R. T. O'CONNELL COMPANY

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-5412
ABP—PPA—APA

President.....R. T. O'Connell
Exec. Vice Pres.,
Creative Dir.....Ethel Merklen

Vice President.....George Miller
Radio-TV Dept.....J. Cunningham, Anne Kelleher
Radio Accounts: Pomatex Co., Inc. (Hairdressing), New York, N. Y.; Johe Co. (Household Cleaner), Tenafly, N. J.

OGILVY, BENSON & MATHER INC.

589 Fifth Ave., N. Y. 17, N. Y.
Phone: MU 8-6100
ANA—PPA—NOAB—APA

President .....David Ogilvy
Exec. V.P.....E. Estey Stowell
Sr. V.P., Treas.....Shelby H. Page
Sr. V.P.....J. McCaffrey, J. Irish
Vice Presidents.....W. Bijur, P. Caravatt, L. Munro, J. Heekin, D. Margaretten, R. C. Smith
V.P., Dir. Radio-TV.....H. Booraem, Jr.
V.P., Dir. of Media.....Samuel L. Frey
Assoc. Dir.....P. L. Tomlin
Mgr., Comm'l Prod.....Anthony Rizzo
Mgr., Show. Prod.....Eugene Schiess
New Programs.....Edward Ingeman
Casting Dir.....Olga Fabian
TV-Radio A.E.....Richard Simon
TV-Radio Prod.....Walter Sachs, Newt Mitzman, David Evans

Radio Accounts: Lever Bros. (Dove, Good Luck) New York, N. Y.; Pepperidge Farm (Bread) Norwalk, Conn.; Schweppes Quinine Water, New York, N. Y.; Tetley Tea Co. (Tea), New York, N. Y.; Melville Shoe Corp. (Thom McAn Shoes, New York, N. Y.

Estimated Radio Billing: $2,128,500.

TV Accounts: Lever Bros. (Dove, Good Luck, Lucky Whip) New York, N. Y.; Armstrong Cork (Cushiontone) Lancaster, Pa.; Helena Rubinstein (Reduce-Aids, Nudit, Colortone Shampoo, Naildress) New York, N. Y.; Melville Shoe Corp. (Thom McAn Shoe), New York, N. Y.; Pepperidge Farm, Inc.

Estimated TV Billings: $3,481,500.

OLMSTED & FOLEY, INC.

1750 Hennepin Ave. So., Minneapolis 3, Minn.
Phone: FEderal 9-0441
AAAA—ABC—ABP—ANPA—AFA

President.....Ward H. Olmsted
Exec. V.P.....John T. Foley
Secretary.....G. C. Hellickson
Vice Pres.....Ward W. Olmstead, John K. Mortland
Radio-TV Dir.....B. G. Morison
Producers.....Ned W. Axt, Diane F. Syme
Time Buyer.....W. T. Way

Radio-TV Accounts: Clover Leaf Creamery Co.; 1st Nat'l Bank of Minneapolis; Hotel Leamington (TV only); Northland Milk Co.; The Waterbury Co. (TV only), all Minneapolis, Minn.; Marshall-Wells Co. (Paints-Appliances), Duluth, Minn.; Owatonna Canning Co. (Festal Products), Awatonna, Minn.; Waterbury Htg. Suply Co. (Furnaces), Minneapolis, Minn.; North American Life & Casualty Co. (Radio only); Sears & Roebuck & Co. (Radio only).

PHIL A. O'NEILL ADVERTISING

43 N. Franklin St., Wilkes-Barre, Pa.
Phone: VAlley 2-7191, 3-8874

President.....Phil A. O'Neill
Vice-Pres.....Thomas J. O'Neill
Secy., Treas.....Mary M. O'Neill

Accounts: Burschel Dairy Co., Scranton, Pa.; First-Second National Bank & Trust Co., Wilkes-Barre; Fisher's Hatchery, Elysburg, Pa.; Jordan the Hatter (Men's Furnishings), Wilkes-Barre; Lane's (Furs), Wilkes-Barre; McLaughlin Funeral Service, Wilkes-Barre; Radio Stations WAZL, Hazleton, Pa.; WBRE, Wilkes-Barre; WHLM, Bloomsburgh, Pa.; WHOL, Allentown, Pa.; WIDE, Biddeford-Saco, Me.; WVDA, Boston, Mass.; Station WBRE-TV, Wilkes-Barre; Vaughn's Bakery, Berwick, Pa.

W. WALLACE ORR, INC.

1518 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 6-4140

President.....W. Wallace Orr
V.P. & Asst. to Pres.....Bosh Pritchard
Sec'y & Treas.....Willard W. Hughes
Art Dir.....Wellington H. Kashner
Copy Chief.....Anne T. Beck
Space & Time Buyer.....Greta Dunsmore

Radio Accounts: Atlantic City Racing Assn., Pleasantville, N. J.; Beach Front Gardens (Motel) Atlantic City, N. J.; M. A. Bruder & Sons, Inc. (Paint Mfgr.) Philadelphia; Swanwyck Estates (Real Estate Develop.), Wilmington, Del.; Harry F. Michell Co. (Garden Supplies), Philadelphia.

TV Accounts: Atlantic City Racing Assn., Pleasantville, N. J.; Beach Front Gardens, Atlantic City, N. J.; Monte Carlo Beach Motels, Atlantic City, N. J.; M. A. Bruder & Sons, Inc. (Paint Mfgr.) Philadelphia.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,
Kansas City 1, Kans.
Phone: DR 1-7250
ABP—ANPA—APA—FAAG

President .....Merritt Owens
Art Dir., Prod. Mgr.....Tom Horan
Radio-TV Dir.....Frank Rickey
Account Executives.....Merritt Owens,

Radio-TV Accounts: Goldman Jewelry Co., Pearson-Ferguson; Vesto TV; Dumas Milner; Steeves Typewriter; Zephyr Awning Co.; Thriftway Food Stores; Home Savings Asso.; Peck's of Kansas City (TV only); Ashmore Pontiac (TV only).

PACE ADVERTISING AGENCY, INC.

19 West 44th St., N. Y. 36, N. Y.
Phone: MUrray Hill 7-4090
ABP

President .....Elias Schonberger
Exec. V.P.....Peter Frenkel
V.P. & Merch. Dir.....David E. Winnick
Sec'y & Treas.....Max Weintraub
Copy Chief.....Seymour Altman

Art Dir.....Elmer Pfeffer
Prod. Mgr.....Jack Weiner
Radio Time Buyer.....Betty Silon
Media Dir., Space Buyer.....Irving Krouse
Research Dir.....Jay Dresner
Pub. Dir.....June Aaronson
Acct. Executives.....David E. Winnick, Lawrence Nelson, Aaron W. Davis, Jay Dresner, Betty Silon, Peter Frenkel, Elias Schonberger, Morton Zimmerman

Accounts: Downs, Grace; Furniture Specialties Corp.; Klein & Teicholz; Overhead & Modernfold Door; Seminole Furniture Corp.; Warner Mfg.

PACIFIC NATIONAL ADVERTISING AGENCY

2124 4th Ave., Seattle 1, Wash.
Phone: ELiot 1401
AAAA—ANPA—APA—NBP—NOAB

Chrm. of Board.....Wm. H. Horsley
President .....Trevor Evans
V.P., Secretary.....Frank Horsley
Treasurer.....Calvin W. Franklin
Radio-TV Dir., Talent Buyer..Grant Merrill,
Media Dir., Time Buyer.Gertrude M. Nyman

1115 West Broadway, Spokane, Wash.
Phone: FAirfax 7-9585

V.P., Manager.....Martin Boss

715 Cascade Bldg., Portland, Oregon
Phone: CApitol 2-1021

V.P., Manager.....Milton A. Foland

Radio Accounts: Fisher Flouring Mills Co. (Pancake Mix, Biskit Mix, Fisher's Blend Flour, Zoom, etc.), Ivar's Acres of Clams (Seafood Restaurant), Imperial Candy Co. (Candy), Wash. State Fruit Commission, Yakima, Wash.; Federal Old Line Insurance Co. (Insurance); Lang & Co. (Gold Shield Coffee) Seattle, Wash.; Nalley's, Inc., (Praise Salad Dressing) Tacoma, Wash.; Oil Heat Institute of Washington, Seattle.

TV Accounts: Fisher Flouring Mills Company; Ivar Haglund—Acres of Clams; Imperial Candy Company; Washington State Fruit Commission; Carstens Packing Company; Montag, Inc.; Lang & Co.; Oil Heat Institute of Washington.

PARIS & PEART

370 Lexington Ave., New York 17, N. Y.
Media Dept., 295 Madison Ave.
Phone: MUrray Hill 9-2424
ABP—ANPA—APA—PPA—ABC—NOAB
NBP

Exec. V.P., Treas.....J.A.H. Rehm
Sec'y., Comptroller .....Thayer Durell
Marketing, Research Dir.....H. L. Mooney
Art Director.....F. Yelinek
Production Mgr.....R. Largo
Vice Presidents..W. F. James, G. M. Cleland
Acct. Executives.....A. A. Bindrim, W. F. Byrne, F. S. Ferry, D. C. Kreinik, W. J. DeStefan, G. R. Gibson, K. E. Lee, T. C. Flanagan, A. A. Lanton, J. E. Pendergast, R. V. Schilt, M. A. Umans
Time Buyer.....Virginia Burke
Copy Director.....Dorothy Parker
Media Dir.....W. M. Symmes
Personnel & Systems Mgr...Thelma Jeffreys
Art Director.....F. Yelinek
Marketing & Research Dir.....H. L. Mooney
Admin. Dir., Art Dept.....R. Reed
Prod. & Purchasing Dir.....R. Largo
Secretary .....Thayer Durell

Accounts: A & P, N. Y.; Colonna, J., Bros.; Excelsior Quick Frosted Meat Prod. Inc.; Joe Lowe Corp.; Kannengiesser & Co.; Sage Laboratories Inc.; Woman's Day Inc.; Breakstone Bros., Div. of Nat'l Dairy Products Corp., New York; Atlantic Telesion (WATV), Newark, N. J.; No-Cal Corp., Brooklyn, N. Y.; Vanity Fair Paper Mills, New York; La Perla Food, Re-Dan Packing Co.; Romanoff-Caviar Co., Inc.; West Chemical Prod., Inc.; Women's Day, Inc.

PARKSON ADVERTISING AGENCY, INC.

400 Park Ave., New York 22, N. Y.
Phone: PLaza 1-6400

President .....Ted Bergmann
Sec.-Treas. .....Florence Shapin
Dir. Marketing & Res.....Philip Agisim
Art & Prod. Dir.....Sydney Reich
Dir. of Copy.....Axel P. Gudmand
Radio-TV Director.....Charles M. Boland
Radio-TV Media Dir.....Herbert Gruber
TV Film Dir.....Lloyd Durant
Comm. Dir.....Irving Roes
Time Buyer.....Ruth M. Bayer

Radio-TV Accounts: Pharmaceuticals, Inc.; Ligget Drug Co.; Journal of Lifetime Living (Radio only); Sun Drug (Pittsburgh-TV only).

Estimated Radio-TV Billings: $9,750,000.

PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.
Phone: YUkon 6-7795
ANPA

President-Treasurer.....C. H. Pearson

Radio Accounts: Cooper & Cooper, Inc. (Razor Blades), Brooklyn; National Home Owners Assoc., New York, N. Y.; Dime Savings Bank, Brooklyn, N. Y.

PECK ADV. AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-0900
ANPA—NBP—APA—ABP—NOAB

Chr. Exec. Committee.....Harry Peck
Chairman of Board.....Sidney Garfield
President .....Harry Krawit
V.P., Secretary.....Sanford Hirschberg
Media Dir.....Frieda Weiss
TV, Radio Dir.....Sylvan Taplinger
Time Buyer.....Russ Alben

Radio Accounts: Howard Store Corp. (Clothes) Brooklyn, N. Y.; Van Munching & Co. (Heineken's Beer) New York, N. Y.; Bruns, Nordeman & Co. (Stocks & Bonds) New York, N. Y.

TV Accounts: U. S. Time Corp. (Timex Watches) New York, N. Y.; Sweet Orr & Co. (Workwear) New York, N. Y.; D'Orsay Sales Co. (Intoxication Perfume) New York, N. Y.

PERRIN-PAUS COMPANY

8 South Michigan Ave., Chicago 3, Ill.
Phone: RA 6-7923
ABP—ANPA—APA—NBP

President.....Earl R. Perrin
Vice-President, Sec'y.....Donald L. Paus

Branch Office
730 Fifth Ave., New York 19, N. Y.
Phone: PL 7-6120

PHILLIPS-RAMSEY CO.

304 Ivy, San Diego 1, Calif.
Phone: BElmont 4-6401
APA—NBP—TAAN

Chairman.....W. L. Phillips
President.....Charles C. Ramsey
Vice Pres.....James Holloway
Sec'y.-Treas.....Herbert Fredman
Media Director.....Mrs. Nina Dallair
Radio-TV Dir.....Mrs. Orva W. Huff

Radio-TV Accounts: Silver Gate Savings & Loan Assn., First National Bank, Alsynite Co. of America (Translucent Fiberglas Panels); Golden Tulip Foods (Manufacturers of Potato Chips); Lion Clothing Co. (Men's & Women's Wearing Apparel); Food Basket (Supermarket Chain); Walker Scott Corp. (Department Store); Hazard Concrete Product Co.; Barvend Foods (Soups); City Chevrolet Co.; Percy H. Goodwin Co.; Mexicali Brewing Co.; Milk Council; Oscar's Restaurant Chain; TV Antenna Supply Co.; Tri-W Builders; United Fund; Walker Engineering Co. (Vacuum Powered Ash Trays); Better Business Bureau (San Diego).

PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas
Phone: CApitol 3-6131
APA—NOAB—SNPA—TAAN
ABP—ANPA

Pres., Acct. Exec.....Jack N. Pitluk, Sr.
V.P., Acct. Exec.....Jack N. Pitluk, Jr.
Acct. Execs.....C. Carolus, Sam Riklin, Louis Pitluk, Norman Morris
Copy Chief.....Harvey Christiansen
Radio Director.....Margaret Morrison
TV Director.....Don Zimmer

Radio-TV Accounts: Joske's of Texas (Department Store), San Antonio, Tex.; Handy Andy Community Stores (Chain Grocery Stores), San Antonio, Tex.; Roegelein Provision Company (Bacon, Sausages), San Antonio, Tex.

PORTER & ASSOCIATES

1188 S. Muirfield Rd., Los Angeles 19, Calif.
Phone: HOllywood 5-0580

Owner, Sales Mgr.....Irwin T. Porter
Partner, Time Buyer....Gertrude T. Porter
Account Executive.....Jean Norab

Radio Accounts: Wright Carpet, Inc., Los Angeles; Resnik Bros. (Automobile Repairs) Los Angeles; Ackerman Cosmetics (Creams, Lotions, etc.) Los Angeles; Keys Meat Market (Butcher) North Hollywood; Pecks Model Agency, Hollywood, Calif.; Prekut Homes (Building Contractors) Los Angeles; Kenosha Transport Corp. (Automobile Transportation) Los Angeles; Angelus Furniture Co., Los Angeles, Calif.

POTTS-WOODBURY, INC. ADV.

2233 Grand Ave., Kansas City 8, Mo.
Phone: GR 1-5775
ANPA—NOAB—PPA—ABP

Chrm. of Board.....R. J. Potts
President.....J. B. Woodbury
Vice Pres.....E. A. Warner, C. C. Tucker, C. L. Robinson, Al Coleman, G. F. MaGill, John K. Barton, C. E. Jones, R. R. Sanford, C. Stritzinger, P. N. Horstman
Sec'y Treas.....C. C. McMillan
Radio-TV Dir.....William J. Brewer
Radio-TV Acct. Dirs.....Gene Dennis, Al Christy
Film Buyer.....Al Christy
Acct. Executives.....J. Cahill, D. Dixon, J. M. Gaughan, E. T. Marshall, G. L. Mosley, R. M. Robinson, E. C. White, Jr.

J. G. PROCTOR COMPANY, INC.

250 Park Ave., New York 17, N. Y.
Phone: YUkon 6-7725

President.....J. G. Proctor
V.P. & Acct. Exec.....Ray Hanna
Secretary.....M. S. Proctor
Art Dir. & Prod. Mgr.....M. Sholle

Accounts: Addis Co.; British Continental Sales Co.; Chauncy Woolen Mills; Fairchild Sons; Fouke Fur Co.; Frederica Furs Inc.; Hausman M. & Sons; Horne, Joseph Co.; Joske's of Texas; Levenson Co., Lexington Corp.; Norwegian Fur Breeders Assn'n; Paden City Pottery Co.; Pasquier, Michel; Peerless Film Processing Corp.; Revillon Freres; Southwest African Persian Lamb Industry Advisory Board; Steeplechase Park; Titche-Goettinger Co.; Zimmerman-Scher Co.

PRODUCT SERVICES

17 East 45th Street, New York City
Phone: MUrray Hill 7-0204

President.....Les L. Persky
Exec. V.P., Gen. Mgr...Lester J. Blumenthal
V.P., Acct. Supv.....Harold L. Tuers
Treasurer.....Robert S. Lewis
Art Director.....Allen G. Davis
TV Production Mgr.....Ralph Porter
Media Director.....Marvin Richfield
PR Director.....Ruth Davis
Copy Dir.....Diane Young
Time Buyer.....Doris Gould, B. P. Patrick
Acct. Exec.....Lester Blumenthal, N. R. Lorman, Harold Tuers, Les L. Persky

TV Accounts: Roto-Broil Corp. of America (rotisseries); Broil Quick Co. (Rottisseries); Bymart-Tintair, Inc. (Hair Colorings); Cont. Car-Nu1Ba Corp. (Floor Wax); Glamorene, Inc. (Rug Cleaner); Harrison Lab., Inc. (Nail Polish); Marlowe Chemical Co., Inc.; Technical Tape Corp.

Estimated TV Billing: $7,000,000.

CHARLES O. PUFFER ADVERTISING

430 N. Michigan, Chicago 11, Ill.
Phone: WHitehall 4-1003
ABP—APA

President.....Charles O. Puffer
Art Director.....Henry Garcia
Prod. Mgr.....Glorya Bakken
Copy Chief.....Howard Paul
Publicity Dir.....Jack Hess
Acct. Executives.....Charles O. Puffer, Lloyd Kuehn, Jack Hess

Accounts: Ceco Steel Products Corp., Jenn-Air Products Co., Inc., E. J. Lachmann Co., National Chiropractic Ass'n, Wisconsin Malting Co., Augsburger Beer, Curtis Lighting.

L. W. RAMSEY COMPANY

230 No. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-8155
ANPA—APA—NBP—NOAB

Chairman.....A. C. Naeckel
President.....Richmond M. Lloyd
Vice-President.....N. B. Langworthy
Sec., Treas.....W. J. Henderson
Art Director.....E. J. McCabe
Prodn. Mgr.....Vito M. Volino

Branch Office
111 East 3rd St., Davenport, Iowa
Phone: 6-0157

Acct. Exec. & Tech.Consul.....W. A. Giraldi

Accounts: American Machine & Metals Inc.; Daisy Mfg. Co.; Davenport Papers, Larson, J. C., Co. Inc.; McFadden 3 Sisters Springs, Radio Station KGLO, WTAD; Rolscreen Co.; Station WOC, Tri-City Bestg. Co.; Western Grocer Marshalltown, Ia.

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
Phone: JAckson 7-1179

President.....Wilbur W. Randall
Art Director.....Robert N. Berger
Radio & TV Director.....Florence F. Grady
Copy.....Jack F. Reynolds

Radio Accounts: Stackpole Moore & Tyron (Clothing), Hartford, Conn.; Hoffman Wallpaper, Sir Allo Shoe Clinic, Wachtel's Department Store, all Hartford, Conn.

TV Accounts: Hartford Gas Co., State Line Potato Chip Co., N. Wilbraham, Mass.; Crown Petroleum, Hartford, Conn.; Sir Allo Shoe Clinic, Hartford, Conn.

REACH, McCLINTON & CO., INC.

505 Park Ave., New York, N. Y.
Phone: PLaza 1-7300
69 Washington St., Newark, N. J.
Phone: MArket 3-5100
ANPA—APA—NBP—AAAA—NOAB

Chrmn. of Board.....Chas. Dallas Reach
President.....Harold L. McClinton
Secretary.....Everett W. Sahrbeck
Exec. V.P. (Newark).....D. M. Bernheim
Sr. V.P., Copy.....Curtis Berrien
Sr. V.P., Mgr. Newark.....F. R. Risley
V.P., Art.....Lockhardt L. Shultz
V.P., Radio-TV.....Werner Michel
Prodn. Mgr.....S. A. Holdampf, Jr.
Media Dir.....Mac Donald Dunbar
Radio-TV Time Buyer.....Timothy O'Leary

Branch Offices
Prudential Bldg., Chicago 1, Ill.
Phone: DElaware 7-5664

V.P., Manager.....Philip M. White
6434 Wilshire Blvd., Los Angeles 48, Calif.
Phone: WEbster 3-9167
V.P., Manager.....Harry W.Witt
750 Baker Bldg., Minneapolis 2, Min.
Phone: FRanklin 4-1234
V.P., Manager.....George O. Ludcke, Jr.

JAMES R. REESE ADVERTISING CO.

15 West 10th St., Kansas City 6, Mo.
Phone: VIctor 5269
APA—ABP—ANPA

Owner.....James R. Reese

Accounts: Becklean Co.; Berry, Carl Oil Co.; Employers Re-Insurance Co.; Great Western Paint Mfg. Corp.; Nat'l Equip. Co.; Nat'l Fidelity Life Ins. Co.; North Kansas City Development Co.; Reed Handcrafts; Seiden's Mfg. Furriers; Universal Television School.

KNOX REEVES ADVERTISING, INC.

600 First Nat'l-Soo Line Bldg.,
Minneapolis 2, Minn.
Phone: FEderal 9-0071
AAAA—ABP—ANPA—APA
NOAB—PPA—NBP

Chrmn. of Bd.....E. E. Sylvestre
President.....Wayne Hunt
Exec. V.P.....R. W. Stafford
Sec'y.....Mary Gale
Treasurer.....L. J. Beltrand
Vice-Presidents.....J. H. Sarles, R. H. Burbank, Elizabeth B. Gray, Loren P. Herder
V.P., Radio & TV Dir.....R. E. Neff
V.P., Media, Research Dir.....Dr. A. R. Root
Radio-TV Prod. Mgr.....Wm. S. Shepherd
Time Buyer.....John Hackett

Radio Accounts: General Mills, Inc., Art Instruction, Inc., Minneapolis Brewing Co.; Mars, Inc. (Canada), Chicago.

Estimated Radio Billing: $450,000.

TV Accounts: Art Instruction, Inc., General Mills, Minneapolis Brewing Co., Pacific Gamble Robinson Co., Minneapolis.

Estimated Radio-TV Billings: $4,704,000.

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-7440
ABP—ABC—ANPA—NOAB—APA—NBP
ABP—ANPA

President.....Wallace Meyer
Vice-Pres. & Treas.....C. A. Reincke
Vice-Pres. & Sec.....A. L. Reincke
Radio-TV Director.....Lew Green
Media Director.....John Priebe
Space Buyer.....J. F. Brown

Radio Accounts: Chicago Burlington & Quincy (Railroad travel), Anderson Co. (Wipers), Gary, Ind.

REINGOLD COMPANY, INC.

69 Newberry St., Boston 16, Mass.
Phone: KENmore 6-3900
ABP—ANPA—PPA—APA-NAAN

President.....Thomas J. Brown
Treasurer .....Thelma Reingold
Creative Dir.....Harry Dodsworth
Copy Chief.....Richard D. Brugman
Art Director... .....George F. Willson
Production Mgr.....Rueffe F. Barbour
Media Buyer.....Rosemary Rohmer

Radio-TV Accounts: Citrus Fruit Juices, Inc., Lynn, Mass.; Statler Tissue Corp., Somerville, Mass.; Table Talk Pastry Co., Inc., Worcester, Mass.; Shoppers Phone Guide, Boston , Mass., Nissen Baking Corp., Lynn, Mass.; Poster Grant Co., Inc. (Sunglasses Leomnister, Mass.

Estimated Radio Billings: $150,000.
Estimated TV Billing: $400,000.

REINHARDT ADVERTISING INC.

1736 Franklin St., Oakland 12, Calif.
Phone: TEmplebar 2-2408
ABP—ANPA—APA—NOAB

President .....Emil Reinhardt
Time Buyer.....A. Leo Bowman
TV & Radio Dir.....Cecil Webb, Jr.
Space Buyer.....Lora Kass
Acct. Exec.....Rodney Kling

Radio Accounts: Walter N: Boysen Company (Paints) Oakland and Los Angeles. Kilpatrick's Bakeries, Inc. (Bread), San Francisco; Cardinet Candy Co.; Central Valley Nat. Bank, all Oakland; Williams' Bakery, Eugene, Ore.

TV Accounts: Kilpatrick's Bakery (Bread), San Francisco, Calif.; Central Valley Nat. Bank, Cardinet Candy Co.

E. W. REYNOLDS LIMITED

154 University Ave., Toronto Ont., Canada
Phone: Empire 2-2381

Chairman of Bd.....Edward W. Reynolds
President.....C. Warren Reynolds
Vice Pres.....N. Stuart Walton
V.P., Radio-TV.....H. E. Karpus
Vice Pres.....H. D. R. Newby
Time Buyer.....Helen Anderson

Branch Office
1440 St. Catherines St., W., Montreal, Quebec
Phone: UN 6-1775

Manager.....R. C. Elvin

Radio & TV Accounts: General Mills (Canada) Ltd. (Baking Products & Cereals); Nestle (Canada) Ltd. (Quik, Evap. Milk, Maggi Boullion); Dairy Farmers of Canada (Dairy Products); Eversharp, Inc. (Razors and Pens); Fleers Bubble Gum; R. M. Hollingshead Co. (Auto Additives); Honey Dew Coffee Shops (Restaurants); Hunt's Bakery Ltd. (Baked Goods); Mutual of Omaha (Insurance); Converted Rice, Inc.; Hough & Kohler (Hohner Accordians & Harmonicas), all Toronto.

FLETCHER D. RICHARDS, INC.

10 Rockefeller Plaza, New York 20, N. Y.
Phone: JU 6-5400

AAAA—ANPA—APA—NBP—NOAB—ABP
Chrmn. of the Bd.....Fletcher D. Richards
Vice Chrmn. of Board....Bradley A. Walker
President.....Eugene I. Harrington
Exec. V.P.....Sherwood Dodge
Spot Time Buyer.....James M. Kelly
Vice Presidents.....Ernest A. Gray, Ellsworth D. Hill, John Hamm, Sanford Smith, Kenneth Young
V.P., Dir. Research.....John E. Shepherd
Secy., Treas.....Duane W. Beurmann
Network Time Buyer, Stat. Rel., Program Dev.....Keith Shaffer
V.P., Dir. Radio-TV.....Seymour J. Frolick
Media Dir.....Charles Dreier, Jr.

Branch Offices
221 N. La Salle St., Chicago, Ill.
Phone: FInancial 6-3585
Manager.....George T. Jahnke
500 Sherbrooke W., Montreal, Que.
Phone: AVenue 8-3191
Manager.....Thomas A. Deans
Harrington-Richards & Morgan: Division of F. D. Richards, Inc.
58 Sutter St., San Francisco 8, Calif.
Phone: EXbrook 2-6025
V.P. Manager.....Alfred E. Smith
6233 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 3-4194
V.P.....Donald E. Gehring

Radio Accounts: United States Rubber Co,. (Tire Div., Footwear Div., U. S. Royal Golf Balls, International Div., Chemical Div.) New York; MacMillan Petroleum Corp. (Royal Scot Div.) Los Angeles, Calif.; Morris Plan Co. of Calif., San Francisco; American Machine & Foundry (Bowling Equipment, Pinspotters, Roadmaster Bicycles, DeWalt Power Tools), New York; Avoset Co. (Qwip Whipped Cream) Los Angeles; Bank of California, San Francisco; Eastern Air Lines and Colonial Air Lines, Div. of EAL New York; Squirt Beverage Co., Beverly Hills, Calif.; Waterman Pen Co., Seymour, Conn.

TV Accounts: United States Rubber Co. (International Div., Tire Div., Footwear Div., Textile Div., Chemical Div., Mechanical Goods Div.) New York; American Machine & Foundry Co. Avoset Co., Eastern Air Lines & Colonial Air Lines Div. of EAL; Squirt Beverage Co., Waterman Pen Co.

M. EVANS RICHMOND ASSOCIATES

3680 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 2-6073

Pres. & Radio Time Buyer
M. Evans Richmond
Art Director.....Frank Cartwright
Production Mgr.....D. Blaine

Branch Offices
230 Boylston St., Boston 16, Mass.
Phone: CO 6-4491

Yucca Vine Bldg., Hollywood 28, Calif.
Phone: Hempstead 3517
TV, Radio Office.....Morey K. Reiss

DAN RIVKIN ADVERTISING

1418 Walnut St., Philadelphia 2, Pa.
Phone: PE 5-5766

Owner .....Dan Rivkin

Radio-TV Accounts: Spiro's Apparel, Schulte Optical Co. (Optical), Philadelphia, Pa.; New York Sample Dress Shop, Philadelphia, Pa.; Moskin Clothes, Ford Optical Co., Ismak Rug Mills, Lenny's Clothes, Westmoreland Clothes, John Kohler (Men & Boy's Clothes).

W. S. ROBERTS, INC.

1401-05 Fox Bldg., Philadelphia 31, Pa.
Phone: RIttenhouse 6-8763
ABP

President.....Wilmer S. Roberts
V.P., Radio & TV.....Franklin S. Roberts
Space Buyer.....Leon Irgang

Radio Accounts: Broad Motors (Ford Dealer); B. F. Goodrich Retail Stores (Tires, Batteries); Lerner Markets (Food Chain); all Philadelphia, Pa.; General Electric Appliances Co.; Krass Bros. (Clothing); Manuscript Records, Inc.; Stuart-Merritt (Mail Order), Philadelphia.

TV Accounts: General Electric Appliances Co.; Manuscript Records, Inc.

ROBERTS & REIMERS, INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-3175
ANPA—APA

President.....Robert Power Reimers
Vice Presidents.....Leon Kelley, M. W. Nichols
V.P., Media Dir.....John K. Lucken
Secretary.....Jac M. Wolff
Prod. Mgr.....Sidney Menchel
Art Director.....Hugh Ryan
Acct. Execs.....Leon Kelley, M. W. Nichols, John Lucken, Teresa Roberts, Sidney Menchel

MARSHALL ROBERTSON ADVERTISING AGENCY

1550 Speer Blvd., Denver 4, Colo.
Phone: KE 4-6268
APA

Chrmn. & Pres.....Marshall G. Robertson
Sec.-Treas., Partner.....Mary A. Robertson
V.P., Acct. Exec.....John Eby
Radio Manager.....Margaret Pierson
TV Manager.....Jack Helling
Art Director.....Lavern Everson
Account Executives.....R. W. McWilliams, James H. Briggs

Radio Accounts: City Elite Laundry, Denver, Colo.; Colo. Hospital Service (Insurance), Denver, Colo.; Wyo. Hospital Service (Insurance), Cheyenne, Wyo.; Cottrell's Clothing Store (Men's Clothes) Denver, Colo.; Dale Dance Studio, Denver; Elitch's Gardens (Recreation Park) Denver; First National Bank of Englewood, Englewood, Colo.; Fontius Shoe Store, Frumess Jewelry Co., Grayson's Apparel, TV Station KTVR, Lindner's Pkg. & Prov. Co. (Meat Products); Miller's Super Markets (Groceries); O'Meara Motor Co. (Automobile Sales); Pioneer Saving Stamps, Star Bakery, Walden Heating Co. (Heating Appliances); Weicker Storage Co. (Moving and Storage), all Denver, Colo.

TV Accounts: Cassidy Hicks Wallpaper Co., Clinton Aviation, Cottrell's Clothing Store, Dale Dance Studios, Elitch's Gardens (Recreation Park); First National Bank of Englewood, Frumess Jewelry Co., Grayson's Apparel, Lindner's Pkg. & Prov. Co., Miller's Super Markets, O'Meara Motor Co., Pioneer Saving Stamps, Star Bakery, Walden Heating Co., Weicker Transfer & Storage Co.

ROBINSON, JENSEN, FENWICK & HAYNES, INC.

1111 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MUtual 6293
ABP—ANPA—APA—PPA

President.....Elwood J. Robinson
Exec. Vice-President.....Melvin A. Jensen
Secretary.....Eola E. Gass
Vice Presidents.....David R. Fenwick, John Haynes
Radio, TV Dir.....Lee Laufer
Media Dir.....R. C. Neuman
Treasurer.....Robert C. Neuman

Radio-TV Accounts: Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Packard-Bell Co. (Radio and Television Receivers), Los Angeles, Calif.; California Federal Savings & Loan Assoc., Los Angeles, Calif.; Dried Fig Advisory Bd., Fresno, Calif.; The Hale Co. (Home Builders), Garden Grove, Calif.; Pioneer Savings & Loan Assn., Los Angeles, Calif.; Wilco Co. (Clearex Glass Cleaner), Los Angeles, Calif.; Tunies, Inc. (Tuna Hot Dogs), San Diego; Mission Appliances (Heaters), Hawthorne, Calif.

TV Accounts: California Federal Savings & Loan Assn., Los Angeles, Calif.; Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Los Angeles Dept. of Water & Power; Los Angeles, Calif.; Utility Appliance Corp. (Heating Equip., Coolers & Fans, Gaffers & Sattler and Occidental Gas Ranges), Los Angeles, Calif.; Wilco Co. (Foaming Clearex, Bif Insecticides); Tunies, Inc.; Mission Appliances.

ROCHE, RICKERD & CLEARY, INC.

135 South LaSalle St., Chicago 3, Ill.
Phone: RAndolph 6-9760
ABP—ANPA—APA—NBP—NOAB

Chrmn. of the Bd.....John P. Roche
President.....C. E. Rickerd
1st V.P.....James M. Cleary
Asst. to Pres.....Al Bonk
V.P. Chg. of Media.....Frank Hakewill
V.P. Chg. of Copy.....R A. L. Herweg
V.P., Art Dir.....George Lyman
V.P. Chg. of Prod.....R. H. Stracke

Vice Presidents.....Lloyd Maxwell, E. C. Olson, William H. Savin, Gerald A. Waindel, Stewart Weston, M. F. Williamson
Sec.-Treas.....C. W. Anderson
Dir. Plans & Mdsg.....W. S. Shartle
Dir. Radio-TV.....Kirby Roche
Dir. Pub. Rel.....Ben Holstrom
Dir. Research.....J. Duringer
Media Buyer.....Guy Dustman
Time Buyer.....D. Gustafson
Account Executives.....John P. Walker, (Bonk, Engelhardt, Gilmour, Herweg, Maxwell, Olson, Roche, Shartle, Waindel, Weston, Williamson)

Radio Accounts: Chicago, Milwaukee, St. Paul & Pacific RR (The Milwaukee Road); Great China Food Prod. Co.; Hardware Mutuals Insurance; Kohler Co., Natl. Toilet Co. (Complexion Aids); John Puhl Prod. Co. (Ammonis, Bleach); Schulze & Burch Biscuit Co.; Shaler Co. (Rislone); Sno Blo Corp. (Toilet Bowl Cleaner, Mop); Stewarts Private Blend Coffee Co.; Wilson & Co. (Dog Food).

TV Accounts: (Same as above).,

ROCKLIN IRVING & ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.
Phone: RAndolph 6-2324

President .....Irving Rocklin
Continuity Director.....M. Lovinger
Account Executives.....Robert Spencer, Gerald Addis, Edw. Lovinger, Jerrold Rocklin
Radio Director.....Trina Shuchat
Art Director.....Robert Rocklin
TV Director.....Ira Segall
Film Director.....Sue Wurtzburg
Production .....Helen Wurtzburg

Radio Accounts: Western Tire Auto Stores (Dept. Store); Fizz-Up (Beverage); Chicago Furniture Mart; Kay-Den Beauty Salon; Sheridan Beach Milk Farm (Health Spa), Michigan City, Ind.; Berens Mercury (Automobiles); La Scala Restaurant; Roosevelt Chair & Supply; Treasure Chest (Magic, Games, Inc.; Sunnyside Motors, all Chicago.

TV Accounts: Walton Motors, Inc. (Automobiles); Western Tire Auto Stores; Fizz-Up; Chicago Furniture Mart; Nortown Olds; Alan Radio & Appliance Stores; Mid-State Motors; Peoples Pontiac; Dy-Dee Wash; English Ford Dealers of Chicagoland; Farr Motors.

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.
Phone: DEarborn 2-0020
ABP—ANPA—APA—SNPA—NOAB

President.....P. C. Fewell
Exec. V.P., Mgr.....Ray H. Reynolds
Vice-President.....Robert L. Headen
Treasurer.....George C. Huppertz
Asst. Treasurer.....Howard N. Smith
Secretary.....Olive A. Kinloch

Branch Offices
InsurOmedic Bldg., Dallas 1, Tex.
Phone: RIverside 1-6044

Exec. V.P. & Mgr.....R. E. Brooks
903 McGee St., Kansas City 6, Mo.
Phone: VIctor 2-9400
V.P. & Mgr.....R. S. Brigham

Radio Accounts: Butterfield Canneries (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheats Cereal), Warsaw, Ind.; KMBC, Brest. Co.

TV Accounts: T. W. Burleson & Son (Honey), Waxahachie, Texas; 1st Nat'l Bank in Dallas, Dallas, Texas; Butterfield Canneries (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheats Cereal), Warsaw, Ind.; S. E. Mighton Co. (Doggie Dinner Dog Food), Bedford, Ohio.

RONALDS ADV. AGENCY, LTD.

1440 St. Catherine St. W., Montreal, Can.
Phone: University 6-9471
ABC—ANPA

Bd. Chrm., Pres.....Russell C. Ronalds
Exec. Vice-President.....F. deB. Walker
Sec'y.-Treas. .....Angus Ahern
V.P., TV, Radio Dir.....Peter Golick
Media Dir.....R. M. Gleeson

Branch Offices
108 Peter St., Toronto, Ont., Canada
Phone: EMpire 3-0237
Exec. V.P., Manager.....R. J. Avery

WILLIAM GANSON ROSE, INC.

1330 Williamson Bldg., Cleveland 14, O.
Phone: TOwer 1-6171

Pres., Treas., Radio Dir.
William Ganson Rose
Vice-Presidents...Frank Pelton, L. C. Brown
Production Mgr.....Joan Burke

Radio Accounts: Higbee Co., Mass. Mutual Life Insurance Co., Public Square Relations.

ROSE-MARTIN, INC.

21 West 46th St., New York 36, N. Y.
Phone: JUdson 2-3550
ABP—ANPA—APA

President .....Irl W. Rose, II
V.P., Gen. Mgr.....John A. Boulle
V.P., Media Director.....G. M. Rundbaken
Production Manager.....Ethel Whelan
V.P., Radio-TV Dir.....Channing Hadlock

Accounts: Bankers Trust Co., Noxon, Inc. (Metal Polish); Admiration Cigars; Wayne County Products (Apple Juice), all N. Y. C.; American Kitchen Products (Lemon Pie Filling, Jersey City.

IRVING ROSEN ADVERTISING

84-49 168th St., Jamaica, N. Y.
Phone: AXtel 7-7741

Owner, Time Buyer.....Irving Rosen

Radio Accounts: The Wenley Co., New York, N. Y.; Shopping News of the Air, New York.

ROSENGARTEN & STEINKE, INC.

483 Union Ave., Memphis 3, Tenn.
Phone: JAckson 7-4566
APA—ABP—AAAA—AFA

President .....Norton Rosengarten
Exec. Vice Pres .....Lynn Steinke
Radio-TV Dir.....Jay Scott

Accounts: Air Temperature, Inc. (Heating & Air Conditioning) Memphis, Tenn.; Black & White Stores, Memphis, Tenn.; Britling Cafeterias, Memphis, Tenn.; Burling, Nat. Packing Co. (meat packers) Memphis, Tenn.; Kraus & Co. (Cleaners) Memphis, Tenn.; Layne & Bowler, Inc. (Wells and Pumps) Memphis; Mills-Morris Co. (Distributors) Memphis; Stewarts, Inc. (Food Products), Memphis; WHBQ, WHBQ-TV, Memphis, Tenn.; Midwest Dairy Products.

ROSS ROY, INC.

2751 East Jefferson Ave., Detroit 7, Mich.
Phone: LOrain 7-3900
ABP—ANPA—PPA—NOAB—NPB

President .....Ross Roy
Exec. V.P.....Thomas G. McCormick
Sr. V.P., Acct. Supv.....Carroll F. Sullivan
V.P. & Art Dir.....John W. Hutton
V.P., Acct. Suprs.....William Gerstenberger, Wm. W. Shaul
Secretary.....Erwin H. Haass
Treasurer.....Lathrop P. Morse
Comptroller.....Harry W. Mellen
V.P., Media Dir.....Carl E. Hassel
Research Dir.....Robert E. Riordan
Production Director.....William L. Miller
Publicity Dir.....Robert V. Fancett
V.P., Dir. Prod. Analysis..Kenneth S. Loring
Personnel Dir.....George Macier
Librarian .....Florence Armstrong

Branch Offices
1680 North Vine St., Hollywood 28, Calif.
Phone: HOllywood 9-6263

Vice-Pres.....Joseph G. Mohl

Ross Roy of Canada, Ltd.
Canada Trust Bldg., Windsor, Ont.
Phone: Clearwater 6-2371

Vice Pres.....Harold J. G. Jackson

Accounts: Chrysler Corp. of Canada, Ltd.; Chrysler Corp., Parts Div.; Chrysler Div., Chrysler Corp.; DeSoto Div., Chrysler Corp.; Dodge Div., Chrysler Corp.; Honey Co.; Plymouth Div., Chrysler Corp.; California Natural Juice Co., Inc.; Michigan Tourist Council; South Wind Division, Stewart-Warner Corp.; Willard Battery Co.

RUDER & FINN, INC.

130 E. 59th St., New York 22, N. Y.
Phone: PLaza 9-1800

Chairman of Board.....William Ruder
President .....David Finn
V.P., Operations.....Paul B. Zucker
Vice Presidents.....Charles Lipton, Chester Burger, Richard Weiner
Dir., Creative Services.....Morton Yarmon
Dir., Radio-TV.....Mildred Vigderhouse

Accounts: Bettinger Corp.; Borgenicht, Jack; Inskip, J. S.; Ruder Brothers.

THE RUMRILL COMPANY, INC.

1895 Mt. Hope Ave., Rochester 20, N. Y.
Phone: BRowning 1-2150
APA—NBP—AAAA—ABP—ANPA—PPA

President.....C. L. Rumrill
Treas. .....H. R. Hanson
V.P., Gen. Mgr., M & C Div....G. M. Prince
V.P., Gen. Mgr., B, B & S Div...G. R. Darcy
Vice Presidents.....N. A. Gallegher, J. R. VanArsdale, C. N. Gleason, F. F. Harned, W. T. Jensen, B. W. Jones, J. S. Warren, Pr., D. B. Miller, J. E. Troskosky, R. H. Bush
Secretary.....G. G. Wallington
Radio-TV Director.....Richard C. Shepard
Manager, Radio-TV.....Charles Einach
Asst.....Grace M. Danelo
TV Art Director.....Sigmund Potembski

Division Offices
Baldwin, Bowers & Strachan
374 Delaware Ave., Buffalo, N. Y.
Phone: MA 6020

Moser & Cotins
10 Hopper St., Utica, N. Y.
Phone: 3-7544

Radio and TV Accounts: Otto Bernz Co. (Torches, Campstoves, Lanterns) Rochester; Brighton Place Dairy, Rochester; Community Savings Bank, Rochester; Eastman Kodak Co., Rochester; Endicott Johnson Co. (Shoes), Endicott, N. Y.; Fanny Farmer Candy Shops, Rochester; Genesee Valley Union Trust Co., Rochester; Kordite Co., Macedon, N. Y.; Stromberg Carlson Co. (Electronic equipment) Rochester, N. Y.

LOWE RUNKLE CO.

1313 Liberty Bank Bldg., Okla. City 2, Okla.
Phone: REgent 6-3521
AAAA—ABP

President .....Lowe Runkle
Vice-Presidents .....Roger Pishny, Howard Neumann, Monty Mann.
Radio, TV Director.....Mack Fuller

Radio Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Local Federal Savings and Loan; Liberty National Bank (Banking); Kerr-McGee Oil Industries, Okla. Gas & Electric Co.; Meadow Gold Dairy; Dulaney Distributing Co. (Appliance Distributors); Air Products (Distributors), Okla City.

TV Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Liberty National Bank (Banking); Southwestern Bell Telephone (Telephone Service), Oklahoma City; Oklahoma Publishing Co. (Newspapers); Consolidated Gas (Gas Utility), Oklahoma City, Okla.; Safeway Stores, Okla. City; Superior Feed Mills, Meadow Gold Dairy, Kerr-McGee Oil Industries, Oklahoma Gas & Electric Co.

LEWIS EDWIN RYAN ADVERTISING

726 Jackson Place, N. W., Washington, D. C.
Phone: REpublic 7-7606
AAAA—ABC—ABP—ANPA—APA
NBP—SNPA—NOAB

Owner.....Lewis Edwin Ryan
Gen'l Mgr.....John F. Hardie
Treasurer.....Preston B. Coiner
Sr. Acc't. Exec.....William R. Doores
Prod. Mgr.....David F. DeYoung
Acc't. Exec.....Samuel E. Hunsaker, Walter Kerwin, James Gould, Samuel Patterson
Art Directors.....James W. Steele
William R. Clifford

Dir., Radio-TV.....William J. Green
Assoc. Dir., Radio-TV.....Louise S. Coble
Creative Director.....Walter Kerwin

BEN SACKHEIM, INC.

The Plaza, 2 West 59th St., New York 19, N. Y.
Phone: PLaza 1-2200
NBP—AAAA—ABP—ANPA—APA—NOAB
President .....Ben Sackheim
Exec. Vice-Pres.....George B. Pampel
Secy., Treas .....William Pitts
Copy Chief.....Anne Green
Art Director.....Arthur Singer
Prod. Coord.....Irving Levine
Media Director.....William Galker
Acct. Executives.....Ted Breining, Bernard J. Cooper, Milton Mensch, George B. Pampel, William Pitts, Joan Schneiderman

Radio Accounts: Nationwide Insurance (Auto, Fire, Life Insurance), Columbus, Ohio; Bleachette Bluing Corp., New York; Burlington Narrow Fabrics Corp., New York.

TV Accounts: Hess, Goldsmith & Co., New York; Burlington Narrow Fabrics Corp., New York; Nationwide Insurance, Columbus, Ohio.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone: YUkon 6-7575
AAAA—ABP—ANPA—ABC
President.....Stanley J. Keyes, Jr.
Vice-Pres.-Art Director...Alfred A. Anthony
Acct. Executives...Marshall Murphy, Sydney Huntley, Roy Williams, John Lawton
Production Manager.....William Korcak
V.P., Media Dir.....James J. Freeman
V.P., Public Rel. Director....Torrey Stearns

Branch Offices
75 E. Wacker Dr., Chicago 1, Ill.
Phone: ANdover 3-5966
Manager.....Kenneth E. Shepard

Radio Accounts: Davison Chemical Co., Div. of W. R. Grace & Co., Baltimore, Md.; Fairfield Chemical Div. (Pesticide); Stauffer Chemical Co., Agricultural Chemicals Div., all N. Y. C.

TV Accounts: Davison Chemical Co., Div. of W. R. Grace & Co., Baltimore; Revere Copper & Brass, Inc., N. Y. C.

WALKER SAUSSY ADVERTISING, INC.

Penthouse, Texas Co. Bldg., New Orleans 16, La.
Phone: CAnal 9212
ANPA—ABP—ABC
President .....Walker Saussy
Vice Presidents.....Joseph Shields, Jr., D. W. Ziegelasch, Irvine J. Vidacovich
Radio Time Buyers.....Stanley Starr, Carmen Million
Acct. Executives.....Jules Robert, Wallace Dorion, Jr., P. J. Stakelum, Jr.
Secretary .....Dorothea Schlesinger
Treasurer.....Alvin C. Camus
Production Mgr.....Donald Levy
Radio-TV Dir.....John Browne

Radio Accounts: American Brewing Co., Miami, Fla.; Elmer Candy Co. (Elmer Candies); Wm. B. Reily Co., Inc. (Luzianne & R. T. Coffees); L. A. Frey & Sons, (Meat Products) Henderson Sugar Refinery, New Orleans; Hibernia Homestead (Bldg. Loan & Savings), New Orleans; J. H. Bonck Co., Inc. (Tulane Sportswear); Pan-American Import Co. (F.-I Wines); Roby of New Orleans, Inc. (Roby Sauces); Lichtenstein's Shoe Store, all New Orleans, La.; California Wine Assn. (11 Cellars Wine), San Francisco, Calif.

TV Accounts: American Brewing Co., Miami, Fla.; Elmer Candy Co.; Wm. B. Reily Co., Inc. (Luzianne R. T. Coffee), Henderson Sugar Refinery; White Bros. (Jewelry Store); General Electric Supply Co.; Roby of New Orleans, Inc.; Meal-A-Minit (Restaurants), New Orleans, La.

SAVAGE-LEWIS, INC.

1807 Lyndale Ave. So., Minneapolis 5, Minn.
Phone: FEderal 9-7286
ABP—ANPA—ABC—AFA
Ch. of Board.....Addison Lewis
President.....Erle B. Savage, Jr.
V.P., Secretary.....Wm. A. Dobson
Radio and TV Dir.....Scott Benton
Prod. Manager.....Ann Franklin
Research Mgr.....Don N. Chemberlin
Copy Director.....Judd L. Meester
Vice President.....Robert L. Sturgis
Art Director.....John K. Henry

Radio Accounts: The Farmhand Co. (Farm Machinery), Hopkins, Minn.; Twin City Chevrolet Dealers (Automobiles), Minneapolis, Minn.; B. F. Nelson Mfg. Co. (Asphalt Shingles), Minneapolis, Minn.

TV Accounts: The Dayton Co. (General Mdse., Minneapolis, Minn.; The Lavoris Co. (Mouthwash), Minneapolis, Minn.; McKesson & Robbins, Inc. (Wholesale Drug).

FRANK B. SAWDON, INC.

60 E. 56th St., New York 22, N. Y.
Phone: PLaza 1-4646
President.....Frank B. Sawdon
Vice-President, Media Dir.....Jerry Bess
Radio-TV Prod.....Tom Mannos
Radio-TV Producer.....Jack Wilcher
Chief Time Buyer.....James Hackett
Secretary .....Victor Sawdon

Branch Office
6363 Sunset Blvd., Hollywood, Calif.
Phone: HOllywood 4-3129
Office Manager.....Richard Westman

Radio-TV Accounts: Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), Comark Products (Plastics for Home), all N. Y. C.

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
Phone: Market 2-0480
ANPA—APA—NBP—SNPA
President..... Julius Scheck
V. P., Radio-TV Dir.....E. Grant Scheck
V.P. .....Murray Hirsch

Secy. & Treas.....Morris Scheck
Prod. Mgr., Art Dir.....Marcus Santiago
Copy Chief.....E. Bimberg
Space Buyer.....Frank M. Craumer
Account Executives....William H. Andrews, E. Grant Scheck, Morris Scheck, Julius Scheck.

Branch Office
601 Madison Ave., New York, N. Y.
Phone: PLaza 3-0280
Manager .....Murray Hirsch

Radio Accounts: Charms Co. (Charms Candy), Asbury Park, N. J.; Fischer Baking Co. (Baked Goods), Newark, N. J.

TV Accounts: Fischer Baking Co. (Baked Goods), Charms Candy, Asbury Park, N. J.; American-Limoges (Dinner Ware).

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.
Phone: ARmitage 6-1600
Pres., Media Dir., Space Buyer
Sydney R. Raike
Vice-Pres.....J. E. Schenker
Art Dir.....M. Rickabaugh
Radio Time Buyer & Prod. Mgr.
Space Buyer .....C. D. Domin
Account Executives .....S. R. Raike, J. E. Schenker, C. D. Domin

Accounts: Chicago Cycle Co.; Escalante, Jos. F., Co.; Howe Ice Machine Co.; Wallace, J. D. & Co.

SCHNEIDER, JOSEPH P., ADV., INC.

11 E. 44th St., New York 17, N. Y.
Phone: MUrray Hill 7-8294
President.....Joseph P. Schneider
Exec. V.P.....Alfreda Walsh
Secretary .....Philip Nemiroff
Prod. Mgr.....Mark Barry
Space Buyer.....Robert Shapiro

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone: GAspee 1-4813-4-5
ABP—ANPA—APA—NBP—NOAB
President.....Gordon Schonfarber, Jr.
V.P., Prod. Mgr.....Russell C. Edwards
Vice-Pres., Copy Chief.....John B. Swift
Secretary.....Amanda C. J. Olsson
Radio-TV Dir.....Richmond A. Patterson

Radio Accounts: Gladding's, Inc. (Radios), Old Colony Co-operative Bank (Savings & Loan), Providence; Washington Trust Co. (Commercial Bank), Westerly, R. I.; Warwick Club Ginger Ale Co. (Carbonated Beverages), West Warwick, R. I.; J. S. Inskip, Inc. (Foreign Cars), Providence; B. A. Ballou Co., Inc. (Jewelry), Providence; Providence Retail Trade Board (Chamber of Commerce); California Artificial Flower Co., Providence, R. I.; Johnson & Wales Business School, Providence; Monogram Shop (Monogramming, Gifts), Providence; R. I. Provision Co. (Meat Packer), Johnston, R. I.: William H. Harris (Furrier), Providence, R. I.

TV Accounts: Old Colony Cooperative Bank; Gladdings, Inc.; Warwick Club Ginger Ale Co., West Warwick, R. I.; Calif. Artificial Flower Co.; Johnson & Wales Business School, Providence; B. A. Ballou & Co.

ED SHAPIRO INC.

1612 Market St., Philadelphia 3, Pa.
Phone: LO 4-2877
ANPA—ABP—NBP
President .....Edward Shapiro
Secretary .....H. Hyman Shapiro
Treasurer.....Edward L. Frater
Art Director.....Jack Garry

Radio Accounts: Sealy Mattress Co., Chester, Pa.; Browning, King, Philadelphia; Mutual of Omaha (Insurance), Philadelphia.

TV Accounts: Sealy Mattress Co.; Philadelphia Model Hobbies Association.

JOHN W. SHAW ADVERTISING, INC.

51 E. Superior St., Chicago 11, Ill.
Phone: MOhawk 4-6323
ANPA
President & Treas.....John W. Shaw
Vice-Presidents.....David E. Guerrant. P. L. O. Smith, Sigmund T. Seaman, Norman, R. Anderson, William L. Ballard, Ralph Stewart.
Secretary .....Robert C. Milner
Media Dir.....Richard L. Rogers
TV-Radio Prod.....Hath Kemper
Time Buyers.....Roberta Landers, Isabel McCaulay

Radio Accounts: Colgate-Palmolive Co. (Shaving Preparations) New York, N. Y.; Dormeyer Corp. (Electric Appliances-Power Tools); Lumbermens Mutual Casualty Co. (Insurance); Quaker Oats Co. (Corn Goods, specialty products); Webcor, Inc. (Fonografs, Tape Recorders, Diskchangers) all Chicago.

TV Accounts: Colgate-Palmolive Co., Dormeyr Corp.; Quker Oats Co.; Lumbermens Mutual Casualty Co.

SILTON BROTHERS, INC.

131 Clarendon St., Boston 16, Mass.
Phone: CO 7-3730
ABP—ANPA—FAAG—NBP
President.....Myron L. Silton
Exec. V.P.....Jason N. Silton
V.P., Media Dir., Radio-TV Producer .....Earle W. Hoffman
V.P. Art.....Andre B. Paquette
Time Buyer.....Marie E. Kachinski

Radio Accounts: New England Provision Co. (Meats); Barcolene Co. (Detergents); Sears Roebuck & Co. (Boston & Suburban Retail Stores); Elm Farm Foods Co. (Retail Food Chain, all Boston, Mass.

TV Accounts: New England Provision Co.; The Barcolene Co.; Elm Farm Foods Co.; Penobscot Shoe Co.

SIMON & GWYNN

3329 Poplar Ave., Memphis 11, Tenn.
Phone: FA 7-1691

SNPA—ANPA—APA—NOAB—ABP
FAAG

Partners.....Milton Simon, H. N. Gwynn
Art Prod. Mgr.....Carlos Gordon

Radio-TV Accounts: American Snuff Co., Donald Furniture Co., The HumKo Co., Robilio & Cuneo (Ronco Foods), American Tea & Coffee Co.; WMC, WMCT, Memphis, Tenn.

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.
Phone: Woodward 3-3000

AAAA—ANPA—ABP—APA—NBP

Partners.....Leonard N. Simons, Lawrence J. Michelson
Prod. Mgr.....Arthur H. Copland
Account Exec.....Richard N. Hughes
Art Director.....Al Sielaff
Radio-TV Dir.....Richard Hughes

Radio Accounts: Cunningham's Drug Stores (Drug, etc.), Keopplinger Bakery (Baked Goods), Krun-Chee Potato Chips (Potato Chips), (Pretzels), Marshall Drug Company (Drugs), Cleveland, Ohio; Benjamin Rich (Real Estate), Sealy Mattress Co. (Mattresses), Taylor's Inc. (Dodge-Plymouth), Detroit, Mich.; Velvet Peanut Products (Peanut Butter); E & B Brewing Co. Dossins Food Products (Pepsi-Cola); Guardian Savings & Loan; Lasky Furniture; City Bank, Detroit, Mich.; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co., Detroit, Mich.; Stone's Jewelers, Detroit; Wrigley's Super Markets, Detroit; Arkay (Prepared Foods); Wrigley Markets; Gold Bell (Gift Stamps); Epps Four Great Stores (Sporting Goods).

TV Accounts: Cunningham's Drug Stores (Drugs, etc.); Dossin's Food Products (Pepsi Cola); Keopplinger Bakery (Baked Goods); Krun-Chee (Potato Chips); Sealy Mattress Co. (Mattress Mfg.); Taylor's Inc. (Automotive); Velvet Peanut Products (Peanut Butter); E & B Brewing Co.; Leo Adler Co. (DeSoto-Plymouth), Mohawk Lumber Co.; Wrigley's Super Markets; City Bank, Detroit, Mich.

W. J. SMITH CO.

Commonwealth Bldg., Louisville 2, Ky.
JUniper 4-2163

APA—SNPA—ANPA

Pres. & Treas., Prod. Mgr.....W. J. Smith
Vice-Pres. & Secy.....G. B. Smith
Media Dir. & Copy Chief.....H. D. Peltier
Radio Dir.....I. M. Diebold
Account Executives.....P. M. Shaughnessy, H. D. Peltier, W. J. Smith, Maurice H. Byrne

Radio Account: Peerless Mfg. Co.

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.
Phone: ATlantic 1-9312

ABP—ANPA—APA—FAAG

President.....Ronald P. Taylor
Bd. Chrmn., Treas.....Robert M. Jenkins
Television Dir.....Thomas J. MacWilliams
Radio Director.....Les Sterne
Acct. Executives.....Ronald P. Taylor, Robert E. Quaid, W. C. Sutherland, R. M. Jenkins, E. V. Hudson, Jules A. Petrencs, J. J. Matelan, R. K. Pearson, John Angus.
TV Prod. & Scripts.....Jack J. O'Neill, John Whited

SON DE REGGER ADV. AGENCY INC.

321 Eleventh St., Des Moines 9, Ia.
Phone: 3-3185

ANPA—APA—ABP—FAAG—NBP

President, Space Buyer, Radio Time & Acct. Exec. Treas....Les Son De Regger
Secretary.....A. H. Son De Regger
Art Dir.....D. D. Neal
Prod. Mgr.....Joseph Daniels

Radio Accounts: National Soap & Refining Co., Grocers Wholesale Co.

SOUTHERN ADVERTISING, INC.

953 Southwest 1st St., Miami, Fla.
Phone: FRanklin 9-2821

ABP—ANPA

President.....Richard D. Hager
V.P. .....Peter Finney
Treasurer .....George Cullen
Secretary .....Jerry Crocket
Copy Chief.....E. J. Rowland
Exec. Art Dir.....Charles Fletcher
Media Dir.....Joseph Lincoln
Production Mgr.....William Kaleb
Dir., Radio-TV.....William Izzard
Mgr., Radio-TV.....Gene Caron
Radio-TV Production.....Jessie Reid
Radio-TV Copy .....Mike Spano

Radio and TV Accounts: Kingston Mills, Cartersville, Ga.; National Airlines; Royal Castle Shops; Vitolyte Corp., all Miami.
Estimated Radio-TV Billing: $400,000.

C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.
Phone: PLeasant 3-4789

Pres., Treas. & Radio Time Buyer C. Jerry Spaulding
Secretary.....H. H. Hartwell
Art Director.....Harvey Ball
Prod. Mgr.....Charles Rice
Media Dir.....Theresa Degermajian
Acct. Exec.....Robert F. Hayward

Radio Accounts: Peoples Savings Bank, Mechanics Natl. Bank, Smith & Fyfe, Inc. (Ice Cream) Worcester.

RAYMOND SPECTOR COMPANY, INC.

445 Park Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4407
ABP—ANPA—APA—NBP

President, Treas.....Raymond Spector
Ch., Creative Activities.....Ned C. Smith
Client Service.....Bert Schwartz
Art Director.....Irving Trabich
Production Manager.....Bernard Ludin
Research Director.....Charles Goldberg
Radio-TV Director.....Dick Blaine

Radio-TV Account: Hazel Bishop, Inc. (Lipstick and Complexion Glow), New York, N. Y.

SPITZ ADVERTISING AGENCY, INC.

530 Oak St., Syracuse 3, N. Y.
Phone: 9-5581
ABP—ANPA—FAAG

Owner, Acct. Exec.....William Spitz
Art Director.....Frederic Berg
Copy Chief.....Madeline Clark
Production Mgr.....Diane Davis
Space & Time Buyer.....Carol Genge
Radio-TV Dir., Acct. Exec...Beverly Bianco

Radio Accounts: Elmira Card Co., Inc. (Greeting Cards), Elmira, N. Y.; Fair City Savings & Loan Ass'n, Syracuse; Gardner & North Roof & Siding Corp., Syracuse; Grange Silo Co., Inc., Red Creek, N. Y.; Henry Frank Leather Co., Syracuse; Hotel Syracuse P & C Markets, Syracuse & Auburn, N. Y.; Pilgrim Packing Co. (Meat Products), Syracuse; Syracuse Card Co. (Greeting Cards), Syracuse; Syracuse Glass Co. (Store Fronts), Syracuse; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College—Adult Division, Syracuse University.

TV Accounts: Besdin Furniture Supermarket (Furniture), Syracuse; Elmira Card Co. Inc. (Greeting Cards), Elmira, N. Y.; Gardner & North Roofing & Siding Corp.; Hotel Syracuse; Onondaga Supply Co., Inc. (Appliances), Syracuse; Penfield Manufacturing Co. (Mattresses) Syracuse; Spector-Genesee Motor Sales, Inc. (Cadillac-Olds dealer) Syracuse; Syracuse Card Co., Greeting Cards), Syracuse; Syracuse Glass Co.; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College, Adult Education Div., Syracuse University; Wilsons Leading Jewelers (Jewelers), Syracuse.

Estimated Radio-TV Billings: $125,000.

SPITZER & MILLS LIMITED

50 King Street W., Toronto 1, Can.
Phone: EMpire 6-2811
ABC

President.....G. F. Mills
Exec. Vice-Pres.....J. W. Spitzer
Gen. Mgr. & Sec.-Treas.....W. H. Reid
Radio TV Director.....T. R. Hart
Media Dir.....P. Judson

Branch Office
3405 Addington Ave., Montreal, Quebec
Phone: WA 0344
Co. Mgrs.....D. McCrimmon, J. Randle
Radio-TV Dir.....P. E. Corbeil

Radio-TV Accounts: Colgate-Palmolive Ltd. (Palmolive Soap, Halo Shampoo, Fab Detergent, Colgate Toothpaste, Palmolive Shave Preparations, Toronto, Ont.; Quaker Oats Co. (All Products) Peterboro, Ont.; Kimberly-Clark Prod. Ltd. (Kleenex & Delsey) Toronto, Ont.; Wm. E. Coutts Co., Ltd. (Hallmark Greeting Cards) Toronto, Ont.; The Tea Council (Tea) Toronto, Ont.; The Toni Co. (Home Permanents) Montreal, Que.; Paper-Mate Co. (Pens) Montreal, Que.; Bell Telephone Co. (Yellow Pages) Montreal, Que.; B. F. M. Ltd. (Colibri Lighters) Montreal, Que.; McCormicks Biscuit Co. (Biscuits) London, Ont.; Exquisite Form Brassieres (Bras & Girdles) Toronto; John Inglis Co., Ltd. (White Goods) Toronto; Lehn & Fruk, Ltd. (Lysol) Toronto; Dorothy Gray, Ltd. (Cosmetics) Toronto; Lesquendier Ltd. (Cosmetics) Toronto, Ont.

Estimated Radio-TV Billings: $1,500,000.

BARTON A. STEBBINS ADVTG.

3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Dunkirk 8-8131
ABP—ANPA—AAAA

Owner.....Barton A. Stebbins
V.P.....A. W. Gudelman, William W. Harvey
Time Buyer.....Hugh Bland
TV Prod.....Jane Catlin

Radio Accounts: Vitalfa Corp. (Brewster's Food Supplement) Roseda, Calif.; Hilly Medical Prod., Pasadena.

TV Accounts: Certified Grocers of Calif.; Signal Oil Co. (Gasoline), Los Angeles, Calif.; Hotpoint Appliance Sales Co., Los Angeles.

STEBBINS, HAL, INC., ADV.

714 W. Olympic Blvd., Los Angeles 15, Calif.
Phone: RIchmond 9-5317
ANPA—APA—AAAA—ABC—NBP

President.....Hal Stebbins
Vice Presidents..Paul Winans, Robert Laws
Sec., Treas.....Edna Page Ackerman
Art Dirs.....Jack Eipper, Jack Vibber
Prod. Mgr.....Al Schuknecht
Acct. Execs.....Richard Lewis, Jones Hawley

STERLING ADV. AGENCY, INC.

9 East 40th St., New York 16, N. Y.
Phone: ORegon 9-6767
ANPA—PPA—ABP

Chr. Bd., Pres.....S. M. Broun
Exec. V.P.....Stanley Goodman
Vice Pres.....Harold Strauss
Sec., Comptroller.....Morton S. Sirota
Media Director.....Lesley Normandin

Radio Accounts: Milium Division, Deering, Milliken & Co., (Lining Material); Fashion-o-rama Mgt. Corp. (Fashion Exposition) both New York, N. Y.

TV Accounts: Milium Division, Deering, Milliken & Co.

STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.
Phone: Dunbar 1-5600

AAAA—ABP—ANPA—APA—NBP—NOAB
Chrmn. of Board.....William Z. Burkhart
Pres., Treas.....C. Thomas Martin
Sr. V.P., Dir. Copy.....Ranald S. West
V.P., Media Dir.....R. A. McDowell
Art Dir.....Robert Helmich
Television Director.....Gary Lee
Pgm. Mgr., Radio-TV.....Robert Huber

Radio Accounts: Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Mosler Safe Company (Mosler Safes & Chests), Hamilton, Ohio; Cincinnati Gas & Electric Co. (Utility), Cincinnati, Ohio; Gibson Wine Co. (Golden Pheasant Wines), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.; United States Shoe Corp. (Red Cross Shoes), Cincinnati, O.

TV Accounts: United States Shoe Corp. (Red Cross Shoes), Cincinnati, O.; Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale). Cincinnati, Ohio; Cincinnati Gas & Electric Co. (Utilities), Cincinnati, Ohio; Central Trust Co. (Banking Institution), Cincinnati, Ohio; Mosler Safe Company (Safes & Chests), Hamilton, Ohio: Gibson Wine Company (Golden Pheasant Wines, Champagne), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.

STORM ADVERTISING CO., INC.

72 East Ave., Rochester 4, N. Y.
Phone: Baker 9140, 9149

Pres., Treas., Media Dir.....Morry Storm
V.P.-Radio & TV Dir. &
Acct. Ex. Time Buyer.....Jean Schantz
V.P., Art Dir.....Vincent Marcone
Prod. Mgr.....Barbara Belmont
Copy Chief.....Mark A. Van Liew

Radio and TV Accounts: Designs Publishing Company,N. Y. C.; Alhart's Electric Company (Appliances), Rochester; Cramer Drug Company (Drugs), Rochester; A. Lustig Inc. (Food Processor), Brockport, N. Y.; Snyder's Seat Covers, Rochester.

DANIEL F. SULLIVAN CO., INC.

216 Tremont St., Boston 16, Mass.
Phone: HAncock 6-7644
AAAA—ABP—ANPA—APA—NBP

President.....Daniel F. Sullivan
Sales Dir.....Robert N. Sullivan
Treas., Space Buyer.....William H. Sullivan
Publicity Dir.....William McMorrow

Radio Accounts: Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Drivit Auto Rental), Boston, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburgh), Pine Point, Me.; Hickox Secretarial School, Boston; Radio Station WMEX, Boston.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

477 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1600

ANPA—APA—NOAB—PPA—NBP—AAAA
Chairman.....Raymond F. Sullivan
President.....Brown Bolte
Vice-Pres.....Donald D. Stauffer
Vice-Pres.....S. Heagan Bayles
Vice-Pres., Secy.....John P. Cohane
Sr. V.P.....Clifford Spiller
Vice-Pres.....Ralph Smith
Vice-Pres. & Treas....T. Newton Weatherby
Vice-Pres.....Donald Anderson
V.-P. & Media Dir.....Francis Minehan
V.-P. & Merch. Dir.....Daniel O'Meara
Vice-Pres.....Mary A. Ayres
Vice-Pres.....Herbert A. Vitriol
Vice-Pres.....Luther H. Wood
Vice-Pres.....Maitland Jones
Vice-Pres.....John H. Hosch, Jr.
Vice-Pres.....Ida S. Raisback
Vice-Pres.....Barrett Welch
Vice-Pres.....Horace Hagedorn
Vice-Pres.....Joseph Hardie
V.P.'s.....Frank Henderson, Richard M. Kelly, Richard R. Uhl, Thomas F. Vietor, Engine F. Whelan
V.P., Research Dir.....Timothy J. Healy
V.-P. & Head Art Dir.....Robert West
V.P., Creative Dir.....0.....R. D. Wylly
Prod. Mgr.....George Andrew
Dir. Media Research.....Richard Puff
Controller.....M. Herbert King
V.-P. & Radio-TV Dir.....Philip H. Cohen
Radio-TV Bus. Mgr.....Frank Reed
V.P., Network Operations.....George Frey
V.P., TV-Radio Pgm. Dev..Robert W. Ballin

Branch Office
6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hollywood 4-2119

Vice-Pres. &
TV-Radio Dir.....John Van Nostrand
Assistant.....John G. Cole

Accounts: American Petroleum Institute (Institutional); American Tobacco Co. (Pall Mall Cigarettes, La Corona Cigars, Antonio y Cleopatra Cigars, Half and Half Smoking Tobacco); Best Foods, Inc. (H-O Oats, H-O Cream Farina, Presto Self Rising Cake Flour); Block Drug Co. (Nytol Sleeping Tablets, Green Mint Mouthwash, Pycope Tooth Brushes); Blue Coal Corp. (Blue Coal); Carter Products (Arrid Cream Deodorant, Rise Instant Lather); J. H. Filbert, Inc. (Mrs. Filbert's Margarine, Mayonnaise and Salad Dressing); Junket Brand Foods Div., Chr. Hansen's Laboratory (Junket Rennet Powder & Tablets, Quick Fudge & Frosting Mix, Danish Dessert, Freezing Mix, Sherbet Mix, Fondant Mix); Lambert-Hudnut Div., Warner-Lambert Pharmaceutical Co. (Richard Hudnut Quick Home Permanent, Pin-Quick, Children's Quick, Enriched Creme Shampoo, Creme Rinse, Rinse 'n Set); V. La Rosa & Sons (Macaroni, Spaghetti Sauces, Pizza Pie Mix, Prepared Italian Food Specialties); Lever Brothers Co. (Lifebuoy

Soap, Silver Dust Blue, Hum), Noxzema Chemical Co. (Noxzema Skin Cream, Brushless Shave Cream, Suntan Lotion); Smith Brothers (Cough Drops & Cough Syrup); The Sperry and Hutchinson Co. (S & H Cash Discount Stamps); Whitehall Prarmacal Co. (BiSo-Dol Mints, BiCoDol Powder, Infra-RUB); Duffy-Mott Co., Inc. (Mott's Apple Products).

TATHAM-LAIRD, INC.

64 East Jackson Blvd., Chicago 4, Ill.
Phone: HArrison 7-3700
AAAA—ABP—ANPA

Chairman of the Bd.....Arthur E. Tatham
President.....J. Kenneth Laird
Treasurer.....Harold C. Jensen
Asst. Treas.....Fred Winter
Secretary.....Mary Kyak
Admin. Dir.....E. F. Hascall, Jr.
Copy Chief.....John H. Jameson
Market Res. Dir.....Arthur A. Simon
Media Director.....George A. Bolas
Asst. Media Director.....W. J. McEdwards
Prog. Asst.....John R. Allen
Media Supervisors.....Jack Ragel
Roy A. Boyer, John Singleton
Broadcast Media Mgrs.....Donald Grasse,
John Deacon, Philip L. Gore
Radio, TV Dir., Comm. Prod.....Dan Ryan
Merchandising Director.....M. J. O'Connor
Production Manager.....Eldon Rohrsen
Creative Research Director..Dr. Don Kanter

Branch Offices
5 East 54th St., New York 22, N. Y.
Phone: PLaza 1-4680
Exec.-in-Charge.....John Masterson

1680 Vine, Hollywood 28, Calif.
Phone: HOllywood 1-9228
Exec.-in-Charge.....Vic Hunter

Accounts: Abbott Laboratories (Sucaryl), Chicago; Armour & Co. (Ham, Bacon, Sausage Products, Canned Meats), Chicago; General Mills, Inc., Kix, Trix, Surechamp), Minneapolis; Parker Pen Co. (Parker "51," "21," Jotter Ball Point Pens, Liquid Lead Pencils, Desk Sets, Supercrome Inks and Quink), Janesville, Wis.; C. A. Swanson & Sons (canned chicken & turkey, frozen chicken, chicken, beef and turkey pies, TV dinners, frozen fruit pies), Camden, N. J.; The Toni Co. (White Rain Lotion Shampoo, Bobbi Pin Curl Permanent, Viv-Soft Touch Lipstick), Chicago; The Wander Co. (Ovaltine), Chicago; Wiedemann, Geo., Brewing Co. (Wiedemann's Beer), Newport, Ky.; Procter & Gamble (Fluffo Shortening, American Family Products), Cincinnati, Ohio.

Estimated Radio-TV Billings: $11,700,000.

THOMAS & DOUGLAS, INC.

119 W. 57th St., New York 19, N. Y.
Phone: CIrcle 6-6543
ANPA—APA—NBP

Pres., Art Dir.....Wilbur L. Thomas
Secretary.....George F. Reid
Treas., Space Buyer.....C. Vitaliano
Account Exec.....Lawrence H. Douglas

Accounts: American District Telegraph Co. (Automatic Electrical Protection Equit.), New York Automatic Fire Alarm Co., New York; D'Bari Salon, New York; Fortune Cravats, Inc., New York; Hans Hinrichs, Inc. (Malt & Hops), New York; Rahr Malting Co., Manitowoc, Wis.; Reeve Electrical Co., New York; Smith, Kirkpatrick & Co., Inc. (Export, Import, Finance), New York; Times Facsimile Corp. (Facsimile Communications), New York; WINS, New York; Adam Young, Inc. (TV Station Reps), New York.

J. WALTER THOMPSON COMPANY

420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 6-7000
AAAA—ABP—ANPA

Chairman.....Stanley Resor
Vice Chairman.....Henry C. Flower, Jr.
Vice Chairman.....Samuel W. Meek
President.....Norman H. Strouse
Dir., Radio-TV.....Dan Seymour
V.P. & Dir. of Media.....Arthur A. Porter
Assoc. Dir., Radio-TV.....J. F. Devine
Dir. of Research.....Dr. D. R. Longman
Admn., Radio-TV.....John F. Devine
TV Group Heads.....Robert E. Buchanan,
Storrs Haynes, Woodrow Benoit
Associate Media Dirs.....James O. Luce,
Anne Wright, Richard Jones, Jack Green,
Robert Lilien, Philip Birch

Branch Offices
410 No. Mich. Ave., Chicago, Ill.
Phone: MOhawk 4-6700
Vice Pres., Mgr.....George C. Reeves
Radio-TV Mgr.....John E. Mosman
Media Dir.....John de Bevec

535 Griswold St., Detroit, Mich.
Phone: WO 2-8890
V.P., Mgr.....John L. McQuigg
Radio-TV Acct. Suprv.....Donald Thorburn
Radio-TV Rep.....Eldon Hazard

6505 Wilshire Blvd., Los Angeles, Calif.
Phone: OL 3-0300
V.P., Mgr.....Cornwell Jackson

220 Miracle Mile, Coral Gables, Fla.
Phone: MIami 83-5487
Manager.....Eugene Austin

320 California St., San Francisco, Calif.
Phone: GA 1-3510
V.P., Mgr.....Harry A. Lee
TV Group Head.....Forrester Mashbir
Time Buyer.....Frances Austin

Radio Accounts: Joseph Schlitz Brewing Co., Pharma-Craft Corp.; Mentholatum, Shell Oil Co., Chun King Sales, Inc., Scott Paper Co., Murine, Panagra, Ford Div., Ford Motor Co., Ward Baking Co.; Weco Products

TV Accounts: Ciba Pharmaceutical Prod., Inc., Pan American, Johns-Manville, Aluminum ,Ltd., Lever Bros., Standard Brands, Inc., Mentholatum, Blue Cross, Blue Shield, Scott Paper Co., Chesebrough-Pond's, Eastman Kodak, Kraft Foods, Div. Natl. Dairy Products; Ford Div., Ford Motor Co., Brillo, Seven-Up, Joseph Schlitz Brewing Co., Atlantis Sales, Boyle-Midway, Inc., Sylvania Electric Products, Church & Dwight.

TRACY, KENT & CO., INC.

515 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-4404
ABP—ANPA—APA—NBP

Chairman of Board.....Wm. Irwin Tracy
Pres.....Frank S. Kent
Vice-Pres. & Art Dir.....Hugh F. Donnell
Vice-Pres.....F. Haas, F. Nye
Radio-TV Dir.....Robert Arzberger

Radio Accounts: J. W. Beardsley's Sons, (Food Products), Newark, N. J.; Cadie Chemical Products, Inc. (Polishing cloths), New York, N. Y.; Charles & Co., Inc. (Bon Voyage Shop), New York, N. Y.; Dellwood Dairy Co., Inc. (Milk & Dairy Products), Yonkers, N. Y.; Filler Products, Inc. (Snack Foods), Atlanta, Ga.; Adolph Goldmark & Sons, Corp. (Imported Foods), New York, N. Y.; Gristede Bros., Inc. (Grocers), New York, N. Y.; Moore & Co. Soups, Inc. (Bon Vivant Soups), Newark, N. J.; Hafnia Ham Co., Inc., New York.

TV Accounts: Cadie Chemical Products, Inc. (Polishing Cloths), New York, N. Y.; Filler Products, Inc. (Snack Foods), Atlanta, Ga.; Gristede Bros., Inc. (Grocers), New York, N. Y.; Charles & Co., New York; Hafnia Ham Co., Inc., New York; Terry Candy Co., Elizabeth, N. J.

TRACY-LOCKE CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas
Phone: RI 8-4741
AAAA—ABP—ANPA—NOAB—SNPA
NBP—ABC

President .....Morris Hite
Exec. Vice-Pres.....Clay W. Stephenson, Jr.
Media Dir.....Ernestine Parker
Radio, TV Director....Lawrence E. DuPont

Branch Office
2332 W. Holcombe, Houston 25, Texas
Phone: MO 7-3306
1501 Canal St., New Orleans 16, La.
Canal 9278

Radio Accounts: Borden Co. (Southern District); Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; Burrus Mill & Elevator Co. (flour), Dallas; Adleta Company, Dallas; Jones-Blair, Dallas; Frito Co., Dallas, Texas; American Brewing Co. (Beer), New Orleans, La.; Radio Stations, WWL, New Orleans, La. and KRLD, Dallas, Tex.

TV Accounts: Borden Co. (Southern District); Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; Kings Candy Co., Ft. Worth; Haggar Co. (men's slacks), Dallas; Adelta Company, Dallas; American Brewing Co.; Frito Co.

JAY VICTOR & ASSOC., INC.

1225 Raymond Blvd., Newark, N. J.
Phone: MArket 3-8487
ABP

Pres., Treasurer.....Jay Victor
V.P., Secretary.....Beatrice Victor

WILLIAM VON ZEHLE & CO., INC.

441 Lexington Ave., New York 17, N. Y.
Phone: MU 2-9010

Pres., Radio-TV Dir.....Wm. von Zehle
Copy Chief.....Otto Riess

Accounts: Bernheimer, D. F., & Co.; Colonial Boat Works; Dyson Shipping, N. Y.; Emery, John S. Co.; Fishetti Bros.; General Register Corp.; Haeuser Shellac Co. Inc.; Jadow, B. Inc.; K & W Products Corp.; Meyer, N. S.; Mohegan Int'l.; Pan-Atlantic Steamship Line; Rose Ribbon & Carbon Mfg. Co. Inc.; Solon Palmer; Standard Radio, Chicago & Hollywood; Winsor & Newton; Winston, Harry Inc.

WABE, INCORPORATED

730 Fifth Ave., New York 19, N. Y.
Phone: COlumbus 5-3530

President .....Charles Bernard
Asst. to Pres.....Rita Hughes
Art Dir.....Leonard Kessler

GEOFFREY WADE ADVERTISING

20 N. Wacker Drive, Chicago 6, Ill.
Phone: STate 2-7369
ABC—ANPA

Exec. Dir.....Albert G. Wade, II
General Manager.....Paul McCluer
Senior Acct. Exec.....Robert E. Dwyer
Acct. Exec.....Lawrence W. Davidson
Research Dir.....Gordon Norberg
Art Director.....J. B. Hoopes
Media Dir.....David S. Williams
Marketing Director.....Louis J. Nelson
Dir. of Network TV Pgms.....Jack Farnell
Dir. of TV Film Dept.....Booth Luck

Branch Offices
6 East 45th St., New York, N. Y.
Phone: OXford 7-9261

Mgr.....Henry J. Opperman

Wade Advertising Agency, Inc.
6381 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-7457

Exec. Vice Pres., Mgr...Forrest F. Owen, Jr.
20 N. Wacker Dr., Chicago 6, Ill.
Exec. V.P.....Hal H. Thurber

Radio Accounts: Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine, Tabcin), Elkhart, Ind.; Miles California Co., (Bactine) Los Angeles, Calif.; Aireloom Bedding (Mattresses & Springs), Alhambra, Calif.; Durham Chemical Co., Los Angeles; See's Candy Shops, Los Angeles & San Francisco; Joe Maggio; Greene & Henkle; National Van Lines; Paper Products Co.

TV Accounts: Miles Laboratories, Inc. (Alka-Seltzer, Nervine, Tabcin, One-A-Day Brand) Vitamins, Elkhart, Ind.; Alberto-Culver Co. of Hollywood (Alberto VO-5), Chicago; Miles California Co., (Bactine) Los Angeles, Calif.; Joe Maggio, Inc., Holtville, Calif.; See's Candy Shops, Los Angeles & San Francisco, National Van Lines, Los Angeles; Paper Prod. Co. (Napkins, etc.), Los Angeles.

HUGO WAGENSEIL & ASSOC. CO.

Talbott Bldg., Dayton 2, Ohio
Phone: HEmlock 5542
AAAA—ABP—APA—NBP—ANPA
CAAN

President .....Hugo Wagenseil
Vice President.....Paul B. Willis
Vice President.....W. H. Ford
Radio Director.....F. R. Harwood
V.P., Creative Dir.....Harley C. Case

W. S. WALKER ADVERTISING CO.

Oliver Bldg., Mellon Sq., Pittsburgh 22, Pa.
Phone: GRant 1-1900
ABP—ANPA

President.....C. P. Richardson
Exec. V.P.....F. L. Newmeyer, Jr.
Vice President.....G. Norman Burk
Sec'y.-Treas.....George Luchik
Radio-TV Dir.....Robert B. Stevens

Radio Accounts: Aunt Hannah's Bakery (Food Products) Pittsburgh, Pa.; Sterling Oil Div. of Quaker State Oil Refining Corp. (Gas & Oil) Emlenton, Pa. & St. Marys, W. Va.; Disco Div. of Pittsburgh Consolidation Coal Co., Pittsburgh, Pa.; I. N. Hagan Co. (Milk and Ice Cream) Uniontown, Pa.; Pittsburgh Coke & Chemical (Insecticides) Pittsburgh, Pa.; Allegheny Ludlum Steel Corp. (Stainless & Special Alloys, Steels) Pittsburgh, Pa.; Blackstone Corp. (Laundry Equipment) Jamestown, N. Y.; Niagara Therapy Mfg. Corp. (Massage Equipment) Adamsville, Pa.

TV Accounts: Aunt Hannah's Bakery, Sterling Oil Div. of Quaker State Oil Refining Corp., Blackstone Corp., Niagara Therapy Mfg. Corp., I. N. Hagan Co., Pittsburgh Coke & Chemical, Allegheny Ludlum Steel Corp., Disco Div. of Pittsburgh Consolidation Coal Co.

WILLIAM WARREN, JACKSON & DELANEY

45 W. 45th St., New York 36, N. Y.
Phone: JUdson 6-0350
ABP—APA—ANPA

Partners.....Harry Solow, Jr., William W. Solow, S. P. Jackson
Radio Dir.....Harry Solow, Jr.
TV Director.....S. P. Jackson
Pub. Rela. Dir.....Joseph Mann
Account Executives.....S. P. Jackson, J. C. Silverman, Jack Wilson, Jack Halloran, Ed O'Brien, Harry Alleva

Radio Accounts: Sachs Quality Stores (Dept. Store); Federal Life & Casualty Co. (Insurance); Roberts Technical & Trade School; Alexander's Dept. Stores; Monarch Buick Co., Inc.; Ritz Thrift Shop; Bookfind Club; Dale Dance Studios; Relaxacizor Sales Co.; Mason &Hamlin Piano Co.; Schane Pontiac Corp., Sonotone of New York; Radio-TV Training Assn.; Nat'l Home Study School; Zenith Radio Corp., Tri-State Buick Dealers Assn., all New York, N. Y.

TV Accounts: Vim Stores; Ritz Thrift Shop; Warren Connolly (Dist. Norge, Motorola, Vornado); Sofia Brothers Inc.; Relaxacizor; Fruit of the Loom; Stevens & Thompson Paper Co.; Wing & Fin Pet Center; Dale Dance Studios; Davega Stores; Monarch Buick Co.; Zenith Radio Corp. of N. Y.; Schane Pontiac Corp., all New York, N. Y.

WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 4-5800
AAAA—ABC—ABP—ANPA—APA
NOAB—AFA—NBP

President.....H. Paul Warwick
Vice-Presidents .....Henry Legler, S. O. Youngheart, Arthur Deerson, Thomas H. Shanley, C. E. Standinger, Eleanor Dean, R. A. MacDonnell, L. H. Russell, John Toland, Wm. Zerweck, J. F. Welsh, F. L. Baldwin, Jack Kaduson
V.P., Media.....H. H. Dobberteen
Exec. Asst. to Pres.....J. P. Warwick
Copy Chief.....Robert L. Edens
Radio & TV Director...William P. Warwick
Asst. Radio-TV Dir.....Eric Jensen
Exec. Producer.....Andrew Christian

Branch Office
83-50 Wilshire Blvd., Beverly Hills, Calif.
Phone: OLive 3-0240

Mgr.....Willson M. Tuttle

Radio Accounts: Jacob Ruppert (Knickerbocker Beer) New York, N. Y.; Ex-Lax, Inc. (Chocolated Laxative), Brooklyn, N. Y.

TV Accounts: Ex-Lax, Inc. (Laxative), Brooklyn, N. Y.; Jacob Ruppert (Knickerbocker Beer), New York, N. Y.; Revlon, Inc.

WASSER, KAY & PHILLIPS, INC.

1231 Banksville Rd., Pittsburgh 16, Pa.
Phone: LOcust 3-1570
AFA

President.....G. S. Wasser
Exec. Vice Pres.....L. Cook Thompson
Media Director.....Harry Anderson
Film Mgr.....William R. Esch
Radio, Television Director.....Alvin Roth
Copy Chief.....Sally Kohl

Radio & TV Accounts: Country Belle Coop. (Farmers Dairy Products), Krogers (Food Markets), Coca Cola Bottling Co. of Pittsburgh, Pittsburgh, Pa.; Rosenbaums Dept. Store, Pittsburgh, Pa.; Distributors, Inc., Pittsburgh; Hafner Coffee Co., Pittsburgh; United Dairy Co., Barnesville, Ohio.

NORMAN D. WATERS & ASSOCIATES, INC.

6 East 39th St., N. Y. 16, N. Y.
Phone: MUrray Hill 5-8950
ANPA—NBP

President.....Norman D. Waters
Vice Presidents....Bliss Woodward, Marvin Sherres

Secretary.....Elaine L. Waters
Production Mgr.....Jack E. Louden
Office Manager.....Mimi Luden
Dir. of Services.....Sydney L. Baron
Mechanical Art.....Harry Kazan
Account Execs.....Norman Waters, Bliss Woodward, Leonard Koven, Marvin Sherres, Roy Friedlander
Paris, France, 1 Ave. Franco-Russe
Manager .....Faith Shipway

WATTS, PAYNE—ADV., INC.

900 S. Main St., Tulsa 3, Okla.
Phone: DIamond 3-8108

AAAA—ABP—ANPA—AFA

Chairman of the Board.....Don Watts
Pres., Treas.....Oscar E. Payne
Vice Presidents.....Leslie S. Hauger, Don Dyer, Jack Buchman
Secy., Radio-TV Dir.....Don S. Mitchell
Prod. Coordinator.....Larry Bettis
Radio-TV Traffic.....Betty Schellhaas

Radio Accounts: Oklahoma Tire & Supply Co., Mid-West Chevrolet, 7-Up Distributors, Mason's Furniture & Appliances, Pepsi Cola Distributors, United Federal Savings & Loans, Bell Oil & Gas, Commonwealth Life Ins., Downtown Tulsa, Unlimited, Brown-Dunkin Dept. Store, Tulsa, Okla.; Bryan & Sons, Burts, Chili Bowl Seasoning, Jitney Jungle, Mathias, Dumas Milner Pontiac, Claude Riggs.

Estimated Radio Billing: $265,000.

TV Accounts: Oklahoma Tire & Supply, Mid-West Chevrolet, Mason's Furniture & Appliance, Jitney Jungle, (Grocery Chain); Brown-Dunkin; Downtown Tulsa Unlimited; Dumas Milner Pontiac, Pepsi-Cola Bottling Co., Quality Furniture, Claude Riggs, Watt Plumbing & Electric, all Tulsa, Okla.

Estimated TV Billing: $100,000.

WEBB ASSOCIATES, INC.

330 Fifth Ave., New York, N. Y.
Phone: LO 5-6462

President .....M. A. Weiss
Sec'y., Treas.....Andrew Weiss
Art Director.....Norbert Haber
Production Mgr.....Fred Lida
Media Director.....Audrey Bernfeld
TV Director.....Bernard Schiff
Acct. Execs.....M. A. Weiss, Andrew Weiss, L. Sturms

TV Accounts: Remco, Inc. (Toys), Newark, N. J.; American Character Dolls; Glenoit Mills; Donnybrook (Coats), all N. Y. C.

EDWARD H. WEISS & CO.

360 N. Michigan Ave., Chicago, Ill.
Phone: CEntral 6-7252

President .....Edward H. Weiss
Exec. Vice Pres.....Irving D. Auspitz
V.P., Dir. of Media.....Jack Bard
V.P., Copy Dir.....Byron A. Bonnheim
V.P., Acct. Supvr.....Bernard J. Gross
Dir. Motivation Research .....Mary Jane Grunsfeld
V.P., Acct. Supvr.....Robert Harris
V.P., Acct. Supvr.....Jerome Joss
V.P., Creative Dir.....N. Lee King
V.P., Sec'y., Radio-TV Dir., Acct. Supvr. .....Marvin L. Mann
V.P., Acct. Supvr.....Kenneth Murison
Treas., Business Mgr.....Ernest Stern

Branch Office
460 Park Ave., New York 22, N. Y.
Phone: PLaza 8-0992

Mgr. .....Edward Kogan

Accounts: American National Bank & Trust Co., Amity Leather Products Co., Rolfs Div. (Personal leather goods); James B. Beam Distilling Co. (Jim Beam Bourbon, Beam Bottled in Bond Bourbon, Beam's Pin Bottle Bourbon); Clear Springs Distilling Co. (Baranof Vodka, Bhukov Vodka, Chateaux Vodka, Chateaux Flavored Vodkas, Dark Eyes Vodka, Ph. Boilieux Brandy); John B. Canepa Co.. (Red Cross Macaroni, Spaghetti, Elbow Macaroni, Mostaccioli, Rigatoni and Shells); Carr, Adams & Collier (Bilt-Well Kitchen and Storage Cabinets, Bilt-Well Windows); College Inn Food Products Corp., Cromwell Paper Co., Helene Curtis Industries; Lentheric, Inc.; Jose Escalante & Co.; General American Transportation Corp.; H. W. Gossard Co.; Inland Steel Co.; Mogen David Wine Corp.; Perk Dog Food Co.; Purex Corp.; Sealy, Inc.; Sealy Mattress Co. of Chicago; Visking Co.

WEISS & GELLER

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-4070

ANPA

President.....Max A. Geller
Exec. V.P.....Max Tendrich
Sr. V.P.....Lawrence Wisser
Time Buyer.....Jack Geller

Radio Accounts: Nedicks Bottling Corp.; Nedicks Stores, Inc.; Trunz, Inc. (Meat Stores); Yoo-Hoo Beverage Co., Garfield, N. J.; C & C Corporation (Batter Up Pancake Batter), Englewood, N. J.

TV Accounts: Proctor Electric Co., Philadelphia, Pa.; Waltham Watch Co.; C & C Corp.

E. TAYLOR WERTHEIM

347 Madison Avenue, New York 17, N. Y.
Phone: MUrray Hill 4-7545

Owner, Media Dir.....E. Taylor Wertheim
Copy Chief, Space Buyer.....Ray Buras

THE WESLEY ASSOCIATES, INC.

247 Park Ave., New York 17, N. Y.
Phone: ELdorado 5-2680

ABP—ANPA—NBP—NOAB

President.....Leland G. Wesley
Exec. V.P.....Lindsay Fairweather

Chm. Plans Bd.....Atherton Pettingell
Vice President.....LeGrand L. Redfield
Art Director.....C. A. Rathkopf
Fashion Art Dir.....G. Heller
Prod. Mgrs...Herman Hecker, Ed Fitzgerald
Media Dir.....Jos D. Knap Jr.

WEXTON COMPANY, INC.

11 East 47th St., New York, N. Y.
Phone: MU 8-4050
ABP—ANPA

President .....Larry Schwartz
Vice Presidents.....Ed Greenberg, George Gilbert, Adrian Price, Jack Spiro
Secy.-Treas. .....Howard Wechsler
Radio-TV Dir.....John Eckstein

Radio Accounts: W. Gobel (Hummel Figurines), Bavaria; Legend Recordings, N.Y.C., Voss Cookware, Asian Cameras.

TV Accounts: Metal Foil Products Mfg. Co. (Broil-A-Foil Trays), Linden, N. J.

Estimated TV Billings: $200,000.

WHERRY, BAKER & TILDEN, INC.

919 North Michigan, Chicago 11, Ill.
Phone: DElaware 7-8000
AAAA—APA—ABP—ANPA—NBP

President .....Larry Wherry
Vice Presidents.....Bruce A. Baker, Louis E. Tilden, Clifford Bolgard, Charles A. Wilcox
Dir. of Radio & TV.....Louis E. Tilden
Media Dir.....Gordon Hendry
Vice Pres., Creative Dir.....James D. Nevins

Accounts: American Aberdeen-Angus ssn., Chicago, Ill.; Kartridg-Pak Machine Co., Chicago, Ill.; Mayer, Oscar & Co., Madison, Wis.; Quaker Oats Co., Chicago, Ill.

WINIUS-BRANDON COMPANY

1706 Olive St., St. Louis 3, Mo.
Phone: CHestnut 1-6380
AAA—ABP—ANPA—APA—NBP—CAAN

President.....Enno D. Winius
Sr. Vice-Pres.....C. A. Brandon
Vice-President, Treas.....W. L. Sanborn
Media Dir.....George R. Bishop
V.P.....V. L. Morelock
Radio-TV Dir.....Herbert P. Helpern
Vice Pres., Acct. Exec.....Walter Winius
Vice Pres.....William H. Austin

Radio Accounts: Am. Investment Co.; Authorized Brake Co.; Carling Black Label Beer; St. Louis Chevrolet Dealer Assoc.; Kerr-McGee Oil Ind., Inc.; Stix-Baer-Fuller.

TV Accounts: Am. Investment Co.; Boatmen's Nat. Bank; Carling Black Label Beer; St. Louis Chevrolet Dealer Assoc.; Ettman Specialty Co.; Hip-O-Lite Co.; Kerr-McGee Oil Ind., Inc., Stix-Baer-Fuller.

VAN LEAR WOODWARD ASSOC. INC.

50 West State St., Westport, Conn.
Phone: CApital 7-9554
ABC—ABP

Ch. of Bd., Treas.....Mark B. Byron
Pres., Media Dir.....Van Lear Woodward
Vice Pres.....Thomas F. Cosgrove
Secretary .....Leo Nevas
V.P., Exec. Art Dir.....Fritz Kruse
V.P., Research Dir.....John Kemble
V.P., Prod. Mgr.....W. C. Olmsted
Art Dir.....Gerald Clarkson
Copy Chief.....Benjamin West
Vice Pres.....E. R. Wade

Radio Accounts: Libner Grain Co.; Atlantic Coast Fisheries.

WYATT ADVERTISING AGENCY

427 9th St., San Antonio 2, Texas
Phone: CA 6-2226
SNPA

Owner.....William I. Wyatt
Art Dir.....William J. Lytle
Prod. Mgr.....Robert Johnson
Copy Chief, Radio Dir.....A. J. Lewis
Acct. Execs.....Tim Collins, Tom Holbrook

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 9-5000
AAAA

President.....Sigurd S. Larmon
Exec. V.P., Co-Chmn. Plans Brd.....Louis N. Brockway
V.P., Co-Chmn. Plans Brd., A. V. B. Geoghegan
V.P., Art Director....Frederick S. Sergenian
Senior Vice President.....Frank Fagan
Sr. V.P., Contact Dept.....Harry Harding
Sr. V.P., New Business..William H. Howard
V.P., Dir. Radio-TV....Robert P. Mountain
V.P., Mgr., Radio-TV Pub.....Harry Rauch
Sr. V.P. Copy Dept.....George H. Gribbin
V.P., Dir. Int'l Div.....Harry H. Enders
V.P., Gen. Counsel.....David Miller
V.P., Merchandising Dir.....Eldon E. Smith
Mgr., Mdsg. Dept.....Earl Angstadt
V.P., Dir. Research.....Dr. Peter Langhoff
Mgr. of Radio-TV Oper.....D. Y. Bradshaw
Controller.....M. Wray Witten
V.P. Art Dept.....Walter P. Glenn
V.P., Dir. Radio-TV Commercials .....Charles Feldman
V.P., Asst. to Pres.....Thomas Lapham
Vice-Presidents .....Milford Baker, Harry B. Carpenter, George B. Dippy, J. Brooks Emory, Jr., Alexander Kroll, A. Gardiner Layng, Walter K. Nield, Walter B. C. Washburn, Edward Bond, Robert Clayton, Montagu G. Miller, Bernard Pagenstecher, Paul Richardson, Louis P. Weil, J. P. Wilkerson, Thomas W. Clark, H. Kierstead, Randolph McKelvey, William D. Thompson, Thomas Cox, Douglas Murphey, Edgar Van Winkle.

Branch Offices
333 No. Michigan Ave., Chicago 1, Ill.
Phone: FInancial 6-0750
Manager.....Robert H. Brinkerhoff

645 Griswold St., Detroit 26, Mich.
Phone: WOodward 1-0067
V.P., Mgr.....Aldis P. Butler
6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-2731
V.P. Radio-TV Dir.....Walter Bunker
120 Montgomery St., San Francisco 4, Calif.
Phone: EXbrook 7-1838
V.P., Mgr.....George B. Richardson
611 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MAdison 6-7641
V.P., Mgr.....Jack W. Smock

Radio Accounts: Thomas J. Lipton, Inc.; Piel Bros., Inc.; General Foods Corp.; General Electric Co.; Gulf Oil Corp.; Procter & Gamble Co.; American Home Products, Inc.; Metropolitan Life Insurance Co., Bristol-Myers Co.; Calso Water Co.; Union Oil Co.; Simoniz Co.; Borden Co.; Drackett Co.; General Cigar Co., Inc.; Hunt Foods, Inc.; Singer Sewing Machine Co.; Time Inc.; American Bakeries Co.; Johnson & Johnson; Simmons Co.; Goodyear Tire & Rubber; Manufacturers Trust Co.; Intl. Harvester Co.; Gen. Electric Appliances Co. of Mich.; Kaiser Aluminum & Chemical Corp.; United Vintners, Inc., Chrysler Division.

TV Accounts: Thomas J. Lipton, Inc.; Piel Bros., Inc.; Procter & Gamble Co.; General Electric Co.; General Cigar Co., Inc.; Singer Sewing Machine Co.; Borden Co.; General Foods Corp.; Simmons Co.; Johnson & Johnson; Goodyear Tire & Rubber Co., Inc.; Bristol-Myers Co.; American Home Products, Inc.; Drackett Co.; Sperry-Rand, Inc.; American Bakeries; Time, Inc.; Northern Paper Mills; Kaiser Aluminum Co.; Metropolitan Life; W. P. Fuller Co.; United Vintners; Union Oil Co.; Simoniz Co.; Intl. Harvester Co.; Simoniz Co.; Manufacturers Trust Co.; Royal McBee Corp.; Chrysler Division.

YOUNT COMPANY

12 East 10th Street, Erie, Pa.
Phone: 2-2816
Owner.....M. A. Yount
Acct. Executive.....M. John Yount
Production Mgr.....Richard A. Lewandoski
Secretary .....Luella Drenning
Art Director.....Richard Bitting
Artist .....Lee Tillman

Radio Accounts: The Erie Brewing Co., Erie, Pa.; Marine Nat. Bank; Auto Seat Covers Co.

TV Accounts: The Erie Brewing Co., Erie, Pa.; Harris Inc. (New and Used Automobiles), Erie, Pa.; Marine Nat. Bank; Auto Seat Cover Co.

PETER ZANPHIR ADVERTISING

565 5th Ave., New York 17, N. Y.
Phone: OX 7-6996
ABP
Owner .....Peter Zanphir

Radio and TV Accounts: The Katz Agency.

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To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press

50 Rockefeller Plaza

New York 20, N. Y.

RADIO

TIME BUYERS WHO'S WHO

BIOGRAPHICAL SKETCHES OF SOME OF THE TOP LEVEL TIME BUYERS IN LEADING ADVERTISING AGENCIES

ANNUAL

1958

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HARABADIAN, LARRY N., Campbell-Ewald Company; accounts — Chevrolet Motor Division, General Motors Corporation; The Kroger Company; Detroit Edison Co.; etc. B.S. 1952 University of Detroit — College of Commerce and Finance. Joined Campbell-Ewald upon graduation from University in 1952; started in the office service department; after two months, assigned to United Motors Service account.



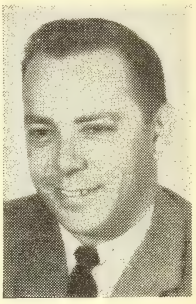
JACKMAN, NORMAN G., Campbell-Ewald Company; accounts — United Motors Service, General Motors Corporation, Detroit Edison Company, National Bank of Detroit; Jackman was born in 1956 in Detroit, Michigan. He attended Wayne University; and M. Helen Van Den-Brouck during 1948. He has four children — Marilyn, Michael, Timothy, and Elizabeth. Jackman entered the agency field in 1947.



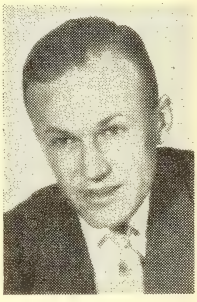
MORTON, ROBERT S., Cunningham & Walsh; accounts — Sunshine Biscuits, Narragansett Brewing, Smith-Corona; B. 1925, Philadelphia, Pa.; B.S. from Wharton School, University of Pennsylvania. Started his broadcasting career in 1950 with television operations, WCAU, Philadelphia. Entered agency field at Benton & Bowles in 1955, becoming time and space buyer there, later joined C & W.



PALMER, ROBERT J., Cunningham & Walsh Inc.; accounts—American Cyanamid Co., George W. Helme Co.; B. 1930, Forest Hills, N. Y.; Fordham U.; entered Agency Field, 1953, as TV producer for Albright Assoc.; Joined Kenyon & Eckhardt 1954; 1955 to Conklin Mann Co. as space buyer-time buyer; merged with C&W 1956. Lives in Queens Village, Long Island. His hobbies are golf, tennis, bowling.



KENNEDY, LOUIS J., Kenyon & Eckhardt, Inc.; accounts—Mercury Division of Ford Motor Co., Brylcreem, Eno, Ford Institutional advertising. Kennedy was born in 1925 at Hatboro, Pa. He attended the Wharton School at the University of Pa., Price School of Advertising at Philadelphia, Pa. He started his career in agency work during 1950 in Philadelphia. In January of 1953, Kennedy joined K. & E.



KOBZA, EDWARD A., Kenyon & Eckhardt, Inc.; accounts — RCA Radio-"Victrola" and Television Set Divisions; Whirlpool Corp.; Quaker State Oil and A.S.R. Products; B. 1927, Long Island, N. Y.; B.S. New York University; married, one child — William; entered agency field 1953, media dept., Kenyon & Eckhardt; 1956, Dancer-Fitzgerald-Sample; 1956, Kenyon & Eckhardt as assistant time buyer.



WALSH, J. DOLAN, D'Arcy Advertising Company, St. Louis office; accounts — Anheuser Busch, Inc., Budweiser; The Reardon Co., Bondex-Diamex; Krey Packing Co.; International Shoe Co., Freedman Shelby Division; native St. Louisan; attended St. Louis University; married with one daughter. Entered agency field in January of 1951 in the Outdoor Department. In 1954 joined Radio-TV Department.



RENFRO, HARRY K., Director Radio-Television D'Arcy Advertising Company in St. Louis—Accounts—Budweiser, Banquet Canning Co., Brooks Foods, Inc., International Shoe Co., Krey Packing Co., Laclede Gas Co., Lincoln Engineering Co., McQuay Norris Mfg. Co., Missouri Pacific R. R. Co., The Reardon Co. Born 1915 St. Louis, Missouri; children — one daughter, Patti K. Entered agency business in 1953.



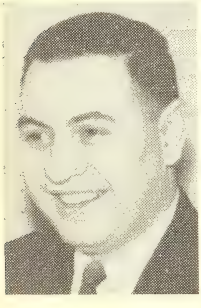
OCHS, MALCOLM B., Grey Advertising Agency; accounts — National Broadcasting Company, RCA Victor Records, Mennen, Easy Glamur, Bernard Ullman, B. Blumenthal, Necchi-Elna. Ochs was born in New York in 1933. Received his B.S. and M.B.A. at New York University. M. Libby Pescovitz in 1956. Entered agency field 1955 with the media department of Dancer-Fitzgerald-Sample. Joined Grey as media analyst.



KEEGAN, DAVID D., Grey Advertising Agency, Inc.; accounts—Greyhound Bus Corporation. Keegan was born in 1926 at Yonkers, N. Y. He received his Bachelor of Science degree at Seton Hall University. Keegan joined Batten, Barton, Durstine & Osborne, Inc., from 1951 to Feb. of 1954. He then associated with Parade Publication, Inc. until Jan. of 1956. Keegan later joined D'Arcy Advertising until Nov. '56.



KEARNS, KEN, Grey Advertising Agency; accounts—Procter & Gamble; Lilt, Party Curl, Pin-It, Shasta, Velvet Blend. His early background was made up of associations with the Hearst Publications and Good Housekeeping Magazine. Kearns entered the advertising agency field in 1946 with Compton Advertising. He joined the Biow Company in 1951 and worked as radio and television buyer. In 1956 came with Grey.



STERNSCHEIN, MANAS M., Grey Advertising Inc.; accounts — National Broadcasting Company, R.C.A. Victor Records, Magee Carpets, Necchi-Elna Sewing Machines, Firestone Industrial Products, Firestone Plastics Company, Lambert Brothers Jewelers; B. 1930, Queens, New York; M.S. Boston University, B.S. University of Bridgeport; M. Eunice Heller, 1954; entered agency field 1953, Grey Advertising.



SPRAGUE, JEREMY D., Cunningham & Walsh; supervisor for broadcast on Texaco, American Telephone & Telegraph, Western Electric, Chase Manhattan, and the New York Daily News. Sprague, who is single, entered the advertising agency field in 1949 with Compton Advertising. He served in the United States Navy during 1951 and 1952, and joined Cunningham & Walsh in 1954. Resides in Manhattan.



KRIETE, JOHN C., Grey Advertising; accounts—the Greyhound Corporation, Dan River Mills, Kleinert Rubber Company. Born in New York City in 1932. He attended C.C.N.Y. and later married Elizabeth F. Peters in 1957. He entered the agency field in 1948 in the area of traffic-production with Geyer, Newell & Ganger, Inc. Served USAF (SAC) from 1951-1955, then rejoined Geyer Advertising. Joined Grey in 1955.



FIRESTONE, JERRY, Grey Advertising; accounts—Esquire Apparel Arts, Ronson Corp., Shwayder Brothers, Inc., Spiegel, Union Underwear. Firestone was born in 1930 in Brooklyn, N. Y. He received his degree in business administration from City College, and married Monique Liabeuf in 1955. He entered the advertising agency field in 1951 with Dancer-Fitzgerald-Sample, Inc., as research assistant.



RANDALL, ALEXANDER J., Cunningham & Walsh, Inc.; accounts — Folger's Coffee. Randall was born in 1926 at New London, Conn. He obtained his Bachelor of Science degree at Boston University and entered the advertising agency field in 1955 with N. W. Ayer & Son, Inc. where he worked in traffic and time buying. He associated with Cunningham & Walsh last year as a time buyer. Lives in Queens, N. Y.



STARK, JOAN G., Grey Advertising Agency, Inc.; accounts — Associated Products, Mennen, Chock Full O' Nuts, Chunky Chocolate Corp., NBC, RCA, Lionel. B. 1928, New York City; attended Berlitz, Ohio State University, Berkeley; entered advertising field in 1950 with the Radio-TV media department of William H. Weintraub as estimator, then time buyer and then chief time buyer from 1950-1954.



PROSE, EVON L., Campbell-Mithun, Inc.; accounts—Theo. Hamm Brewing Co., Land O' Lakes, Inc.; Northwest Bancorporation, Pillsbury Feeds. Miss Prose was born in 1923 at Wolsey, S. Dakota. She received her Bachelor of Arts degree at Huron College and served in U.S. Navy public relations from 1944-1946, and from 1950-1952. Joined Bulmer and Johnson, Inc., regional radio representatives, in 1952, C-M, 1955.



BRAY, JOHN T., Cunningham & Walsh, Inc.; accounts —Texas Co., Chase Manhattan Bank, New York Daily News. He was born in 1931 in New York City. Bray, who is single, obtained his Bachelor of Science degree at Fordham University in New York. Entered advertising agency field in January of 1956 in the media department of Benton & Bowles as assistant all-media buyer. He lives in Belle Harbor, Long Island.



CROOKER, JR., ROBERT H., Campbell-Ewald Company; accounts — Chevrolet Motor Division, United Motors Service, National Bank of Detroit, Kroger, Detroit Edison; B. 1915, Detroit, Michigan; Attended University of Michigan; M. Jean Scholl, 1956. Crooker entered agency field, 1938, in the outdoor department of Campbell-Ewald Company, where he managed media department, New York branch.



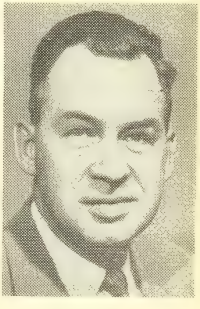
ALLEN, A. KENNETH, Grey Advertising; accounts—Easy Glamur, Firestone Industrial Products, Firestone Plastics, General Electric Flashbulbs, Lionel Trains, Magee Carpets, National Broadcasting Co., RCA Victor Records; B. 1928, New Rochelle, N. Y.; Champlain Col., U. of Bridgeport; wife—Marlex (Wallace); entered agency field, 1950, radio-TV Media Dept., N. W. Ayer; TV production, 1952, USAF.



CUMMINGS, JOHN T., Grey Advertising; accounts—G. Krueger Brewing, Youngstown Kitchens, Anson Jewelry, Van Heusen. Cummings was born in Brooklyn in 1926. He received his Bachelor of Arts degree at Davis and Elkins College and married Lean Brett in 1953. In 1950 Cummings entered the agency field in the area of media research with BBDO. Joined Biow in 1955, then Grey in 1956.



REILLY, THOMAS P., Grey Advertising Agency; accounts—Greyhound, Commonwealth Shoe & Leather, H. D. Lee, Exquisite Form, Dan River Mills, Rent-A-Car, Indian Head Mills, Industrial Rayon, I. B. Kleinert Rubber, Lamport Co. B. in Brooklyn, New York. Entered advertising agency field in 1943 with Newell Emmett. Media buyer since 1944; media supervisor since 1956. Before Grey, was with F. C., & B.



LEIGHTON, BEN, Campbell-Mithun, Inc., Minneapolis; accounts — Northwest Orient Airlines, Top Value Enterprises, Nash Coffee Co.; B. 1917, Minneapolis, Minn.; B.A. Hamline University, St. Paul, Minn.; entered radio 1936 WHLB, Virginia, Minn., also announcer 1937-38 WMIN, St. Paul, Minn.; entered agency field September 1955 as Radio-TV broadcast coordinator — accounts, Top Value Enterprises, Malt-o-Meal, etc.



RITTER, VAL C., Cunningham and Walsh, Inc.: accounts—J. A. Folger & Co., the Andrew Jergens Co. Ritter was born in 1926 at Richmond Hill, New York. He received his education at Hofstra College, and entered the advertising agency field in 1951 with the William Esty Co., in the checking department. Joined Dancer-Fitzgerald-Sample in 1954 as a time buyer: Cunningham and Walsh in 1957, again as a time buyer.



NAPOLI, JO, Grey Advertising Agency; account—Exquisite Form Brassiere, Inc. Miss Napoli was born in Brooklyn, N. Y. in 1924. Entered the agency field in 1947 in the media department of Benton & Bowles. 1950, print media assistant at Maxon, Inc., and in 1952 at Dancer-Fitzgerald-Sample. In 1954 became estimator-media assistant at Grey. Later she became head estimator, then supervisor and finally media buyer.



WILBUR, HELEN M., Grey Advertising Agency, Inc., media group supervisor, Samsonite Luggage and Furniture, Ronson Shavers, Van Heusen Shirts, Krueger Beer, Youngstown Kitchens, Anson Jewelry, Dominion Textiles. B.A., Brooklyn College. Entered advertising with the New York Times, later joined Pedlar & Ryan, Inc., and Doherty, Clifford, Steers & Shenfield, Inc. Miss Wilbur joined Grey agency during 1953.



AMOS, DONALD P., D'Arcy Advertising Company; accounts — Anheuser-Busch, Inc., International Shoe Company, Krey Packing Company. He was born in 1932 in Chicago, Ill. He received a Bachelor Of Science degree from Northwestern University; M. Dorcas L. Taylor, 1956; child, Langford. Amos entered the advertising agency field in 1957, associating with the media department — radio and television.



ZOZULA, RUTH R., Grey Advertising Agency, Inc.; account — the Greyhound Corporation. Miss Zozula was born in Vandergrift, Pennsylvania. She attended Pennsylvania State Teachers College for a period of two years, and in March of 1951 joined Grey Advertising Agency as a typist. Later she was promoted to estimator, assistant buyer, and finally she became buyer. Miss Zozula presently resides in New York City.



SCOTTO, MARIE, Grey Advertising Agency; accounts —Dominion Textile, Canadian Converters, plus assisting on all accounts in the group. Miss Scotto joined Grey in 1951. Worked originally there as secretary to an account executive. Later moved into the media department, where she worked for a time in this area as an estimator. Miss Scotto then moved on into the field of buying with Grey.



BRADY, DON, D'Arcy Advertising Company; accounts —Budweiser, International Shoe, Brooks Foods. He was born in 1925 at St. Louis, Mo. He received his Bachelor of Arts degree at Washington University and married Cherie Alcorn in 1950. Brady in 1952 associated with the 3M Co. in industrial sales. He worked in time sales with radio station WIL in 1956, and in 1957 went with D'Arcy as a time buyer.



BROUWER, PATRICIA J., Campbell-Mithun, Inc.; accounts—Anderson Windowalls, General Dairy Equipment, Gold Seal Company, Kemps-Crescent, Malt-O-Meals, Pillsbury. Miss Brouwer was born in 1925 in Minneapolis, Minn. Attended Syracuse University, entered the advertising agency field in 1949 with Grant Advertising. Joined Young & Rubicam in 1950 as time buyer. From 1952-1955, time buyer with N. L. & B.



PLOTKIN, BEVERLY R., Carson Roberts Advertising; accounts — Mattel Toys, Rose Marie Reid Swimsuits, V-ette Vassarette, Radio Station KFWB. Miss Plotkin was born in Chicago, Illinois, in 1926. She obtained her Bachelor of Arts degree from U.C.L.A. Includes in her earlier background a stint as circulation manager of Arts & Architecture Magazine. She associated with Carson Roberts in 1949. Likes playing bridge.



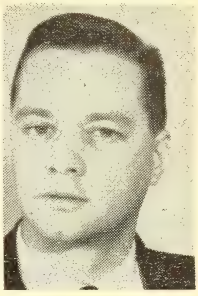
KELLY, ROBERT W., Lennen & Newell, Inc.; account—P. Lorillard Co. Products: Kent, Old Gold, Newport Cigarettes; From Providence, R. I.; B.S. Providence College; M. Alice Gleason; children — Robert, Jr., Kevin; background as executive of major oil company; entered agency field, 1938, research assistant, J. D. Tarcher, Inc.; has handled variety of drug and grocery spot accounts; joined Lennen & Newell as spot buyer.



ROFFIS, MURRAY, McCann-Erickson, Inc.; Broadcast Media Supervisor, accounts — Westinghouse Electric Corp., Hood Rubber Company, Div. of B. F. Goodrich Co., John Hancock Mutual Life Insurance Company, Columbia Records, Look Magazine, Stegmaier Brewing Company; B. 1926 Flushing, N. Y. attended Cornell University, New York University; M. Adele Jacobs 1951; entered agency field, 1948, print buyer.



WIEDER, ETHEL, Compton Advertising, Inc.; accounts —Gleem Toothpaste, Ivory Flakes, Ivory Soap; B. New York City; entered agency field, 1939, secretary to accounting dept. head, Brown & Tarcher Advertising; Station WNEW, 1941; moved to Foote, Cone & Belding as asst. time buyer, 1942; became time buyer 1943; then to Biow as time buyer, 1945; joined Compton in 1956. Lives in New York City. Hobbies—reading, sewing.



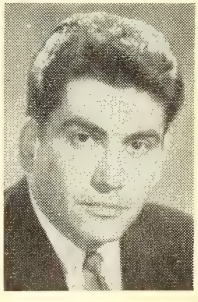
VORCE, RICHARD J., J. Walter Thompson Advertising; supervisor Ford Dealer spot radio-TV. Vorce was born in Albany, N.Y., in 1926. He received his Bachelor of Arts degree from Syracuse University and entered the advertising agency field in 1951 as a trainee with Wildrick & Miller, Inc. In 1952 Vorce became a space buyer. With J. Walter Thompson he moved into the area of time buying in 1955.



PETERS, JOYCE (Mrs. Alfred Fesel)—Emil Mogul Co., Inc.; accounts — Ronzoni, Pierce Proprietaries, National Shoes, Gold Medal Candy Corp. (Bonomo Turkish Taffy & Cocilana), Barricini Candy, Gem Oil, Berio Oil, Barney's & Canadian Imp., Park & Tilford (Tintex); entered advertising field 1950 in Sales Service Department, Katz Rep; 1952, Harry B. Cohen; 1953 to A.B.C. for Network Sales Service; Jan. 1955 to Mogul.



ZAPPERT, PAUL, Gore, Smith, Greenland, Inc. Media Director; accounts — Seabrook Farms Co.; Standard Triumph Motor Co. Inc. Barclay Manufacturing Co. Inc.; Sidney Blumenthal & Co.—Loma Loom, Shelton Looms; Carillon Importers Inc.—Grand Marnier, Bardinet Brandy; Emerson Radio & Phonograph Corp.: Charles E. Hires Co. Root Beer; Melnor Industries, Inc.; Osrow Products, Inc. Milady Food Products; Sau Sea Foods.



STEWART, WARREN H., broadcast media supervisor, McCann-Erickson, Inc.; accounts are Coca-Cola, Lysol, Pertussin, Savings & Loan, Nu-Soft, Esso Flit; B. 1923 Tamaqua, Pa.; B.A. Colgate U.; started with Lennen & Newell 1949 mail room, accounting dept., esimator, buyer; moved to Grey Advertising 1953 as buyer, then media supervisor; joined McCann-Erickson 1956 in present capacity. Married, lives in Little Silver, N. J.

ALLEN, POLLY, J. Walter Thompson Company; the accounts Miss Allen services are Pan American World Airways, Sylvania Electric Products, Inc.; she was born in 1930, New York, N. Y.; A.S. Endicott Junior College; Miss Allen entered agency field in 1950, as estimator with the J. Walter Thompson Company. She then became time buyer. Miss Allen presently lives in Manhattan. Hobbies include theater, reading.



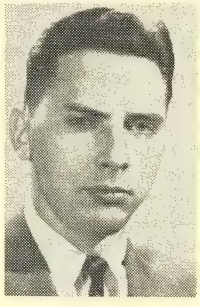
ENNIS, JOHN J., Bryan Houston, Inc., vice president and media director connected with all accounts. Ennis first entered the agency field in 1945 with Benton and Bowles advertising. He received his education at Columbia University, New York City, and during the course of his career served a stint with the United States Air Force. He later, then, started his association with Bryan Houston. Ennis lives on Long Island.



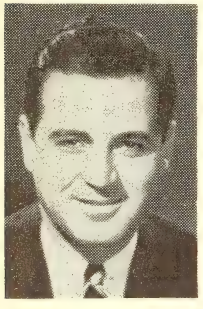
RUTMAN, JOAN M., Grey Advertising Agency, Inc.; accounts—Greyhound Corporation, Greyhound Rent-A-Car, Dan River Mills, Lily Tulip; B. 1928, New York City; 2½ years Fordham University; single; entered agency field in 1948, media department, Biow Co.; Duane Jones 1950 as assistant time buyer; N. W. Ayer 1952, time buyer; Grey Advertising Agency 1955, media buyer. Miss Rutman lives in Forest Hills, L. I.



HOLLINGSHEAD, THOMAS J., McCann-Erickson, Inc.; Broadcast Timebuyer—Westinghouse Electric Corp., Columbia Records, Hood Rubber, Div. B. F. Goodrich Co., Stegmaier Brewing Co., Look Magazine, John Hancock Life Insurance Co.; B. 1929, Jersey City, N. J.; AB, University of Missouri; M. Laura Bogert, 1953; children — Linda; entered agency field, 1950; to McCann-Erickson, Inc., as broadcast buyer, 1956.



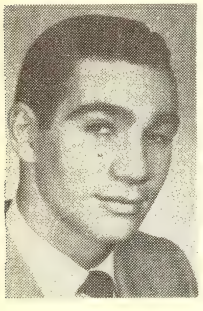
MORENA, JOHN M., McCann-Erickson Inc.; Broadcast Supervisor; accounts—Chesterfield and Oasis Cigarettes; B. 1929, Queens, New York; BBA, Manhattan College; M. Theresa O'Connell, 1952; children — Carolyn, Jean; entered agency field 1950 in the mail dept. of Cunningham & Walsh Inc. and progressed in media from estimator to time buyer. He lives in Wantagh, L. I. Morena's hobbies are swimming and golf.



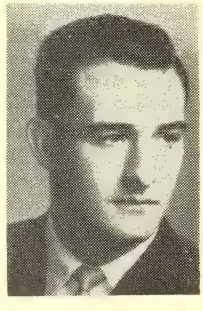
KELLY, THADDEUS S., McCann-Erickson, Inc.; accounts — National Biscuit Company, Canadian National Railroad, Trans-Canada Airlines, Central Vermont Railroad, Barrett Division. Kelly was born in 1924 in New York City. He entered the advertising agency field in 1940 as a time buyer, leaving to join Cecil and Presbrey, Inc., as chief time buyer in 1948. Kelly joined McCann-Erickson in 1950. Lives in Beechhurst, L. I.



GORE, PHILIP L., Tatham-Laird, Inc. Advtg.; accounts —General Mills (Kix, Muffin Mix, Sugar Jets, Surechamp, Trix), Parker Pen, Swanson Products; B. 1928, Chicago, Ill.; B.S., Journalism, U. of Ill. '49; Single; after graduation 2¼ yrs. copywriter Spiegels, Inc.; year asst. to ad mgr. Zenith Hearing Aids; then ran Sales Promotion Dept. Bell & Howell; began Tatham-Laird Oct. '53 as account service manager.



HARTIGAN, JOHN T., MacManus, John and Adams, Inc.; accounts—Pontiac & Cadillac Motor Cars, Bronson Reel; He was born in 1931 in Detroit, Mich.; Received B.A. at University of Michigan; entered agency field, 1954, media records dept.; then 1955 became Radio and TV timebuyer. Hartigan lives in Bloomfield Hills, Mich. He lists his hobbies as baseball, golf, bowling. He is member of the Detroit Players.





SIMMONS, PENELOPE A., Foote, Cone & Belding, Inc.; accounts: Lever Brothers Company (Imperial Margarine) & Clairol, Inc.; children — John, Patricia Giardini and Joan Campbell; Miss Simmons entered agency field as secretary to radio director of Federal Advertising Agency, Inc., and worked up to time buyer; she then joined Foote, Cone & Belding, Inc., in 1952. Lives in Flushing, N. Y. A hobby—photography.



SWICK, THOMAS F., McCann-Erickson, Inc.; accounts — Standard Oil Company (New Jersey), Esso Standard Oil Company, Enjay Co., Gilbert & Barker Manufacturing Co., Penola Oil Co.; Born 1920, Brooklyn, N. Y.; A.B. Dartmouth College; Amos Tuck School of Business Administration. Entered agency field 1950, all media buyer Campbell Ewald Agency; McCann-Erickson agency 1952, time buyer. Now media group supervisor.



MARSICH, JOHN P., assistant media director in charge of radio-TV time buying, Kudner Agency. Attended N. Y. U. B.S. business administration, 1939. M. Gaye Reed, 1954; no children. Entered broadcasting via NBC in 1940, serving through 1949 with three-year hiatus in United States Navy. By 1949 he had advanced to supervisor of production costs on all NBC network shows. Joined Kudner in '49.



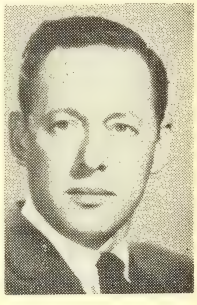
RASMUSSEN, BERNARD G., Fuller & Smith & Ross, Inc., Advertising; accounts — Alcoa, Libbey Owens Ford Glass Company, Hercules Powder Company, Plymouth Cordage, Commercial Solvents; B.S. Fordham U.; married Mary Dooley in 1946; children — Paul, Catherine, John Steven & James; entered agency field 1945 as assistant buyer with Ruthrauff & Ryan. Moved to Fuller & Smith & Ross in 1952.



ZUVER, DICK, Compton Advertising Inc.; accounts—Duz Soap, Cascade Detergent, El Producto Cigars; Zuver was born in 1931 in Massillon, Ohio. He attended Trinity College and entered the agency field in 1954 in the merchandising department of Young & Rubicam Advertising Agency. Later, in 1955, he joined Compton in the area of Media Detail, becoming time buyer in December of 1956. Zuver resides in Manhattan.



DIAMOND, LYNN, Emil Mogul Co., Inc.; accounts—Rayco Auto Seat & Covers & Lite Diet Bread; B. N. Y. C., B.S. Michigan State Normal College; entered agency field 1950 with Cecil & Presbrey executive secretary account service; joined Emil Mogul as executive assistant time buying dept., 1953. Promoted to assistant buyer in June and buyer in August, same year. Lives in midtown Manhattan.



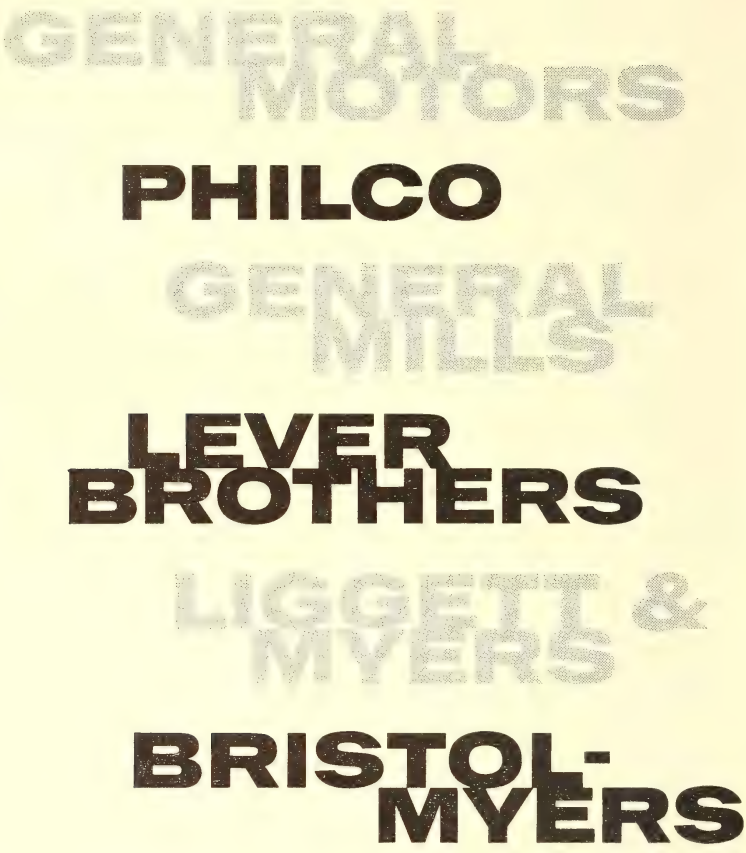
PELLENZ, WILLIAM D., McCann-Erickson, Inc.; accounts he services are The Mennen Company, Chesebrough-Pond's Inc., the Nestle Company, Owens-Corning Fiberglas Corp.; B. 1925, Syracuse, N. Y.; Received B.S. Syracuse University 1949. Unmarried; Pellenz entered the agency field at McCann-Erickson in 1951, media department and served as office manager, outdoor buyer, broadcast buyer, supervisor.



MARSHALL, FRANK, J. Walter Thompson Company; accounts — Aluminum, Eastman Kodak, Shell, Francis I. DuPont, W. F. Young. B. 1924, Paterson, N. J.; B.S. Holy Cross College; M. Lois Metcalfe 1953; children—Kevin, Richard. Started agency work at J. Walter Thompson in 1951 as time buyer. Lives in White Plains, N. Y., Hobbies — bridge, reading, television, house. Member of RTES.

(*Continued on Page* 236)

Big-name advertisers like



(and smaller advertisers, too) are swinging to – and staying with – American Radio. Reason? These ABN exclusives: live personality selling all day, modern musical programming all day, flexibility of commercial minutes, product protection, and a cost structure that gives advertisers affordable frequency. Want *your* product to enjoy these advantages? Put it on American Radio.



(Continued from Page 233)



TABOLOFF, VERA, Foote, Cone & Belding, Chicago, Illinois, accounts — Kimberly Clark, Kleenex, Kleenes Table Napkins, Kleenex Towels. Before 1949 Miss Taboloff worked as a layout artist for Sears. Then in 1949 she came with the Young and Rubicam agency where she worked in the capacity of time buyer. Her next career step was then to Foote, Cone and Belding, Chicago, where she has served since 1956.



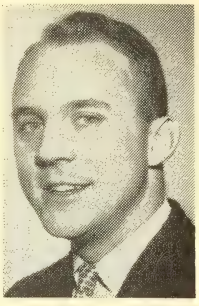
BEAN, RICHARD S., McCann-Erickson Inc., Assoc. Media Director; Account, The Coca-Cola Company; B. 1915, Rockville Centre, N. Y.; M. Ethel S. Jokumsen, 1940; children, Karl, Richard, Ethelle, Judd Roy; entered agency field, 1934 mail room, Ruthrauff & Ryan, Inc.; joined Pedlar & Ryan, Inc. in 1947 as media director; then, in 1953, to Grey Advertising as media director; and 1956, to McCann-Erickson, Inc.



FERRITER, MARY C., media director; Guild, Bascom & Bonfigli, Inc.; Accounts: Breast-O'-Chicken Tuna, Inc., Heidelberg Brewing Company; Max Factor Cosmetics; B. S., Boston University; entered agency field, 1949, secretary then junior account executive, Harold Cabot & Co., Inc., Boston. Moved to San Francisco — 1953, media director at Richard N. Meltzer Advtg.; 1955, media mgr., Botsford, Constantine & Gardner.



SCHUBERT, GENEVIEVE, Compton Advertising, Inc.; accounts — Remington Rand Typewriters, Nehi Beverages; B. New York City; entered agency field in 1942 as secretary to Blackett, Sample & Hummert Media Director; joined Badger, Browning & Hersey as asst. buyer in 1944; Ted Bates in 1949 as time buyer, and Compton as time buyer in 1951. Lives in Upper Manhattan with her family. Hobbies—skiing, skating.



LAMKIN, ROBERT, Compton Advertising, Inc.; accounts — Knickerbocker Beer, American Can, Sterling Beer; B. 1928, New York City; B.S., University of Virginia; M.B.A., Wharton School of Business; entered sales work in 1950, Minnesota Mining & Manufacturing Co.; agency field in 1956, Compton Advertising, Inc. Lamkin lives in Manhattan. His hobbies are boats and sailing. He is a member of Sigma Nu.



FROMHERZ, DOROTHY, Foote, Cone & Belding, Chicago, Illinois. The accounts Miss Fromherz services are the First National Bank of Chicago, S. C. Johnson Company—Car-Plate, Carnu, Raid, Off and Clear. She was assistant time buyer with J. Walter Thompson in 1937 and free lance program writer, production and research, 1940. Copy analyst with McCann-Erickson in 1946. Leo Burnett '49; FC & B, 1951.



SCANLAN, ELENORE A., Batten, Barton, Durstine and Osborne. The accounts Miss Scanlan services are the American Broadcasting Network, A. S. R. Products, General Electric Institutional Advertising, General Electric Lamp Department and Electrolux. Miss Scanlan associated with the Batten, Barton, Durstine and Osborne radio department in 1935 and by 1943 had moved into the area of time transactions as a buyer.



BARDACH, PETER M., Foote, Cone & Belding (New York); accounts — Liebmann Breweries (Rheingold Beer); special campaigns; B. 1929, Detroit, Mich.; BA Hobart College. Entered broadcasting field 1947, WGVA, Geneva, New York (Announcer, Copywriter, Promotion Manager); entered agency field 1952 — Dancer-Fitzgerald-Sample (N.Y.) timebuyer; joined Foote, Cone & Belding 1954, broadcast buyer, business mgr.



GARDINER, ANNA, Kudner Agency, Inc.; the Kudner accounts Miss Gardiner services are Buick, General Motors Corporation Trucks, General Motors, General Telephones, and Fisher Body; prior to her association with the Kudner Agency in 1948, Miss Gardiner worked in the area of contracts with Donahue and Coe and Erwin Wasey (now Erwin Wasey, Ruthrauff and Ryan) agencies. In Dec. '48, joined Kudner.



KERWIN, LUCY H., Kenyon & Eckhardt, Inc.; accounts — National Biscuit Company, Pepsi-Cola, Capital Airlines, Coats & Clark. She took her Bachelor of Arts degree at St. John's University and her M.A. in the field of business education at Columbia University in New York City. She moved into the agency field when she associated with Kenyon & Eckhardt as a secretary. In 1947 she became a time buyer at K & E.



DARGEL, GWENDOLYN, Foote, Cone & Belding, Chicago; accounts—Dial Soap, Armour & Company; Good Seasons and Kool-Shake for Perkins Products Division of General Foods; Kraft Foods Company — Confections Division; A.B. Bradley U. and University of Illinois. Began agency work with Lord & Thomas in accounting and research. Radio billing, estimating and production. Now ass't chief time buyer.



TYLER, RICHARD F., Media Director, Administrative Head, Media Dept., Guild, Bascom & Bonfigli, Inc.; accounts — Skippy Peanut Butter, Nucoa Margarine, Breast-O'-Chicken Tuna, Max Factor cosmetics; B. 1922, Renwick, Iowa; Northwestern University, Evanston, Ill.; 3 years Armed Forces 1942-45; M. Nancy Tedeschi, 1945; child—Mark; joined media dept. of McCann Erickson, Inc., in 1946. Joined GB & B in '55.

BRANIGAN, RICHARD L.—McCann-Erickson, Inc.; accounts — Esso Standard Oil Co. Branigan took his bachelor of arts degree at Colgate University in 1954. He entered the advertising agency field in 1955 in the Research Department of Batten, Barton, Durstine and Osborne. Branigan later then moved to J. Walter Thompson the succeeding year in the capacity of assistant timebuyer. Then to McCann-Erickson last year.



MORRIS, WILLIAM, Compton Advertising, Inc.; accounts — Comet Cleanser, Socony Mobil Oil Co., New York Life Insurance; B. 1933, White Plains, New York, B.S., Boston University; attended Columbia University; M. Jean-Ann Rappe, 1955; children —William Grant, Douglas Stewart; entered agency field, 1956, in Media Detail, Compton Advertising, Inc. Lives in Greenwich, Conn. Hobbies — photography, reading, swimming.



SCHOENFELD, JAY B., time buyer, McCann-Erickson Inc. Accounts—Pertussin, Lehn & Fink, Esso Standard Oil Co. (FLIT), Corn Products (NU SOFT). Entered agency field in 1949 in the Ted Bates & Co. mail room. Joined McCann-Erickson in 1952 as Media Asst. and later became Asst. Space Buyer. Served with the U. S. Army and Air Force 1953-1955. Named time buyer at McCann-Erickson Inc. in 1956.



MARTINEZ, HOPE, Batten, Barton, Durstine & Osborne, Inc.; accounts — Lucky Strike and Hit Parade Cigarettes. Miss Martinez was born in 1920 in Madrid, Spain. She married John Anzolin in 1946, and the couple have one child, Claudia. Miss Martinez entered the agency field in 1945 with the accounting department of BBDO, later media department in 1946, then became assistant buyer and later buyer.





PODESTER, JANE M., McCann-Erickson, Inc. Her accounts are National Biscuit Company, Donahue Sales Corp., Durene Association of America; Born New York, N. Y., B.A. St. Joseph's College for Women, Brooklyn; entered agency field Research Department, Benton & Bowles; Thwing-Altman — 1950 time buyer; joined McCann-Erickson as estimator 1952; then became time buyer. Miss Podester lives in Manhasset, N. Y.



WHALEN, ELAINE L., Emil Mogul; accounts—Revlon, buyer and supervisor on other agency accounts. She was born 1928 in New York City. M. Jay Whaley 1956; children — Pamela; entered agency field in 1950 as a TV research analyst with the Blow Company. She then moved to Cunningham and Walsh from 1951 to 1953 as an estimator; joined Mogul in 1953 as time buyer; became chief time buyer in 1956.



ABBADUSKA, BERN ANN, media director and time buyer at Richard N. Meltzer Adv., Inc., San Francisco. Attended Stanford University, B.S. 1955. Single. Entered agency field at Los Angeles office of Meltzer in 1956. Worked as assistant in media and production. Transferred to San Francisco office to work as traffic manager in 1957. Moved into media department as assistant to the director.



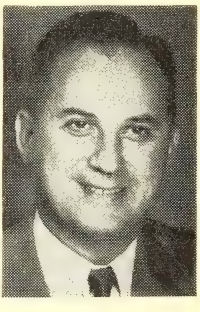
DWYER, MARY J., Kenyon & Eckhardt, Inc.; The accounts she services are Lever Brothers (Spry—Liquid Spry & Praise), Equitable Life Assurance Society, Glass Container Manufacturer's Institute; Miss Dwyer was born in New York City; she attended Hunter College; joined Pedlar & Ryan as estimator, promoted to time buyer. Later Miss Dwyer joined Kenyon & Eckhardt as time buyer. She lives in New York.



HART, RITA, Foote, Cone & Belding, Chicago. The accounts Miss Hart services are the Chicago Tribune, spot buying for Good Seasons and Kool-Shake, Perkins Products Division of General Foods, competitives. Miss Hart was with Esquire Magazine in 1944. In 1950 she came with Foote, Cone & Belding, Chicago. At the agency she started as an estimator. She worked in competitives, then ass't time buyer & time buyer.



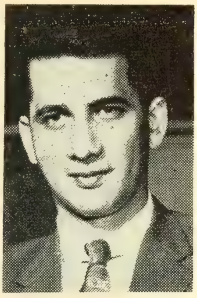
BURBECK, JOSEPH, Compton Advertising, Inc.; accounts — Duncan Hines Cake Mixes, Big Top Peanut Butter; He was born 1931, Bayshore, Long Island; Received B.S., from Dartmouth College; entered agency field, 1955, in Media Detail at Compton. Burbeck lives in Bethpage State Park. His hobbies are sailing, skiing, and golf. He is a member of Delta Tau Delta Social Fraternity, Dartmouth Club of N. Y.



PARDOLL, ARTHUR S., Foote, Cone & Belding; group media director — Clairol, Edsel Dealers Advertising Association, Eastern Region, Lever Brothers, Imperial Margarine, Pepsodent Paste, Antiseptic, brushes, Spreez, Norwich Pharmacal, Savarin. Born 1913, New Haven, Conn.; B.A. Yale University. M. Mary Kikoin, 1947; children, Bruce, Martha, Brian; entered agency field 1937, messenger, Young & Rubicam, Inc.



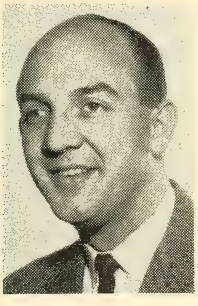
DEKKER, WILLIAM C., McCann-Erickson, Inc. Vice-Pres., Dir. of Media, Home Office — all accounts; B. 1909 Saulte St. Marie, Mich.; B.A. University of New Hampshire; M. Mary McLane Dekker 1935; children—Diane, William, Thomas; entered advertising field 1934 Procter & Gamble; entered agency field 1941 at Ted Bates; joined McCann-Erickson 1943 as Dir. of Radio Time Buying; lives in Darien Conn.



FLERI, EDWARD C., JR., Batten, Barton, Durstine & Osborn, Inc.; accounts — F. & M. Schaefer Brewing Co., Campbell Soup, Bristol-Myers, International Salt, Pfeiffer Foods, De Soto Automobiles, Sheaffer Pen; B. 1925, Brooklyn, N. Y.; B.S. Hofstra College, L. I.; children — Edward, Pamela; entered agency field, 1949, Benton & Bowles media analysis; joined Batten, Barton, Durstine & Osborn, 1953 as ass't time buyer.



HARRIS, PEG (WINIFRED T.), Media Director Guild, Bascom & Bonfigli, Inc.; accounts—Ralston Purina Company, Mother's Cakes & Cookies, Mary Ellen's Jams & Jellies, Harry and David; B. Jersey City, N.J.; Academy Mt. St. Vincent, Riverdale, New York; unmarried; entered agency field 1948—Botsford, Constantine & Gardner, San Francisco, media buyer; joined Guild, Bascom & Bonfigli, Inc. February 1952 as media buyer.



HAY, GRAHAM, Compton Advertising, Inc.; accounts —Canada; Crisco Shortening; B. 1926, Richmond Hill, New York; B.A. & B.J., University of Missouri; M. Norma Ericksen; entered agency field, 1950, research dept., Biow Company; joined Compton as asst. buyer in 1952; became time buyer in 1953. He lives in Flemington, New Jersey. Hobbies — golf, tennis, classical music. Graham is a member Alpha Tau Omega.



CHAMBERS, LUCILLE P., Foote, Cone & Belding, Chicago. Miss Chambers was associated with the national advertising department of the Chicago Sun-Times prior to 1948. In 1956 she moved to McCann-Erickson, Chicago, in the area of general media time buying. Miss Chambers next moved to Dancer, Fitzgerald, Sample, Chicago, again as time buyer, in 1957. Later last year, then, she moved to Foote, Cone & Belding.

LEMPER, GENEVIEVE M., Foote, Cone & Belding, Chicago; manager of time buying section, supervises all accounts. Direct account responsibility for Edsel Division of Ford Motor Company, Hallmark Cards, Inc. and Minneapolis-Honeywell Regulator Company. A.B., Indiana University. Agency career began with Lord & Thomas. Handled all radio estimating and billing. She has been chief time buyer since '48.



CONWAY, VIRGINIA M., McCann-Erickson Advertising; accounts—Liggett & Myers Tobacco Company, The Nestle Company, Inc., Born 1929 New York City; Assisium Business School; Single; Entered agency field, 1947, Mail Girl Ted Bates & Co., 1951; Broadcast Estimator Kenyon & Eckhardt, 1953 Broadcast Estimator Bryan Houston, Inc. Joined McCann-Erickson as Estimator 1955; Became Time Buyer. Miss Conway lives in N. Y. C.



BACKUS, MILDRED FULTON, McCann-Erickson, Inc.; account — Bulova Watch; B. 1922, Stamford, Conn.; M. George G. Backus, 1956; entered broadcasting 1945 as secretary with Free & Peters; moved to The Biow Co. in 1947 as time buyer for Bulova Watch; joined McCann-Erickson, 1955, as broadcast supervisor when Bulova Watch moved to that agency. Lives in Stamford, Conn. Hobbies — portrait painting.



WALLOWER, THEODORE, P., BBDO.; accounts—Penick and Ford, du Pont, Zerex-Zerone, United Fruit; B. Webb City, Mo., attended the University of Missouri and Washington University. Wallower's early background included a stint in the accounting and time-buying departments of Bermingham, Castleman & Pierce. He later moved into the time buying department of Morey, Humm and Johnstone. Lives in Newton, N.J.



CRANDALL, JOHN B., Associate Media Director—McCann-Erickson, Inc. — accounts — Chesebrough-Pond's Inc., The Mennen Company, National Cash Register, The Nestle Company, Owens-Corning Fiberglas, Liggett & Myers (Chesterfield and Oasis), Schenley Industries, Inc., United States Potash Co., Victaulic Company. 1935, B & B; 1941, Kudner; 1946, Sherman & Marquette; 1954 to Mc-E.



WILSON, EDWIN F., McCann-Erickson, Inc., Vice President and Associate Media Director. Accounts: Atlas Supply Company, Barrett Division, Canadian National Railroad, Durene Association, National Biscuit Company, Talon, Inc. and Trans Canada Airlines. Joined the Media Department of A. W. Erickson Company in 1920. Media Director of McCann-Erickson, Inc.: 1930 to 1945. Assoc. media dir. since '52.



FLINN, NINA M., Fuller & Smith & Ross Inc., Advertising; accounts — Sterling Silversmiths Guild of America, O & C Potato Sticks, Sherwin Williams, Aluminum Cooking Utensil Co., Lowenbrau Beer, Edison Electric Institute, Fuller Brush Co.; entered agency field in 1949 as a secretary at Duane Jones. Joined Scheideler, Beck & Werner in 1951 as a timebuyer, and in 1954, Doyle Dane Bernbach; joined FS & R in 1957.



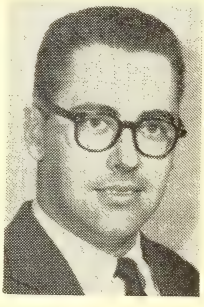
CLARK, PAUL E., Foote, Cone & Belding, Inc.; accounts — TWA, General Foods, Thylox Division of Shulton Inc., the Watchmakers of Switzerland. Clark entered the agency field in 1953 in the McCann-Erickson training program. The following year he was promoted to the position of assistant timebuyer. Clark associated with Foote, Cone & Belding in 1956 as a timebuyer. He lists among his favorite hobbies golf.



MULLIGAN, BERTRAND F., Compton Advertising, Inc.; head time buyer on all Compton Accounts. Mulligan was born in Staten Island, New York. He attended the University of Miami and married Thelda Cordani in 1955. Mulligan entered the advertising agency field in 1953 in media detail at Compton, shortly thereafter becoming assistant buyer. He became buyer in 1954 and was promoted to head buyer in 1957.



LIDDEL, ROBERT, Compton Advertising, Inc.; accounts—Blue Dot Duz Detergent, Drene Shampoo, Chase & Sanborn Coffee, Chase & Sanborn Instant Coffee; B. 1929, Washington, D. C.; B.A., University of Virginia; M. Virginia Sheaff, 1952; child—Robert Lee, Jr.; entered agency field, 1952 Media Detail at Compton. Liddel lives in Riverside, Conn. His hobbies are sport cars, swimming, and sailing.



HALPERN, HENRY, vice president in charge of media and research, MacManus, John & Adams, Inc. The broadcast accounts with the New York office that Halpern serves are Noxzema Shaving Cream, Good Humour, Medaglia D'Oro Coffee, Thomas Bread Products, White Rock Beverages. Halpern received his Bachelor of Science degree from Columbia University, New York City. He is married. Resides in Princeton, N. J.



STENSON, HELEN C., Foote, Cone & Belding, San Francisco, accounts — Hawaiian Pineapple Co., Ltd., Southern Pacific Company, CVA Company (Roma Wine, Cresta Blanca Wine), Rolley, Inc. (Sea & Ski), Wilson & Geo. Meyer & Company; B. 1915, San Francisco, Calif. Cogswell College; entered agency field 1943, secretary manager Ruthrauff & Ryan; became time buyer 1945. Joined Foote, Cone & Belding 1949.





HUDACK, JOS. J., Warwick & Legler, Inc., Senior Time Buyer—all accounts; B. 1911, Shenandoah, Penna.; Albright College & St. John Univ.; M. Katherine Donlan; 1930—Franklin Simon, Mdse. Buyer; 1934—Chief IBM section and Budget officer U. S. Gov't's. HOLC; 1943 — joined ABC network, organized original Billing Dept., then TV network budget supervisor & liaison between sales and finance depts.



BUSHWAY, WILLIAM A., MacManus, John, and Adams, Inc., Accounts; Dow Chemical Co., and Minnesota Mining and Manufacturing; B. 1926, Detroit, Michigan; Entered agency field 1942, office service Campbell-Ewald Co.; entered Armed Services 1945-46; 1947—Campbell-Ewald Co. Media Department; radio, television, outdoor advertising buyer, screen adv. 1952, joined MacManus, John and Adams, Inc.



DAVIDSON, JOHN M., Gardner Advertising. Timebuyer. Davidson was born in 1929 in Berkeley, Calif. He took his Bachelor of Arts degree at the University of California. From 1955-1956 Davidson worked as a field service representative with the National Outdoor Advertising Bureau. His next move was to join Gardner as an assistant group supervisor in January of last year. Early this year he became a timebuyer.



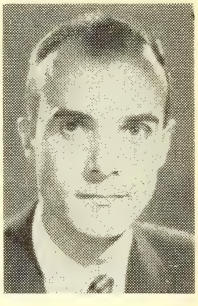
CAMPBELL, C. N., MacManus, John & Adams, Inc.; head timebuyer — Detroit Office. Accounts—Pontiac Motor Div., Cadillac Motor Car Div., Dow Chemical Co., Minnesota Mining & Mfg. Co., S.S. Kresge Co. B. 1928 Detroit, U. of Mich. 1950 Pres. Beta Theta Pi; Married Joanne Hartwick 1956; Children — Michael, Donald. Entered Agency field 1950, Campbell Ewald Co. as Outdoor Field Rep and later as time buyer.



FRICKE, WILLIAM A., Associate Media Director, McCann-Erickson, Inc.; Accounts — Westinghouse Electric Corp., Bulova Watch Co., Columbia Records, Look Magazine, B. F. Goodrich Footyear and Flooring Divisions, John Hancock Mutual Life Insurance Co., Stegmaier Brewing Co.; B. Brooklyn, N. Y.; E. Colgate University; entered advertising field in 1927 as field man National Outdoor Advertising Bureau.



BOULWARE, ROBERT H., Bryan Houston, Inc.; accounts: Ajax Cleanser, Cashmere Bouquet Soap, Cashmere Bouquet Toiletries, Simplicity Patterns, DeWitt's Pills. Boulware obtained his BSC from Ohio University. He later joined the media department of Proctor and Gamble in 1937. Later in his career he served as program manager of WSAI Radio, Cincinnati, and WLW-T. Joined Bryan Houston in 1956.



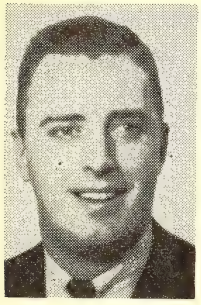
SANNO, ALFRED R., McCann-Erickson, Inc. Media Group Supervisor; accounts — Chesterfield and Oasis; B. 1925, Brooklyn, N. Y.; B.A. Dartmouth College '46; M. Linda Ciccarelli, 1951; children — Laura. R. H. Macy's N. Y. executive training and Buyer 1946-48; entered agency field, 1948 — outdoor and print media buyer 1948-51 Young & Rubicam: print buyer B. B.D.O. 1951-1953; joined McCann-Erickson 1953.



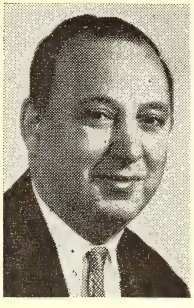
GEORGI, CARL, JR.—Campbell-Ewald Company, Detroit, vice president, director of media; accounts: Chevrolet Motor Division, United Motors Service Division, Goebel Brewing Company, Firestone Tire and Rubber Company, National Bank of Detroit, Detroit Edison, GMAC, Hertz Corporation. B. 1900, married with two daughters, attended University of Detroit. Lives in Grosse Pointe Farms, Mich.



MacDONALD, ROD, V. P. in charge of Media Dept. and Media Director, Guild, Bascom & Bonfigli, Inc. Advertising, San Francisco; accounts — Ralston Cereals & Ry-Krisp, Heidelberg Brewing; B. 1917, San Francisco, Calif.; B.S., Univ. of Calif.; entered agency field, 1941, then Columbia Steel Division of U. S. Steel production planning, auditing, office management, Botsford, Constantine & Gardner, Biow, FC&B, then GB&B.



GREALISH, EUGENE J., Bryan Houston, Inc.; accounts —Ajax Cleaner, Cashmere Bouquet Soap, Simplicity Patterns, DeWitt's Pills. Grealish received his Bachelor of Arts degree at Queens College, N. Y. He entered the broadcasting field in 1954 with the National Broadcasting Company in the area of sales development. After further experience as an assistant production manager Grealish joined Bryan Houston last year.



PETTICK, BEN, Product Services Advertising; accounts — Bymart Tintair, Continental Wax, Roto-Broil. Pettick was born in 1916 at Brooklyn, N. Y. He is married with three children: Norah, Donna and Barbara. He entered the advertising agency field in 1954 with the research department of Product Services. Later he moved into the area of time buying with the firm. Presently lives in Fresh Meadows, L. I., N.Y.



GOLDIS, SEYMOUR. McCann-Erickson, Inc., Broadcast Supervisor — Esso Standard Oil Co. Born: 1928, Bronx, N.Y. Military Service Army 1946-1948—Japan. B.S. N. Y. University 1951; entered advertising 1951, print production assistant, National Screen Service Corp.; entered agency field, 1952, accounting and research departments, Lennen & Newell; joined J. Walter Thompson, '54; joined McCann-Erickson in 1956.



SCANLAN, MARJORIE C., Kudner Agency, Inc.; the accounts Miss Scanlan services are Frigidaire Division, Buick Motor Division, and the Goodyear Tire & Rubber Company. She associated with the Kudner agency originally in 1944 in the accounting department. She entered the Radio and Television Department of the agency in 1948. Miss Scanlan lists her residence as New York City. She reports favorite hobby is TV.



SUREN, STEPHEN M., Sullivan, Stauffer, Colwell & Bayles, Inc. accounts—Arrid, S & H Green Stamps, "Junket" Brand Foods, Smith Bros. Cough Drops (Canada) B.J. University of Illinois; also courses at University of Kentucky, New York University and Columbia. M. Clara Szauter, 1949; daughter Barbara Ann; entered agency field, 1947, media department S.S. C. & B., Inc., was head estimator before becoming time buyer.



ELLIMAN, D. TROWBRIDGE, JR., Batten, Barton, Durstine & Osborn; accounts—Du Pont, California Oil, Continental Can, General Baking, National Cranberry, New York Telephone, Air France, U. S. Steel; B. 1927, New York City; B.A. Yale U.; M. Claudia Wright, 1954; children — Claudia; entered agency field, 1950, Research then Media Departments, J. Walter Thompson. Lives in Darien, Conn.



STEVENS, RICHARD A., Bryan Houston, Inc.; Stevens is presently serving as manager of the media department and also in the capacity of buyer for Newsweek Magazine, Heublein and J. P. Stevens Co., Inc. He received his education at Tulane University, New Orleans, Louisiana. Stevens entered the agency field in 1925 following the completion of his education. He presently lists his residence as Long Island, New York.



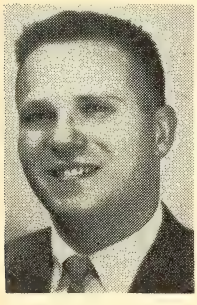
HUGHES, JOHN T., Warwick & Legler, Inc., Time Buyer; B. 1928, Astoria, N. Y.; B.B.A. 1949, Manhattan College; M. Anne O'Callaghan, 1952; children — Daniel and John; After two-year service U. S. Army, joined Kelly-Nason, 1952 in charge of Production Billing; 1953 Cunningham & Walsh as Time Buyer on food and travel accounts; 1956, Warwick & Legler, Inc.; Lives in Flushing, N. Y.; Hobbies — basketball.



WILLARD, CHARLES, B., McCann-Erickson, Inc., broadcast buyer; accounts —The Mennen Co., Chesebrough-Pond's, Inc. Willard was born in 1929 in Chicago, Illinois. He received his Bachelor of Science degree from Northwestern University in Evanston, Ill.; and entered the agency field with McCann-Erickson, Inc. in 1954. He originally associated with the media department becoming broadcast buyer in 1955.



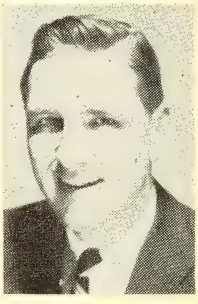
McAULAY, PEG A., J. Walter Thompson Co., N. Y. Accounts — Chesebrough-Pond's, Inc. and The Mentholatum Co. — B. 1932, New York City; Attended evening division N.Y.U., 1950-1955; Married Stephen Fred Byrd, attorney 1955 — Entered agency field, 1951, Media research, Compton Advertising Agency; 1954 Time estimator, Dancer-Fitzgerald-Sample, Inc.; 1954, Time Buyer, J. Walter Thompson Co.



BUTNER, LAWRENCE, Albert Frank-Guenther Law, Inc.; accounts — Buitoni Foods Corp., Kiplinger Changing Times Magazine, Home Insurance Co., Bache & Co., Harris-Upham, Prentice-Hall; B. 1931, Brooklyn, N. Y.; B.B.A., C.C.N.Y. (Eve); M. Eleanor Schwartz, 1954; entered agency field, 1945, accounting dept., Katz Agency, Inc.; Maxon, Inc., 1954, Asst. Time Buyer; joined present agency, 1956.



RIEMENSCHNEIDER, Robert R., Gardner Advertising Co.; chief time buyer on all accounts; B. 1928 Chicago, Illinois; B.S. Northwestern U.; M. Polly Caylor 1950; children — Bob, Dick, Anne; entered agency field 1950 copywriter Schwimmer & Scott Inc.; assistant account executive 1951; account executive 1953, media director 1954; North Advertising, Inc.—media group supervisor, 1956: Gardner Advertising, 1957.



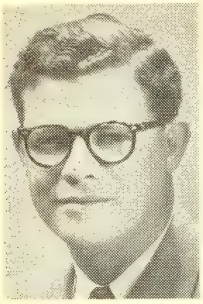
SCOTT, SAMUEL S., JR., J. Walter Thompson Company; accounts — Lever Bros. Scott was born in 1925 at Scarsdale, New York. He obtained his Bachelor of Arts Degree at Princeton University and married Deborah Flagg in 1951. The couple have three children — Samuel, Steven and Suzette. Scott entered the advertising agency field in 1956. He lives in New Canaan, Conn. His hobbies he lists as skiing and boating.



HOWARD, MARY G., Gardner Advertising Company; network buyer for Pet Milk, Ralston Purina, Monsanto Chemical Co., Grove Laboratories; Miss Howard was born in Chicago in 1928. She originally entered the advertising agency field as a secretary. Her first step up career-wise was to the post of outdoor space buyer; later she became estimator and finally timebuyer. Miss Howard lives in Kirkwood, Mo.



NEUGEBAUER, RALPH J., Gardner Advertising Company. Timebuyer. Neugebauer was born in St. Louis, Mo., in 1928. He took his Bachelor of Arts degree at the University of Missouri. Neugebauer joined the Gardner Advertising Company in 1956, working as assistant media group supervisor. Early this year he moved to the position of timebuyer. Neugebauer lives presently in St. Louis, Missouri.



TENDRICH, MAX, executive vice president Weiss & Geller, Inc.; B. 1917 New York, NY; BBA City College; M. Mary, 1945; Children — Robert, Joanne. Tendrich entered advertising in 1942 in charge of Accounting Department Weiss & Geller. He entered service 1953, was discharged as Master Sergeant. Returned to Weiss & Geller as space buyer. Tendrich became vice president in charge of media 1954, Exec VP, '57.



FLANAGAN, JOHN J., Vice President & Associate Media Director — McCann-Erickson, Inc. Accounts— Avis Rent-A-Car, American Rayon Institute, Corn Products Sales Co. (Nu-Soft), Esso Standard Oil Co., Dorothy Gray cosmetics, Lehn & Fink Products, Savings & Loan Foundation, Pertussin, Tampax, Vickers-Armstrong, Ltd. B. 1905, New York, N. Y.; entered agency field 1928, joined McCann-Erickson as buyer 1936.



PRIGOZY, RUTH M., MacManus, John & Adams, Inc. Advertising; accounts— Medaglia D'Oro Coffee, S. B. Thomas, Inc. bread and muffins, Chas. Pfizer & Co. — Chemical Sales Division, Virginia Dare Wines, White Rock Sparkling Beverages, Dow Chemical Company — Zefran. B.A. Brooklyn College. Married. Entered agency field 1952—D'Arcy Advertising Company. Biow Co. 1954; joined MJ&A in 1957.



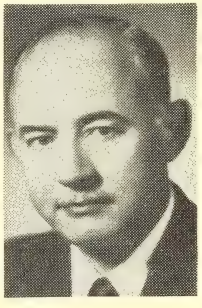
SCHINZING, PAT, Gardner Advertising Company. Miss Schinzing was born in 1929. She entered the advertising agency field originally in 1947. Until 1951 she worked first as a secretary, then moved to the position of estimator. Miss Schinzing next became outdoor buyer. Then she was promoted to the capacity of assistant media group supervisor and buyer of all media. Last year moved to her present job.



SMITH, NANCY W., J. Walter Thompson Company. The accounts Miss Smith services are Chesebrough-Ponds, Brillo Manufacturing, The Mentholatum Company, Atlantis Sales Corp., Johns-Manville; B. 1930, Montclair, N. J.; entered agency field, 1950, secretary, assistant time buyer, now supervising time buyer. Miss Smith lives in New York and Greenwich, Conn. Her hobbies are dancing, skiing and books.



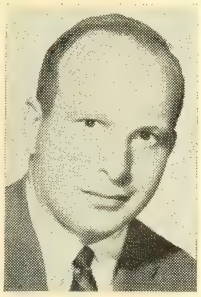
GOULD, DORIS, Product Services, Inc.; accounts— Ten Day Press On, Tuck Tape, Continental Wax. She was born in New York City and received her Bachelor of Science degree from New York University in 1951. Entered the advertising field on the copy desk of J. D. Tarcher in 1946. Joined Cecil and Presbrey on merger. Then C. J. LaRoche as chief timebuyer. Came with Product Services last year.



JOHNSON, HUGH H., director of media, Kudner Agency, Inc.; Johnson, earlier in his career, served with the advertising department of the Reo Motor Division. Later he became advertising manager of the Buick Motor Division and finally advertising manager of the Bell Aircraft Corporation. Johnson associated with Kudner in 1944 as assistant director of media. In 1954 made director of media.



TASHJIAN, EDWARD, Emil Mogul Company, Inc.; accounts — Esquire Shoe Polishes, Park & Tilford Tintex, Revlon. He was born in 1930 in Brooklyn, N. Y. He received his education at New York University. M. Louise Ayvazian, 1954; child Andrea; entered advertising agency field 1950, production department, Emil Mogul Co., subsequently in estimating, media research, timebuying, ass't to Radio-TV dir.



DUNIER, LESLIE L., vice-president and director radio-television department, Emil Mogul Co., Inc., advertising agency. B. 1924, N.Y.C. Attended De Witt Clinton H.S., N.Y.C., 1939. Received B.S. from New York University, 1946. M. Norma Rich, 1955. Entered advertising Reiss Advertising, 1945-6. Account executive with Sterling Advertising, 1946-7, then to Moskin Stores 1947-51. President L. L. Dunier, 1951-3.



FLANAGAN, THOMAS F., Grey Advertising, Inc.; Accounts — Mennen Company, General Electric, National Broadcasting Company, Firestone Industrial Products, Easy Glamur, French Government Tourist Office, Gruen Watch Company; B. 1920, New York; New York University; M. Marjorie Tock, 1941; entered agency field 1946; ass't. buyer and buyer, Peck Advertising Agency, 1946. Joined Grey 1952.



ZIPPRICH, ANDREW C., Grey Advertising Agency Inc.; accounts—Chock Full O' Nuts, Chunky Chocolate, Firestone Industrial Products Co., French Government Tourist Office, Glamur Products Inc., Gruen, General Electric—Flashbulb Division, Magee Carpets, Mennen Company, National Broadcasting Company — Necchi-Elna, RCA Victor Records; B.B.A. Manhattan College; single; entered agency field, 1947.



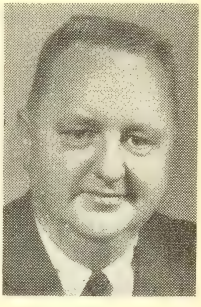
BARRY, AILEEN M., Grey Advertising Agency, Inc.; accounts—Proctor & Gamble, Tussy Cosmetiques, Wallace Silversmiths. Miss Barry received her Bachelor of Arts degree from the College of Mount Saint Vincent. She entered the agency field in radio-television research at McCann-Erickson. Later Foote, Cone & Belding in media research and finally Grey as media research supervisor, later media buyer.



PASSMORE, JOHN J., Campbell-Ewald Company; advertising accounts — Firestone Tire & Rubber Co.; Goebel Brewing Co. B. 1915, McKeesport, Pa. University of Detroit. Entered agency field 1948, Campbell-Ewald, Detroit, as manager of magazine scheduling department. Space and time buyer, Campbell-Ewald, Chicago, 1952-53. Same capacity Campbell-Ewald New York office, 1953-54. Returned to home office 1955.



BRANCH, PHILIP, A.; Grey Advertising Agency, Inc.; accounts — American Toy Promotion, Amitone, Block Drug Company, Esquire Magazine, Girard Perregaux Watches, Hearst Publications, Hoffman Beverages, Ideal Toys, Macy's Department Store, Pabst Sparkling Beverages, Procter & Gamble, Tussy Cosmetics, Wallace Silverware, Topps Chewing Gum; B.S., Seaton Hall University; first joined A. P. Lefton.



FISCHER, RICHARD E., Campbell-Ewald Advertising; accounts—Kroger. Fischer was born in 1912 at Quincy, Ill. He attended Quincy College and in 1937 married Jane Anderson. They have four children: Ann, Jay, Martha, Amy. He entered the advertising agency field in 1956 with Campbell-Ewald in network media. Fischer was formerly with Storer Broadcasting in Detroit and Cincinnati; and WHAS, Louisville, Ky.



LIEBERMAN, T. HERBERT; Grey Advertising Agency; accounts — Block Drug Company, Polident, Poli-Grip, Dentu-Creme, Girard-Perregaux Watches; Macy Department Store; American Toy Promotion. Lieberman was born in 1929 in New York City. B.A., Brookiyn College. M. Marjorie T. Plumer in 1956. Lieberman entered the agency field in 1954 with the accounting department of Grey Advertising. Became buyer in 1956.



THULIN, KATHERINE A., Campbell-Mithun, Inc.; her accounts are—Food Sales, Inc., Fenn Brothers, Inc., Larsen Co., Nash-Finch Co., Northern States Power, Northwest Bank, F. H. Peavey, Tecnique, Inc. Born in 1931 at Minneapolis, Minnesota. Received Bachelor of Arts degree from University of Minnesota. In 1953 associated with Bulmer & Johnson, Inc., radio-TV representatives.



DeLUCA, VINCENT T., Erwin Wasey, Ruthrauff & Ryan, manager, media time buying division. B. 1926 Rye, N. Y.; B.B.A., Manhattan College. M. Ann Harnaga, 1954; children — Rosanne; entered agency field 1951, Kenyon and Eckhardt; then media dept. as print and time estimator; time buyer at Foote, Cone and Belding. Lives in Sprain Lake Knolls, Yonkers, N. Y. Hobbies, opera, housefixing.



MARTI, RUDOLPH O., Campbell-Mithun, Inc.; accounts — Pillsbury's Best, Charmin Paper Products. Marti was born in 1926 at New Ulm, Minnesota. He married E. La Mere in 1952. They have three children: Julie, Rudi and Lenie. Marti entered the radio field in 1948. He associated with Campbell-Mithun, Inc., first in 1950, becoming space buyer in 1954 and time buyer in 1955.



HOUGHEY, DOROTHY T., Grey Advertising Agency; accounts—Proctor & Gamble, Lilt, Velvet Blend, Shasta, Pin-It, Ideal Toy Corporation. Miss Houghey, single, was born in New York City in 1926. She entered the agency field in 1945 as a member of the research department of the Biow Company. Became estimator, later time buyer. Joined Grey in June of 1956. She presently resides in New York City.



SEYDEL, VICTOR, Anderson & Cairns, Inc., vice president in Charge of Radio and Television; member of the Board of Directors. Accounts: Masland Carpets, White Rose Tea, Alderney Dairy, Acousticon Hearing Aids, Textile Fibers Department of Union Carbide Corporation, Dow Corning Corporation, Waring Blendors, Shavex electric shavers, Kinney shoes, Aborn's coffee, etc.



REED, ALLAN J., Grey Advertising Agency, Inc., accounts — Hoffman Beverages, Amitone, Esquire & Coronet Magazines, Good Housekeeping Magazine, Pabst Sparkling Beverages. Reed was born in 1929 in Queens, New York. He attended Pace College and later married Lee Alonge. Reed entered the agency field in 1947 when he joined Geyer Advertising Agency. Served U.S. Army, '51-52.

A List of Important

CANADIAN ADVERTISING AGENCIES

Will Be Found on Pages 248-251

Commercial Background Music Now A Well-Accepted Service



By
CHARLES C. COWLEY
President of
Muzak Corporation

WHEN commercial background music began in 1936 the immediate objectives were to supply the finest specially-arranged and recorded music to public places such as hotels, restaurants and clubs. This was an overnight success and pleasant music was soon being supplied to hundreds of subscribers in New York City. It is interesting to recall this and compare last year with that first year of background music's history.

By 1957 background music had become a busy, well-accepted industry serving millions of people. In every city and town in America some sort of music service was available.

The history of background music is divided into four distinct phases. The first was the pioneering stage when Muzak was establishing acceptance of the concept with merchants for public places, and with businessmen for office and industrial use. This phase extended into the early 1940's.

Then World War II and the successful use of planned background music to stimulate war production gave a boost to the industry and ushered in the second stage—spreading use of background music for work, and establishment of distributors in key cities.

Wartime restrictions on availability of materials held back expansion of the industry until V-J Day. Then the third phase began. It consisted of rapid expansion into all markets of 100,000 or more population. Many broadcasters jumped into the background music field during these stages. It was a natural for them, of course, because they required less capital investment to enter it than did other businessmen. Broadcasters already had sales forces calling on prospects who could use background music as well as radio time; they had engineering staffs to handle sound system installations; they had space to house turntable operations, and technicians trained to operate them; they had an accounting department already functioning to handle subscriber billings, and finally, in himself, his commercial manager and his chief engineer broadcasters had the administrative staff needed.

The fourth, and current phase of background music history, dates from 1954 when a technological breakthrough occurred. Engineers designed and perfected automatic tape transmission equipment in that year, and this changed the entire economic structure of the industry. Where the overhead of turntable operators around the clock made it economically impossible to enter a market of less than 100,000 population, tape operation has made it not only possible but very attractive to go into markets as small as 25,000. Since 1954 when Muzak converted to tape it has more than doubled its franchise holders, and the applications are still flowing in.

The background music future appears unlimited. Businessmen no longer consider planned background music a frivolous adjunct. They now realize it is a pleasant production aid that more than pays for itself in keeping people able and happy to work by reducing worker tensions. The statistics have convinced hard-headed businessmen that the psychological and psysiological effects can and do raise efficiency.

Technical advances in the broadcasting art (I refer to multiplexing and other transmission devices which our engineering department is developing) will mean a more economical and more profitable operation in the background music field.



This, we believe, will make it possible for us to serve many additional business subscribers, as well as the home market, in the near future. Also because of plans which we have for expansion into fields allied to the functional background music business — plans which call for taking our franchisers into "partnership" with us — the value of these franchises in the next few years will be multiplied many fold.

CANADIAN ADVERTISING AGENCIES

Following Is a List of CARTB Enfranchised Advertising Agencies

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Ardiel Advertising Agency, Ltd.	4 Lawton Blvd.	Toronto	MA. 6541	Don DeNike	Don DeNike
	37 James Street S.	Hamilton	JA. 7-9284	Jim Elliott	Jim Elliott
Atherton & Currier, Inc.	100 Adelaide St. W.	Toronto	EM. 3-5418	Eleanor Austen	Eleanor Austen
Baker Advertising Agency, Ltd.	212 King St. W.	Toronto	EM. 8-7801	J. Powell (Radio) Don Farrow (TV)	Jack Horler
	660 St. Catherine St. W.	Montreal	UN. 6-3049		Roger Lack
Batten, Barton, Durstine & Osborn Inc.	160 Bloor St. E.	Toronto	WA. 4-3780	—— ——	S. Ramsey Lees
Bennett & Northrop, Inc.	Maritime Life Bld.	Halifax	3-8164		—— ——
Bingham, John McKenney, Ltd.	32 Front Street W.	Toronto	EM. 2-2641	Llewellyn Lewis	Llewellyn Lewis
	4643 Cavendish Blvd.	Montreal	HU. 1-5032	McCrae J. Cooper	McCrae J. Cooper
	541 William Street	Preston	OL. 3-4464	Stan Lorriman	Stan Lorriman
	257 Osborne St.	Winnipeg	422564	E. Gordon Lowen	E. Gordon Lowen
	1664 West Broadway	Vancouver	CE. 4154	Ranald A. Kearns	Ranald A. Kearns
Bleasdale Advertising, Ltd.	1104 Douglas Street	Victoria	2-6741	Harry Bleasdale	Harry Bleasdale
Bradley, Venning & Hilton Ltd.	44 Eglington Ave. W.	Toronto	WA. 2-3138	Laura F. Baker	
Breithaupt, Milsom Ltd.	44 Eglinton Ave. W.	Toronto	HU. 1-5251	—— ——	D. L. Breithaupt
Brooks Advertising, Ltd.	21 Dundas Square	Toronto	EM. 8-2396	Roy Partridge	Roy Patridge
Brown, Mitchell & Wright Ltd.	735 Davie St.	Vancouver	TA. 7277	—— ——	Elwyn Morton
Burnett, Leo Co. of Canada, Ltd.	133 Richmond St. W.	Toronto	EM. 3-7247	John Maxwell	James B. McRae
Burns Advertising Agency, Ltd.	1247 Guy Street	Montreal	WE. 5-5257	Ralph Novek	Ralph Novek
	556 Yonge St.	Toronto	WA. 2-6698	Arnold Clare	Robert McCausland
Caldwell, Spence Agency	447 Jarvis Street	Toronto	WA. 2-2103	John Heaton (Radio) Doc Savage (TV)	S. W. Caldwell
Canadian Advertising Agency, Ltd.	1454 Mountain St.	Montreal	PL. 8061	M. Fontaine	
	80 King Street W.	Toronto	EM. 3-3051	Irvin Teitel	Irvin Teitel
	Electric R'lw'y Chambers	Winnipeg			
	1137 W. Hastings St.	Vancouver	TA. 4151	K. L. Johnson	K. L. Johnson
Cardon, Rose Ltd.	1231 St. Catherine St. W.	Montreal	PL 9581	—— ——	Norman Cardon
Carter, Garry J. of Canada, Ltd.	59 Avenue Road	Toronto	WA. 4-2505	Bob Howe	Bob Howe
Cockfield, Brown & Co., Ltd.	Canada Cement Bld.	Montreal	UN. 1-1771	Earl Box	R. W. Harwood
	185 Bloor St. E.	Toronto	WA. 4-5492	Cam Logan	Wis McQuillin
	Electric R'lw'y Chambers	Winnipeg	923538	J. Gibson	
	1030 W. Georgia St.	Vancouver	PA. 1111	Geoff Halloway	Geoff Holloway
Collyer Advertising, Ltd.	1510 Drummond St.	Montreal	PL. 8672	Nan Frazer	Nan Frazer

Copeland, Don H. Advertising, Ltd.	442 Sherbourne St.	Toronto	WA. 2-5969	(Mrs.) Vera Copeland	(Mrs.) Vera Copeland
Crombie Advertising Co., Ltd.	391 St. James Street W.	Montreal	VI. 9-5246	Vic Gray	Vic Gray
	100 Adelaide St. W.	Toronto	EM. 4-7204	Ed Davey	Ed Davey
Dancer-Fitzgerald-Sample Advertising (Canada, Ltd.)	200 St. Clair Avenue W.	Toronto	WA. 4-8425	Gilbert Nunns	Gilbert Nunns
Denne, A. J. & Co., Ltd.	90 King St. W.	Toronto	EM. 4-3444	Lillian Ryan	Ralph McKeown
Desbarats Advertising Agency	480 Legauchetiere St. W.	Montreal	UN. 6-4835	Duncan Desbarats	Duncan Desbarats
Dominion Broadcasting Co.	4 Albert Street	Toronto	EM. 3-3383	Hal B. Williams	Hal B. Williams
The Elkman Company	1827 St. Catherine St. W.	Montreal			
Erwin Wasey, Ruthrauff & Ryan Ltd.	610 Church Street	Toronto	WA. 1-5187	Tom Reid	Bruce Gale
George Ferguson Assoc. Ltd.	985 Sherbrooke St. W	Montreal	AV. 8-8102	Wanda Turowsky	G. R. Ferguson
Ferres Advertising, Ltd.	63 Duke Street	Hamilton	JA. 9-1116	E. Boyd Heaven	E. Boyd Heaven
Foote, Cone & Belding, Canada, Ltd.	10 St. Mary St.	Toronto	WA. 4-4477		Art Sylvan
Foster Advertising, Ltd.	149 Alcorn Avenue	Toronto	WA. 4-4681	Gwen Rudlophe	Alex MacKay
					Mary Newton
	Sun Life Bld.	Montreal	UN. 6-7901	Charlotte Toupin	Charlotte Toupin
	156 Lombard Ave.	Winnipeg	922151	Pierre Petel	Pierre Petel
Gibbons, J. J., Ltd.	46 St. Clair Avenue E.	Toronto	WA. 4-8391	Walter Reeves	Walter Reeves
	Dominion Sq. Bld.	Montreal	UN. 6-5805	Rupert Burdick	Rupert Burdick
	272 Main Street	Winnipeg	927373	Bruce Johnston	Bruce Johnston
	1840 McIntyre St.	Regina	3-2787	R. P. Wilson	R. P. Wilson
	513 8th Avenue West	Calgary	2-5437	Bill Bell	Bill Bell
	206 Petroleum Bld.	Edmonton	2-7512	Tom McMillan	Tom McMillan
	1533 West Pender St.	Vancouver	PA. 0157	(Mrs.) Hazel Bakes	(Mrs.) Hazel Bakes
Gislason-Reynolds, Ltd.	651 Church Street	Toronto	WA. 4-7364	Dick Canney	Jack Reynolds
Goodwin Advertising Ltd.	207 W. Hastings St.	Vancouver	PA. 3474	—— ——	T. H. Goodwin
Grant Advertising (of Canada) Ltd.	90 Richmond St. W	Toronto	EM. 3-3396	Mrs. L. Taylor	J. G. Wren
	1628 Sherbrooke St. W.	Montreal	WE. 3-3691	—— ——	P. Petel
Grosberg, Pollock & Gwartzman Ltd.	78 Charles St. W.	Toronto	EM. 8-7081	—— ——	H. J. Pollock
Hayhurst, F. H. Co., Ltd.	7 King Street East	Toronto	EM. 6-0731	Mary Goletz	Bob Amos
	1510 Drummond Street	Montreal	VI. 5-0241	Tom Deans	Mrs. D. L. Mathieu
Heggie Advertising Co., Ltd.	57 Bloor Street West	Toronto	WA. 2-5125	John Chilman	John Chilman
Huot, J. E. Publicitee Ltee	353 St. Nicholas	Montreal	PL. 4131	B. E. Rioux	B. E. Rioux
Hutchins Advertising Co. of Canada, Ltd.	35 Hayden Street	Toronto	WA. 4-3753	Pat Hennessy	Pat Hennessy
Imperial Advertising, Ltd.	38 Blowers St.	Halifax	3-9373	I. M. MacLeod	A. H. Evelyn
Industrial Advertising Agency, Ltd.	631 Spadina Avenue	Toronto	WA. 4-6671	(Mrs.) Vera Percival	(Mrs.) Vera Percival
Jarvis, Albert, Ltd.	94 Yonge Street	Toronto	EM. 3-2438	Evan Morton	Evan Morton
Kelley, Russell T. Co., Ltd.	627 Main Street E.	Hamilton	JA. 2-1155	J. A. Price	J. A. Price
	480 Legauchetiere St. W.	Montreal	UN. 6-4835	Duncan Desbarats	Duncan Desbarats
Kenyon & Eckhardt, Ltd.	321 Bloor St. E.	Toronto	WA. 4-9531	Lloyd Hefford	Donald E. Smith
Locke, Johnson & Co., Ltd.	255 Davenport Road	Toronto	WA. 4-8481		
Lovick, James & Co., Ltd.	1178 West Pender St.	Vancouver	TA. 6221	M. R. Woodward	
	800 Bay Street	Toronto	WA. 3-9987	S. B. Hayward	S. B. Hayward

CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
	402 Montreal Trust Bld.	Winnipeg	991629	John Hart	John Hart
	Toronto Gen. Trusts Bld.	Calgary	24445	Leslie White	Leslie White
	Canada Permanent Bldg.	Regina	6261	George R. Bothwell	George R. Bothwell
	Imperial Bank Bld.	Edmonton	24072	—— ——	—— ——
	623 Dominion Sq. Bld.	Montreal	UN. 6-8391	Dave McMaster	Dave McMaster
MacLaren Advertising Co., Ltd.	111 Richmond St. W.	Toronto	EM. 4-0321	Mary Moran	Hugh Horler
	550 Sherbrooke St. W.	Montreal	VI. 5-1222	Larry Trudel	Larry Trudel
	237 Queen Street	Ottawa	5-4301	W. F. Harrison	W. F. Harrison
	911 Elec. R'l'y Chambers	Winnipeg	926321	E. P. Thomson	E. P. Thomson
	1240 West Pender St.	Vancouver	MA. 6268	John Hoyland	John Hoyland
McCann-Erickson (Canada) Ltd.	200 Bloor Street East	Toronto	WA. 4-9641	Shirley Carter (Radio) Greg Paul (TV)	Alan B. Cullimore
	2055 Peel St.	Montreal	VI. 9-8341	Gabby Langlais (Radio) Mary Kaye (TV)	Larry Dampier
McConnell Eastman & Co., Ltd.	Huron & Erie Bldg.	London	44528		
	147 University Ave.	Toronto	EM. 3-7004	Alex B. Shepherd	Austin Moran
	Dominion Sq. Bldg.	Montreal	UN. 6-7941		
	382 Portage Ave.	Winnipeg	935541		
	1198 West Pender St.	Vancouver	MA. 2161		
McCracken, W. A., Ltd.	153 St. Clair Ave. W.	Toronto	WA. 4-6681		
McGregor-Deaville Advertising	1175 Bay St.	Toronto	WA. 2-4864	—— ——	A. E. McGregor, F. J. Deaville
McGuire Advertising, Ltd.	Bank of Commerce Bldg.	Windsor	CL. 2-7297	(Mrs.) Evelyn Duncan	Glen Smith
McKim Advertising, Ltd.	1510 Drummond St.	Montreal	VI. 9-4152	Bill Mills	W. L. Charland
	1407 Yonge St.	Toronto	WA. 4-0981	Joan Bridge	F. C. Church
	250 Portage Ave.	Winnipeg	923491	Beverly Nicholl	Keith Chase
	1030 W. Georgia St.	Vancouver	MU. 3-1821	Andy Brown John Cummings	Don MacMillan Andy Brown
Muter, Culiner, Frankfurter & Gould, Ltd.	112 1 Bay Street,	Toronto	WA. 4-5736	Phyllis Scott Kay Schneider	John Cummings Eddie Gould
Nattall & Maloney, Ltd.	209 Shaldo Bldg.	Calgary	692370	D. Ryan	Gerald Wren
		Edmonton	44910	M. Tyler	E. Maloney
O'Brien Advertising, Ltd.	1455 West Georgia St.	Vancouver	PA. 9174	Michael Jackson	M. Tyler
Orr, William R., Ltd.	464 Yonge Street	Toronto	WA. 4-3708	Joyce Rhodes	Michael Jackson
Otto, Robert & Co. (Canada), Ltd.	222 Simcoe Street	Toronto	EM. 6-9266	George Vale	Wib Perry
Paul-Phelan, Ltd.	380 Victoria Street	Toronto	EM. 3-6047	P. E. Giguere	George Vale

Payeur-Publicite	639 8th Avenue	Quebec	43549		
Pennell, Margaret Advertising	81 Queen St. W.	Toronto	EM. 4-2079	Mary Barrer	Mary Barrer
Plant, Elton M., Co.	303 Bartlet Bldg.	Windsor	CL. 4-1159	E. M. Plant	E. M. Plant
Purkis, Thornton, Ltd.	330 Bay St.	Toronto	EM. 3-3762	Gladys Race	Gladys Race
Quebec Advertising Agency	1520 Mountain St.	Montreal	PL. 9851	Jack Philton & M. Seni	Guy Pinsonneault
Reynolds, E. W., Ltd.	154 University Ave.	Toronto	EM. 2-2381	V. Hopkins	Henry Karpus
	1440 St. Catherine St. W.	Montreal	UN. 6-1775	Hal Tingle	Hal Tingle
Richards, Fletcher D., Inc.	550 Sherbrooke St. W.	Montreal	BE. 8821	T. A. Deans	
Ronalds Advertising Agency, Ltd.	Keefer Bldg.	Montreal	UN. 6-9471	Jerry Lodge	Peter Golick
				Bob Stampleman	
	108 Peter St.	Toronto	EM. 3-0237	Doug Loney	G. Lodge
	409 Petroleum Bldg.	Edmonton	28356	Art Bishop	Art Bishop
Ross Roy of Canada, Ltd.	Canada Trust Bldg.	Windsor	CL. 6-2371	Carl E. Hassell	Carl E. Hassell
Sauviat, G. R., & Assoc.	1448A Mountain St.	Montreal	BE. 4241		
Schneider Cardon, Ltd.	1224 St. Catherine St. W.	Montreal	UN. 1-4764	Monty A. Isaacs	Monty A. Isaacs
	501 Yonge St.	Toronto	WA. 4-9779	Gordon Allen	Gordon Allen
Sills, Allan R. & Co.	137 Wellington St. W.	Toronto	EM. 8-6434	Allan R. Sills	Allan R. Sills
Smith, R. C. & Son, Ltd.	380 Victoria St.	Toronto	EM. 4-9396	G. Alec Phare	G. Alec Phare
Spitzer & Mills, Ltd.	50 King St. W.	Toronto	EM. 6-2811	Susie McCullagh	Ralph Hart
	3405 Addington Ave.	Montreal	WA. 0344	Pauline Goyette (Radio)	Paul Corbeil
				Paul Corbeil (TV)	
Stanfield, Harold F., Ltd.	Dominion Square Bldg.	Montreal	UN. 6-8741	Ernie Smith	Ernie Smith
	67 Richmond St. W.	Toronto	EM. 6-5454	W. Ross	W. Ross
Stevenson & Scott, Ltd.	1260 University Ave.	Montreal	UN. 6-9361	Sheldon Lodge	Sheldon Lodge
	100 Adelaide St. W.	Toronto	EM. 3-5773	Burf Kaye	Burf Kaye
	402 West Pender St.	Vancouver	PA. 5824	Roy Hunter	Roy Hunter
Tandy Advertising Agency, Ltd.	20 Carlton St.	Toronto	EM. 3-6362	Mary-Ellen Freeborn	A. C. Haight
Thompson, J. Walter Co., Ltd.	602 Dominion Sq. Bldg.	Montreal	UN. 6-6771	Ron Kirkwood	Mariette Mineau
	600 University Ave.	Toronto	EM. 3-9402	Phyllis Sivell	Frank Flint (Radio)
					John Lingman (TV)
Thompson-Peterson Advertising Agency, Ltd.	215 Victoria St.	Toronto	EM. 8-8091	E. W. Bowman	E. W. Bowman
	913 Sun Life Bldg.	Montreal	UN. 6-9745		
Vamplew Advertising	1175 Bay St.	Toronto	WA. 3-5589	Thomas Vamplew	Thomas Vamplew
Vickers & Benson, Ltd.	1440 St. Catherine St. W.	Montreal	UN. 67701	Henault Champagne	Henault Champagne
	110 Church St.	Toronto	EM. 4-6301	(Mrs.) Laura Jensen	D. S. Catton
Walsh Advertising Co., Ltd.	1787 Walker Rd.	Windsor	CL. 6-2671		
	44 King St. W.	Toronto	EM. 3-3053	(Mrs.) Muriel Murray	(Mrs.) Muriel Murray
	660 St. Catherine St. W.	Montreal	UN. 6-8921	Therese Cote	Therese Cote
Whitehall Broadcasting, Ltd.	1510 Drummond St.	Montreal	MA. 4152	Wilf Charland	Wilf Charland
Willis Advertising	220 Richmond St. W.	Toronto	EM. 3-2073	Victor C. Snack	Victor C. Snack
A. D. Wood Advertising	620 Eighth Ave. W.	Calgary	2-4767	—— ——	A. D. Wood
Yaneff, Chris.	85 Greenville St.	Toronto	WA. 1-3376		
Young & Rubicam, Ltd.	660 St. Catherine St. W.	Montreal	UN. 6-8941	Helen Quinn	
	44 King St. W.	Toronto	EM. 2-2341	Doreen Dunlop	

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Illinois
Urbana 7-6611, Ext. 3394

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E. A. Hungerford, Jr., Metropolitan ETV Association, 345 E. 46th St., New York 17, N. Y.

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Region III

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Region VI

Edwin Adams, Director, School of Communication, University of Washington, Seattle, Washington

Executive Director

Harry J. Skornia, 14 Gregory Hall, Urbana, Ill.

Associate Director

Harold E. Hill, 14 Gregory Hall, Urbana, Ill.

NAEB ACTIVE MEMBERS

City	Call Letters	Licensee	Executive
		ALABAMA	
Andalusia	WAIQ (TV)	Alabama Educational TV Commission	Raymond D. Hurlbert, Gen. Mgr.
Birmingham	WBIQ (TV)	Alabama Educational TV Commission	Raymond D. Hurlbert, Gen. Mgr.
Munford	WTIQ (TV)	Alabama Educational TV Commission	Raymond D. Hurlbert, Gen. Mgr.
University	WUOA (FM)	Univ. of Alabama	Walt Whitaker, Acting Director Radio-TV
		ARKANSAS	
State College	KASU	Ark. State College	John Cramer, Director
		CALIFORNIA	
Berkeley	KPFA (FM)	Pacifica Foundation	Lewis Hill, President
Los Angeles	KUSC (FM)	Univ. of Southern California	Kenneth Harwood, Hd. Telecommunic. Dept.
San Bernardino	KVCR (FM)	San Bernardino Valley College	John E. Harder, Station Mgr.
San Diego	KSDS (FM)	San Diego Jr. College & Vocational School	Paul R. Roman, Program Dir.
San Francisco	KQED (TV)	Bay Area ETV Assn.	James Day, General Mgr.
Stockton	KCVN (FM)	College of the Pacific	John Crabbe, Dir.
		COLORADO	
Colo. Springs	KRCC (FM)	Colorado College	Woodson Tyree, Dir. Speech, Drama, Radio
Colo. Springs	KSHS	C. S. Public Schools	Wes Burnett, Station Mgr.
Denver	KRMA (TV)	Denver Public Schools	Howard L. Johnson, Exec. Dir.
		FLORIDA	
Miami	WTHS (FM)	Dade County Bd.	Vernon Bronson, Asst. Dir.
	WTHS (TV)	of Public Instr.	
Tallahassee	WFSU (FM)	Florida State University	Roy Flynn, Dir. Radio-TV
Tampa	WTUN (FM)	University of Tampa	W. E. Vincent, Dir. Radio-TV
Winter Park	WPRK (FM)	Rollins College	M. P. Frutchey, Director of Radio
		GEORGIA	
Atlanta	WABE (FM)	Board of Education	Haskell Boyter, Dir. Radio & TV Ed.
Atlanta	WETV (TV)	Board of Education	Haskell Boyter, Dir. Radio & TV Ed.
		ILLINOIS	
Carbondale	WSRV (FM)	Southern Ill. Univ.	B. C. Robbins, Dir. Bestg.
Chicago	WBEZ (FM)	Board of Education	George Jennings, Director Div. Radio-TV
Chicago	WTTW (TV)	Chicago Educational TV Assn.	John W. Taylor, Exec. Dir.
DeKalb	WNIC (FM)	Northern Illinois University	Wm. Dochterman, Dir. Radio-TV
Elgin	WEPS (FM)	Elgin Public Schools	E. H. Hoke, Dir. Radio Education
Evanston	WNUR (FM)	Northwestern Univ.	Donley Fedderson, Chrm. Radio-TV
Macomb	WWKS (FM)	Western Ill. University	Jennette Terrill, Dir.
Urbana	WILL (AM)	Univ. of Illinois	Frank E. Schooley, Dir. Univ. Broadcasting
Urbana	WILL (TV)	University of Illinois	Frank E. Schooley
Urbana	WILL (FM)	Univ. of Illinois	Frank E. Schooley
		INDIANA	
Bloomington	WFIU (FM)	Indiana University	Elmer Sulzer, Dir. Radio & TV Communication
Evansville	WEVC	Evansville College	V. G. Logan, Chrm. Radio-Speech Comm.
Evansville	WPSR (FM)	School City of Evansville	C. B. Smith, Dir. Radio
Gary	WGVE (FM)	School City of Gary	Edwin Carmony, Supv. A-V Ed.
Greencastle	WGRE (FM)	DePauw University	Herold Ross, Manager
Huntington	WVSH (FM)	School City of Huntington	M. McCabe Day, Director Audio-Visual Center
Indianapolis	WIAN (FM)	Indianapolis Pub. Schools	Betty Barth, Dir. Radio-TV
Lafayette	WBAA (AM)	Purdue Univ.	Jim Miles, Dir. of Broadcasting
Muncie	WWHI (FM)	Wilson Jr. H.S.	John V. Maier, Principal
New Albany	WNAS (FM)	New Albany City Schools	Vernon McKown, Director Audio-Visual Instr.
New Castle	WYSN (FM)	New Castle-Henry Twnsp. Schools	Miss Juanita Rucker, Dir.
Wabash	WSKS (FM)	School City of Wabash	James R. Oliver, Dir. Audio-Visual Ed.
		IOWA	
Ames	WOI (AM)	Iowa State College	Richard F. Vogl, Mgr.
Ames	WOI (FM)	Iowa State College	Richard F. Vogl, Mgr.
Decorah	KWLC (AM)	Luther College	Esther J. Olson, Dir.
Des Moines	KDPS (FM)	Des Moines Public Schools	Clifton F. Schropp, Dir. Audio-Visual
Iowa City	WSUI (AM)	State Univ. of Iowa	Carl H. Menzer, Director
Iowa City	KSUI (FM)	State Univ. of Iowa	Carl H. Menzer
		KANSAS	
Emporia	KSTE (FM)	Kansas State Teachers College	Tex Smiley, Dir., Radio-TV

City	Call Letters	Licensee	Executive
Lawrence	KFKU (AM)	Univ. of Kansas	R. Edwin Browne, Director Radio-TV
Lawrence	KANU (FM	Univ. of Kansas	R. Edwin Browne
Manhattan	KSAC (AM)	Kansas State College	Kenneth Thomas, Director
Manhattan	KSDB (FM)	Kansas State College	Ken Thomas
Ottawa	KTJO (FM)	Ottawa University	W. D. Bemmels, Dean of the College
Wichita	KMUW (FM)	Univ. of Wichita	G. D. Goodrich, Manager
		KENTUCKY	
Lexington	WBKY (FM)	Univ. of Kentucky	Mrs. Camille Halyard, Director of Radio-TV
Louisville	WFPK (FM)	Louisville Free Public Library	Dorothy L. Day, Head Audio-Visual Dept.
Louisville	WFPL (FM)	Louisville Free Public Library	Dorothy L. Day, Head Audio-Visual Dept.
		LOUISIANA	
New Orleans	WYES (TV)	Greater New Orleans ETV Foundation	Duff Browne, Gen. Mgr.
		MARYLAND	
Baltimore	WBJC (FM)	Baltimore Jr. College	Clarence T. DeHaven, Faculty Mgr.
		MASSACHUSETTS	
Amherst	WMUA (FM)	Univ. of Mass.	Janet P. Nichols, Manager
Boston	WBUR (FM)	Boston University	Melvin Brodshaug, Act. Chr., Div. Communication Arts
Boston	WERS (FM)	Emerson College	Charles Dudley, Chrmn. Dept. Broad
Boston	WGBH (FM)	Lowell Instit. Co-op Broadcasting Council	Hartford N. Gunn, Jr., Gen. Mgr.
Boston	WGBH (TV)	Lowell Instit. Co-op	Hartford N. Gunn, Jr., Gen. Mgr.
		MICHIGAN	
Ann Arbor	WUOM (FM)	Univ. of Michigan	E. G. Burrows, Asst. Dir. Bestg.
Detroit	WDTR (FM)	Board of Education	Kathleen N. Lardle, Mgr.
Detroit	WDET (FM)	Wayne University	John Cambus, Station Mgr.
Detroit	WTVS (TV)	Detroit Ed. TV Found., Inc.	Henry Brown, Gen. Mgr.
East Lansing	WKAR (AM)	Michigan State Univ.	Robert J. Coleman, Dir. of Broadcasting
East Lansing	WKAR (FM)	Michigan State Univ.	Robert J. Coleman
East Lansing	WKAR (TV)	Michigan State Univ.	Armand L. Hunter, Director
Flint	WFBE (FM)	Board of Education	Miss Ola Hiller, Dir. Radio Educ.
Flint	WFUM (FM)	Univ. of Michigan	E. G. Burrows, Asst. Dir. Bestg.
Highland Park	WHPR (FM)	School District of Highland Park	Robert A. Stevens, Prog. Dir.
Kalamazoo	WMCR (FM)	Western Michigan University	Wallace Garneau, Dir. of Broadcasting
Royal Oak	WOAK (FM)	School Dist. City of Royal Oak	James L. Mead, Station Mgr.
		MINNESOTA	
Minneapolis	KUOM (AM)	Univ. of Minnesota	Burton Paulu, Dir. Radio-TV Bestg.
Northfield	WCAL (AM)	St. Olaf College	Milford C. Jensen, General Manager
St. Paul	KTCA (TV)	Twin City Area ETV Corp.	J. C. Schwarzwalder, Dir.
		MISSOURI	
Kansas City	KCUR (FM)	Univ. of Kansas City	C. Stevens, Dir. Radio-TV
St. Louis	KETC (TV)	St. Louis Ed. TV Association	George Arms, Operations Mgr.
St. Louis	KSLH (FM)	Board of Education	Miss Marguerite Fleming, Manager
		NEBRASKA	
Lincoln	KUON (TV)	University of Nebraska	Jack J. McBride, Dir. of Ed. TV
		NEW JERSEY	
Newark	WBGO (FM)	Board of Education	Marie Scanlon, Supervisor Radio-Television
South Orange	WSOU (FM)	Seton Hall University	A. Paul Klose, Program Director
		NEW MEXICO	
Albuquerque	KANW (FM)	Board of Education	Mrs. Rose J. Jones, Director
		NEW YORK	
Bronx	WFUV (FM)	Fordham Univ.	Rev. John A. St. George, S. J., Dir.
Brooklyn	WNYE (FM)	Board of Education	James F. Macandrew, Dir. of Broadcasting
Floral Park	WSHS (FM)	Sewanhaka H.S.	W. A. Gregory, Director of Radio
Ithaca	WITJ (FM)	Ithaca College	Royal D. Colle, Chrmn., Radio-TV
New York	WKCR (FM)	Columbia College	Jeffrey P. Kuklin, Gen. Mgr.
New York	WNYC (AM)	Municipal Broadcasting System	Seymour N. Siegel, Director
New York	WNYC (FM)	Municipal Broadcasting System	Seymour N. Siegel
Springville	WSPE (FM)	Griffith Instit. & School	Henry Bartkowski, Director
Syracuse	WAER (FM)	Syracuse University	Kenneth G. Bartlett, Dean
Troy	WHAZ (AM)	Rensselaer Polytechnic Institute	Hiram D. Harris, Manager
		NORTH CAROLINA	
Chapel Hill	WUNC (TV)	Univ. of. North Carolina	John Young, Director
Chapel Hill	WUNC (FM)	Univ. of North Carolina	John Young, Director
Greensboro	WGPS (FM)	Greensboro Public Schools	R. Thorpe Jones, Dir. Audio-Visual Educ.
Greenville	WWWS (FM)	E. Carolina College	Miss Rosalind Roulston, Sta. Mgr.
High Point	WHPS (FM)	High Point H.S.	D. P. Whitley, Principal

City	Call Letters	Licensee	Executive
		NORTH DAKOTA	
Grand Forks	KFJM (AM	Univ. of North Dakota	Myron Curry, Director
		OHIO	
Akron	WAPS (FM)	Akron Public Schools	Cyril Jones, Dir. Radio-TV Ed.
Athens	WOUI (FM)	Ohio Univ.	Archie Greer, Supv. of Bcstg.
Bowling Green	WBGU (FM)	Bowling Green State Univ.	Sidney Stone, Director
Cincinatti	WCET (TV)	Greater Cinci. TV Ed. Foundation	Uberto Neely, General Mgr.
Cleveland	WBOE (FM)	Board of Education	Katherine Matchett
Columbus	WCBE (FM)	Bd. of Educ., City School District	John H. Sittig, Dir.
Columbus	WOSU (AM)	Ohio State Univ.	Richard B. Hull, Director
Columbus	WOSU (FM)	Ohio State Univ.	Richard B. Hull
Columbus	WOSU (TV)	Ohio State University	Richard B. Hull
Delaware	WSLN (FM)	Ohio Wesleyan Univ.	Gerald Kroeger, Dir., Radio-TV
Kent	WKSU (FM)	Kent State Univ.	Walton D. Clarke, Dir. of Radio
Oxford	WMUB (FM)	Miami Univ.	Stephen C. Hathaway, Dir., Radio-TV
Toledo	WTDS (FM)	Toledo Public Schools	Harry D. Lamb, Dir. Radio-TV
		OKLAHOMA	
Norman	WNAD (AM)	Univ. of Oklahoma	Hugh Mix, Dir., Educ. Best. Services
Norman	WNAD (FM)	Univ. of Oklahoma	Hugh Mix
Oklahoma City	KOKH (FM)	Board of Education	Mrs. Elaine Tucker, Dir. Radio-TV
Stillwater	KAMC (FM)	Okla. State University	John Woodworth, Head, Radio-TV Dept.
Tulsa	KWGS (FM)	Univ. of Tulsa	Edward S. Dumit, Dir., Radio-TV
		OREGON	
Corvallis	KOAC (AM)	Oregon State System of Higher Education	James M. Morris, Program Director
Eugene	KRVM (FM)	Eugene Pub. Schools	Roger J. Houglum, Mgr.-Dir.
Eugene	KWAX (FM)	Univ. of Oregon	John R. Shepherd, Prod. Dir.
Portland	KBPS (AM)	Portland Public Schools	Mrs. Patricia Swenson, Manager
		PENNSYLVANIA	
Grove City	WSAJ (AM)	Grove City College	Dale O. Smock, Manager
Philadelphia	WPWT (FM)	Philadelphia Wireless Tech. Instit.	William W. Zerfing
Philadelphia	WHYY (FM)	Metro. Phila. Educ. Radio & TV Corp.	R. S. Burdick, Dir.
Philadelphia	WRTI (FM)	Temple Univ.	John B. Roberts, Dir., Radio-TV
Philadelphia	WXPN (FM)	Univ. of Pennsylvania	Ralph Thornton, Grad. Mgr.
Pittsburgh	WDUQ (FM)	Duquesne Univ.	B. Kendall Crane, Director
Scranton	WUSV (FM)	Univ. of Scranton	Rev. Richard F. Grady, S.J., Director
		SOUTH CAROLINA	
Columbia	WUSC (FM)	Univ. of S. Carolina	Lawton G. Wiles, Director, A-V Aids
		SOUTH DAKOTA	
Vermillion	KUSD (AM)	Univ. of S. Dakota	Edward J. Slack, Director
		TENNESSEE	
Knoxville	WUOT (FM)	Univ. of Tennessee	Kenneth D. Wright, Dir. of Broadcasting
Memphis	WKNO (TV)	Memphis Comm. TV Foundation	Harold Martin, Mging. Dir.
		TEXAS	
El Paso	KVOF (FM)	Texas Western College	Virgil C. Hicks, Director
Houston	KUHF (FM)	Univ. of Houston	Roy Barthold, Acting Dir.
Houston	KUHT (TV)	Univ. of Houston	Roy Barthold, Acting Dir.
		UTAH	
Logan	KVSC (FM)	Utah State University	Burrel F. Hansen, Director
Salt Lake City	KUED (TV)	University of Utah	C. Richard Evans, Mgr.
		VIRGINIA	
Harrisonburg	WEMC (FM)	Eastern Mennonite College	John R. Mumaw, Pres.
Harrisonburg	WRFK (FM)	Union Theol. Sem.	R. W. Kirkpatrick, Dir. A-V
Norfolk	WMTI (FM)	College of William & Mary	B. C. Dickerson, Head
		WASHINGTON	
Pullman	KWSC (AM)	State College of Washington	Allen Miller, Manager
Seattle	KCTS (TV)	Comm. TV Service	Loren Stone, Mgr.
Seattle	KUOW (FM)	Univ. of Washington	Ken Kager, Director, Div. of Radio-Television
Tacoma	KTOY (FM)	Tacoma Public Schools	Merle Kimball, Program Mgr.
		WISCONSIN	
Appleton	WLFM (FM)	Lawrence College	Jos. Hopfensperger, Sta. Mgr.
Madison	WHA (AM)	Univ. of Wisconsin	H. B. McCarty, Director
Madison	WHA (FM)	Univ. of Wisconsin	H. B. McCarty
Madison	WHA (TV)	Univ. of Wisconsin	H. B. McCarty, Director
Milwaukee	WMVS (TV)	Milwaukee Vocational & Adult Schools	Wm. F. Rasche, Dir.
		HAWAII	
Honolulu	KUOH (FM)	University of Hawaii	Louis Steed, Dir., Univ. Radio
		PUERTO RICO	
San Juan	WIPR (AM) WIPR (TV)	Oficina de Radio-emision Publica	Francisco Arrivi, Manager

THE FEELING OF CONFIDENCE IS MUTUAL



The policy pays off! Our new, non-TV-competing programming—News, Sports and Special Events – has brought us a landslide of votes of confidence and, better still, a growing group of blue chip advertisers. Smart radio buyers know "more news more often means more listeners *consistently* . . . to Mutual".

MUTUAL BROADCASTING SYSTEM

RADIO

RADIO NETWORKS

U. S. A. NETWORK MAPS
EXECUTIVE PERSONNEL
OWNED & OPERATED STATIONS
AFFILIATED STATIONS

ANNUAL

1958

Unique Advertising Traits Marking New Growth Medium: Network Radio



By
ROBERT E. EASTMAN
President of ABN

THE year 1958 will see over-all network radio volume increase by at least 35 per cent. That's my prediction, and it is arrived at from talking to a lot of smart people in strategic positions within the advertising industry.

Such a development should most certainly be in the cards because network radio broadcasting is very much under-subscribed in relation to its basic values. There is lots of room for healthy growth.

This growth will come about largely because of a growing recognition of certain exclusive advertising qualities available only in network radio. These qualities make network radio almost a must buy for any one of the larger advertisers with a multi-media strategy; and frequently, a very desirable buy for the advertiser with a small budget who needs to get long mileage out of every dollar spent.

There are three simple reasons, as I see it, why network radio broadcasting will realize a spurt in prosperity in 1958. They are as follows:

1. *Circulation.*

The sheer weight of 137 million radio sets in good working condition in the United States represents tremendous mass circulation. This means that network radio can reach people wherever they may be or whatever they may be doing. We at American Broadcasting have named this characteristic "Multi-Access" and "Ambi-Active" and have programmed in keeping with the fact that we realize that most people available to listen are going to be doing something else at the same time. We have felt that there is a niche to be carved out with an exclusive type of programming which is compatible with certain characteristics of our circulation.



It is rather fantastic to realize that our medium has increased in circulation by 80 million sets during the past eleven years. Never in the history of advertising has there been a medium with such rapid growth and, especially, in the face of the severest competition in the way of television, better movies, improved magazines, and even the return of miniature golf courses plus all variety of diversions.

2. *Programming Dimensions.*

The advertising growth for network radio is assured, in my opinion, because during the past year it has broadened its horizons. All networks have made major improvements in their programming product. This cannot help but add vitality to the medium.

There is no reason why all networks should program in a similar fashion—as a matter of fact, just the contrary should be the case. Some of the networks provide a schedule comprised primarily of dramatic and variety programs. We have chosen a different route of all musical programs of an exclusive character which gives us a format of our own and also adds another basic appeal to the network medium. This will attract more total listeners to network programming.



The audience figures indicate that even though there are 50 per cent more stations in the country without network affiliation than those which do have network affiliation, the network stations hold a larger total share of the listening audience.

3. *Creative, Hard Selling.*

A truly concentrated sales drive is underway. All of the networks are out ringing door bells in an unprecedented fashion. The selling is hard and the selling is competitive—but most important of all, it is usually creative. There are new ideas, new concepts, for the application of this medium in the most effective fashion to produce sales for advertisers.

Network radio is a good advertising product. Because of its intrinsic values, it deserves to expand, and with the sales energy being thrown into the fray, it will.

So, mark network radio down for a 35 per cent accretion in 1958 over 1957—and I certainly hope that this prognostication proves to be on the conservative side.

AMERICAN BROADCASTING COMPANY RADIO NETWORK, INC.

(A Subsidiary of American Broadcasting-Paramount Theatres, Inc.)

7 West 66th Street, New York 23, N. Y.

Telephone Number: SUsquehanna 7-5000

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Thomas C. Harrison.....Vice President
Michael J. Minahan.....Business Manager

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Richard Hamilton.....Supr. of Communications
George Milne.....Dir. of Traffic & Comm. Facilities & General Services
Clure Owen.....Administrative Assistant
John Preston.....Director of Engineering
Lawrence A. Ruddell.....Recording Director
William Trevarthen.....Director of Engineering Operations
Reginald Willcocks.....Traffic Manager

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Michael P. Boland.....Assistant Treasurer
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Marie McWilliams.....Director of Personnel
Stephen Riddleberger.....Asst. Treasurer of AB-PT & Comptroller of ABC
Edmund Samuels.....Purchasing Agent
Joseph Spagnola..Dir. of Office & Studio Services

Legal

Mortimer Weinbach.....V.P. & General Counsel
Omar Elder.....Secy. & Asst. General Counsel
Richard L. Freund.....Dir. of Labor Relations

News, Special Events, Sports & Public Affairs

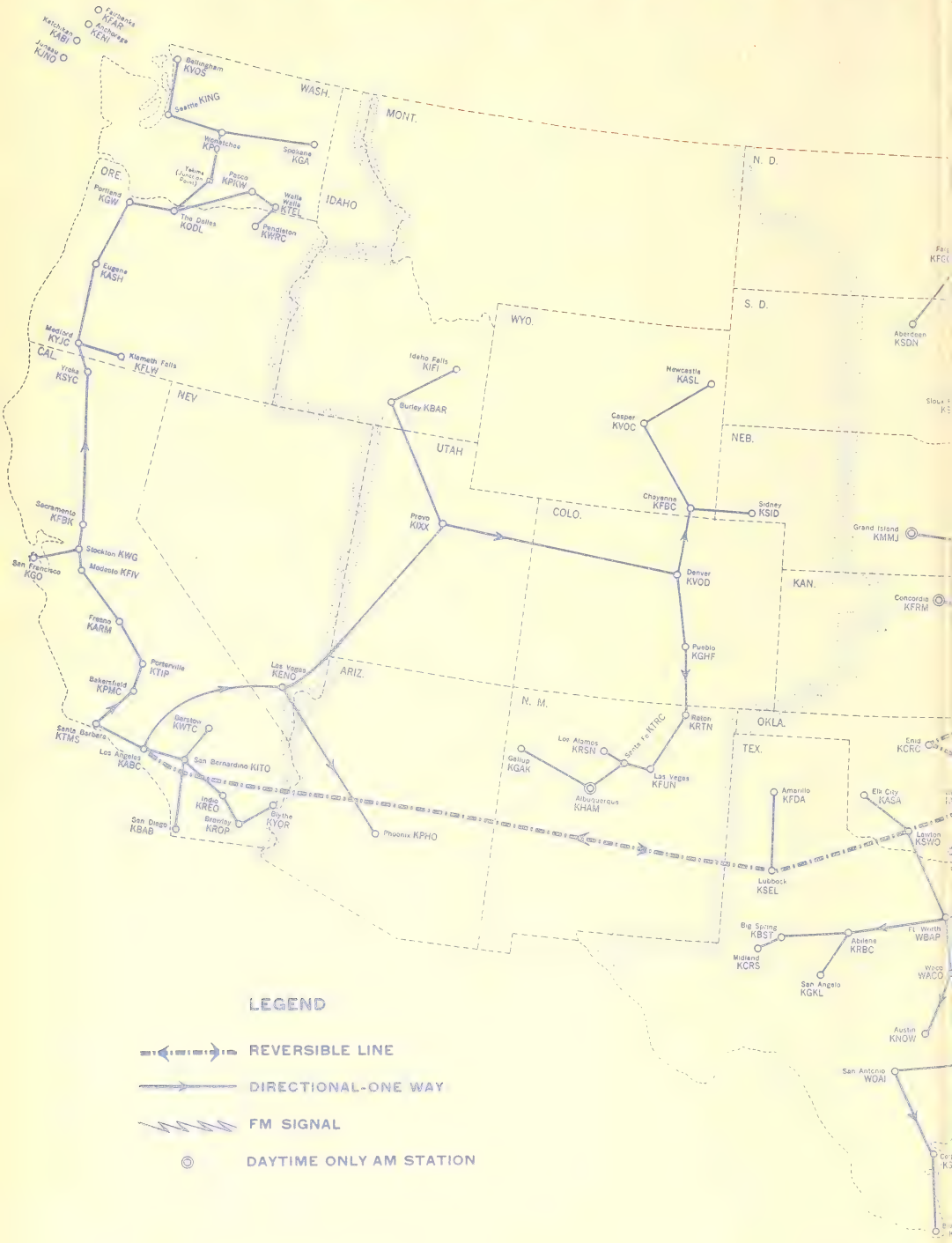
John Daly....Vice President in Charge of News
Donald Coe.....Director of Special Events & Operations
Catharine Lynch.....Librarian
Francis N. Littlejohn.....Director of News & Public Affairs
William Whitehouse.....Director of Sports
Wiley Hance.....Manager of Public Affairs

Program

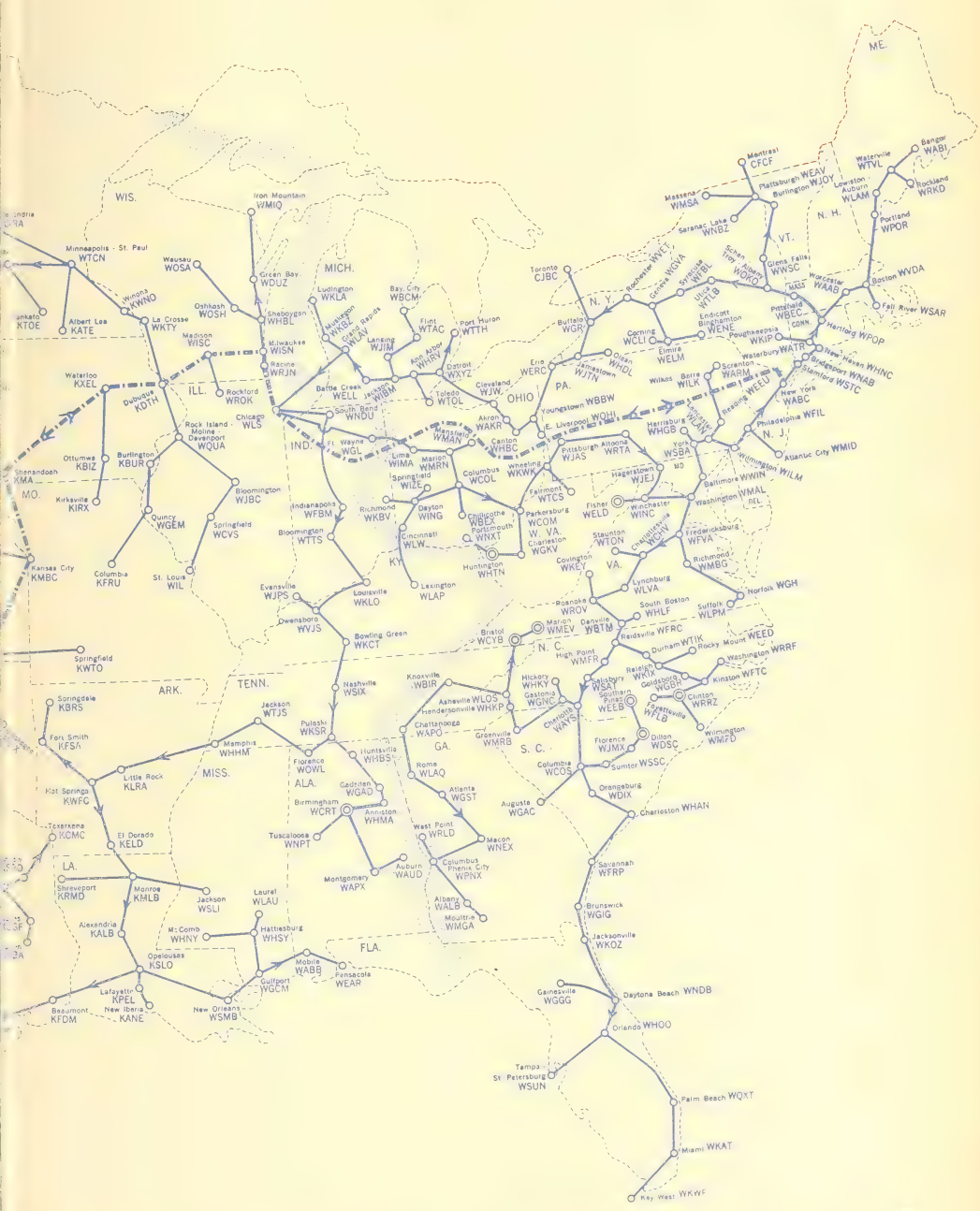
Walter A. Gustafson.....Supr. of Sound Effects
William Hamilton....National Program Director
Charles Manno.....Asst. Nat. Program Dir.
James McConnochie..Mgr. of Announcing Office

(Continued on Page 262)

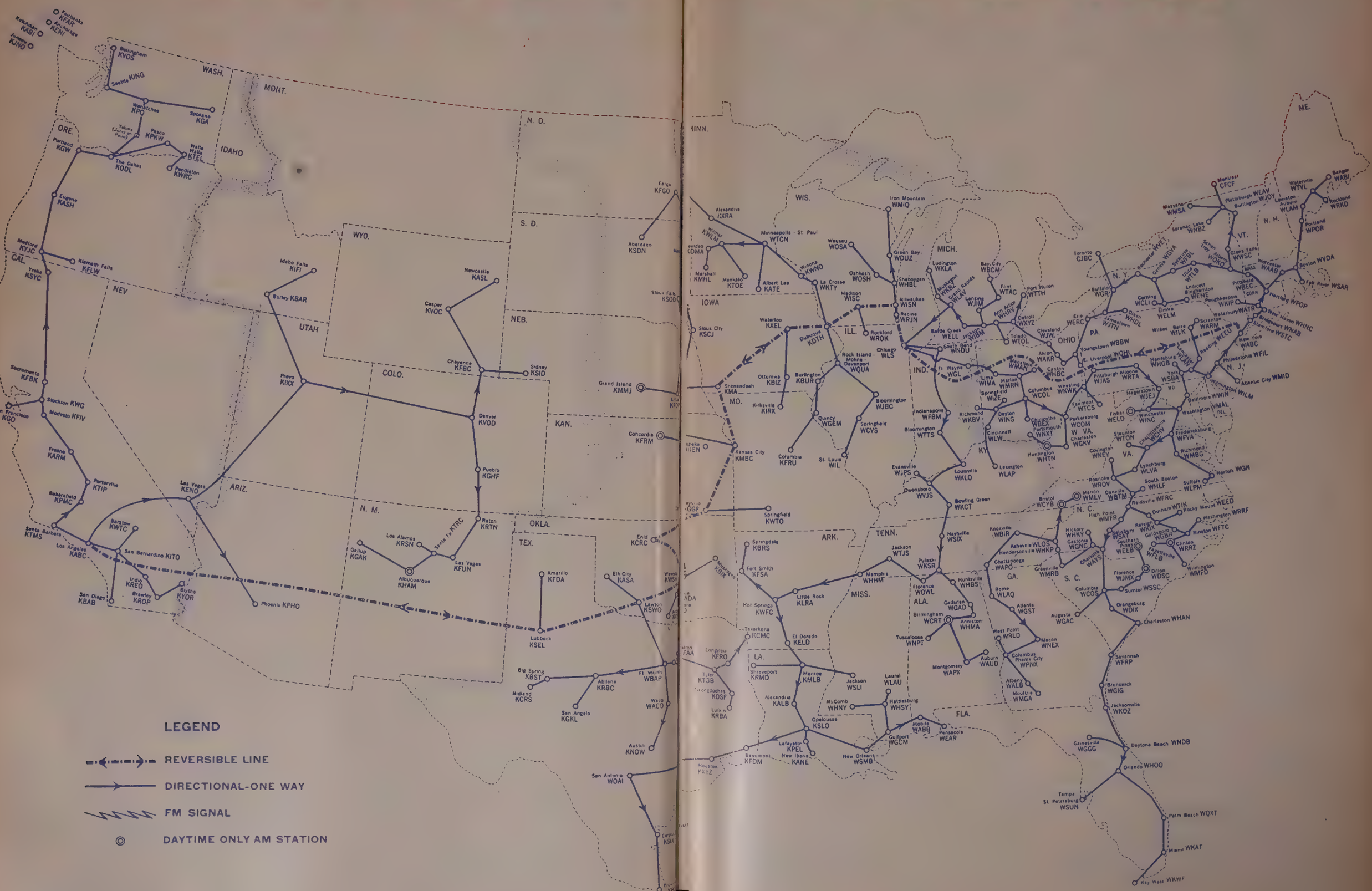
AMERICAN BROAD



CASTING NETWORK



AMERICAN BROADCASTING NETWORK



LEGEND

- REVERSIBLE LINE
- DIRECTIONAL-ONE WAY
- FM SIGNAL
- ◎ DAYTIME ONLY AM STATION

(Continued from Page 259)

George Sax.....National Dir. of Program Operations & Cooperative Program Mgr.
Ruth Smith....Supr. of Production, Control Unit
Frank Vagnoni.....Manager of Music Division

Press Information

Michael J. Foster....Vice President in Charge
Hank Warner.....Dir. Press Information

Advertising

Dean Linger.....Dir. of Advertising

Exploitation

Irving Lichtenstein.....Dir. of Promotion & Exploitation

Continuity Acceptance

Grace Johnsen.....Dir. of Continuity Acceptance

Research

Henry W. Levinson....Dir. of Sales Development
Lawrence Pollock.....Director of Research

Sales

Thomas C. Harrison.....V.P., Charge of Sales
Elizabeth Boucher.....Director of Sales Service
John H. White.....National Sales Manager

Stations

Edward DeGray.....Vice President in Charge
Dale L. Moudy.....Dir. of Spec. Station Services (Asst. to President)
Frank G. Atkinson.....Regional Manager
Briggs Baugh.....Regional Manager
Earl Mullin.....Nat. Mgr. & Reg. Mgr.

CHICAGO
190 North State Street
Chicago, Illinois

Clar Heider.....National Spot Sales Mgr.
Elliott W. Henry, Jr.....Director of Publicity & Promotion
William P. Kusack.....Manager of Engineering Department
James Duffy.....Dir. of ABC Radio Network for Central Div.
Manuel Fingerhut....Comptroller of Central Div.
William C. Gillogly.....Director of Sales

DETROIT
1700 Stroh Building
Detroit 26, Michigan

James G. Riddell.....President & General Mgr.
Robert Baker.....Radio Studio Manager
Joseph C. Cassel.....Comptroller
Harold Christian.....V.P. in Charge of Merchandising & Research
Charles Kocher.....Chief Engineer
Harold Neal.....V.P. in Charge of Radio
Olive Davis.....Traffic Manager, Radio
Robert Baldrica.....Asst. Radio Sales Mgr.

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1539 N. Vine Street
Hollywood 28, California

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Roy Cordell.....Sales Manager, KABC Radio
Dorothy L. Brown..Continuity Acceptance Editor, Western Division
Dresser Dahlstead....Program Manager, Western Division
Jon Meyers.....Asst. Program Mgr. & Production Mgr., KABC Radio
Ralph C. Denechand.....Mgr. of Engineering Operations, Western Division
Theodore Grenier.....Chief Engineer, Western Division
John H. Pace.....General Manager of KABC
Allen E. Maynard.....Supr. of Gen. Services
Courtney McLeod.....Dir. of Network Traffic, Station Clearance & TV Sales Service, Western Division
Robert P. Myers.....Pacific Coast Counsel—ABC
Daniel P. O'Reilly...News Director, Western Div.
Florence T. Schiro.....Personnel Director
John C. Wagner.....Controller, Western Division
Harry Woodworth.....Director of Radio, Western Division

SAN FRANCISCO
277 Golden Gate Ave.
San Francisco 2, California

John H. Mitchell.....V.P. in Charge of San Francisco Office
George Rice.....Program Director
Yale Roe.....National Spot Sales Mgr.
Harry Jacobs.....Chief Engineer & Building Maintenance Manager
Edith Kirby.....Traffic Manager
David E. Lundy.....Sales Mgr., KGO
Lorraine Pederson..Continuity Acceptance Editor
Henry Saroyan...Comptroller & Purchasing Agent
Edward Smith.....Production Manager
Mary Jean Wolf.....Sales Service Manager

WASHINGTON
1735 DeSales Street, N.W.
Washington, D. C.

Robert H. Hinckley.....Vice President in Charge of Washington Office

NEW YORK
7 West 66th Street
New York 23, New York

Stewart Barthelmess.....General Manager
Myrtle Tower.....Program Director
Robert Noble.....Sales Manager

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Radio Never Made A Comeback; It Never Got Sick, Never Went Away



By
ARTHUR HULL HAYES
President
CBS Radio

AFTER more than 30 years of auditioning every day, radio's found an indisputable place in the big time. And, from all indications, the medium has played its last supporting role.

The only trouble is . . . the loyal group of radio veterans who have always maintained that AM and FM were the backbone of electronic communications now don't have time to broadcast a loud "I told you so." We're just too busy making plans for our precocious ghost.

Radio, the dean and elder statesman of electronic communications, has weathered all the storms and is still on the air. And, for the umpteenth time, there was no miraculous comeback . . . no return . . . no resurgence. We've just plain never been sick!



The combined billings for network, national spot and local business totaled approximately 350 million dollars in 1946, a pre-television year. Ten years later, with the inroads of TV, the figure had grown to 571 million dollars. That was 1956. A fair year.

1957 was a good year. The NAB's business estimate for '57 was 650 million dollars.

In 1948, there existed 37 million radio homes. Today, there are 48 million. And that encompasses 98 per cent of America's homes. There are radio receivers in 54 per cent of the nation's living rooms; 52 per cent of America's bedrooms; 52 per cent of the kitchens and dining rooms; with an additional 21 per cent of all American homes sporting radio sets in other locations.

The auto-plus factor gains import with each passing year. While 70 per cent of the nation's cars have radios, almost 85 per cent of the new-model automobiles have them. And some 59 million American adults use their cars each day.

In addition, while only 82 of our cities contain competing daily newspapers, more than 600 enjoy the broadcasts of competitive radio stations.

Radio is thriving today . . . particularly, the CBS Radio Network. We anticipate the next few years eagerly. Our sponsor list is growing—to include Barbasol, The Mennen Company, Miles Laboratories, A. E. Staley and C. H. Masland & Sons as new business in 1958's opening quarter—and sponsor interest continues on the upgrade.

CBS Radio began the current year with some new programs—including "The Peter and Mary Show," "The Couple Next Door" with Peg Lynch and Alan Bunce, "For You" with Dick Haymes and "Answer, Please!" with Walter Cronkite.

The crack reporting and production unit of the Public Affairs Department of CBS News, Unit One, is also hard at work on a series of Radio Beat exclusives and several actuality reports. The sports schedule will be heavy, beginning with CBS Radio's exclusive broadcast coverage of the Robinson-Basilio fight at Chicago on March 25 under sponsorship of The Mennen Company and Miles Laboratories, Inc. There'll be lots of music, featuring such outstanding orchestras as the New York Philharmonic, the Cleveland Orchestra and the Longines Symphonette. And we expect to expand the network's news coverage.

A particularly encouraging indicator of radio's further progress in 1958 is the increasing display of interest in network radio programs on the part of teachers, students and others in the vast world of education. More time and effort is being devoted, in secondary schools and colleges, to audio-visual aids to education. Radio also provides a unique supplement to in-class and at-home projects, particularly programs in news and public affairs, music, drama, special broadcasts and many other program categories. We at CBS Radio are finding that teachers welcome any pertinent aids to teaching, such as Discussion Guides, in the fields of history and civics, current events, English, music and other subjects.

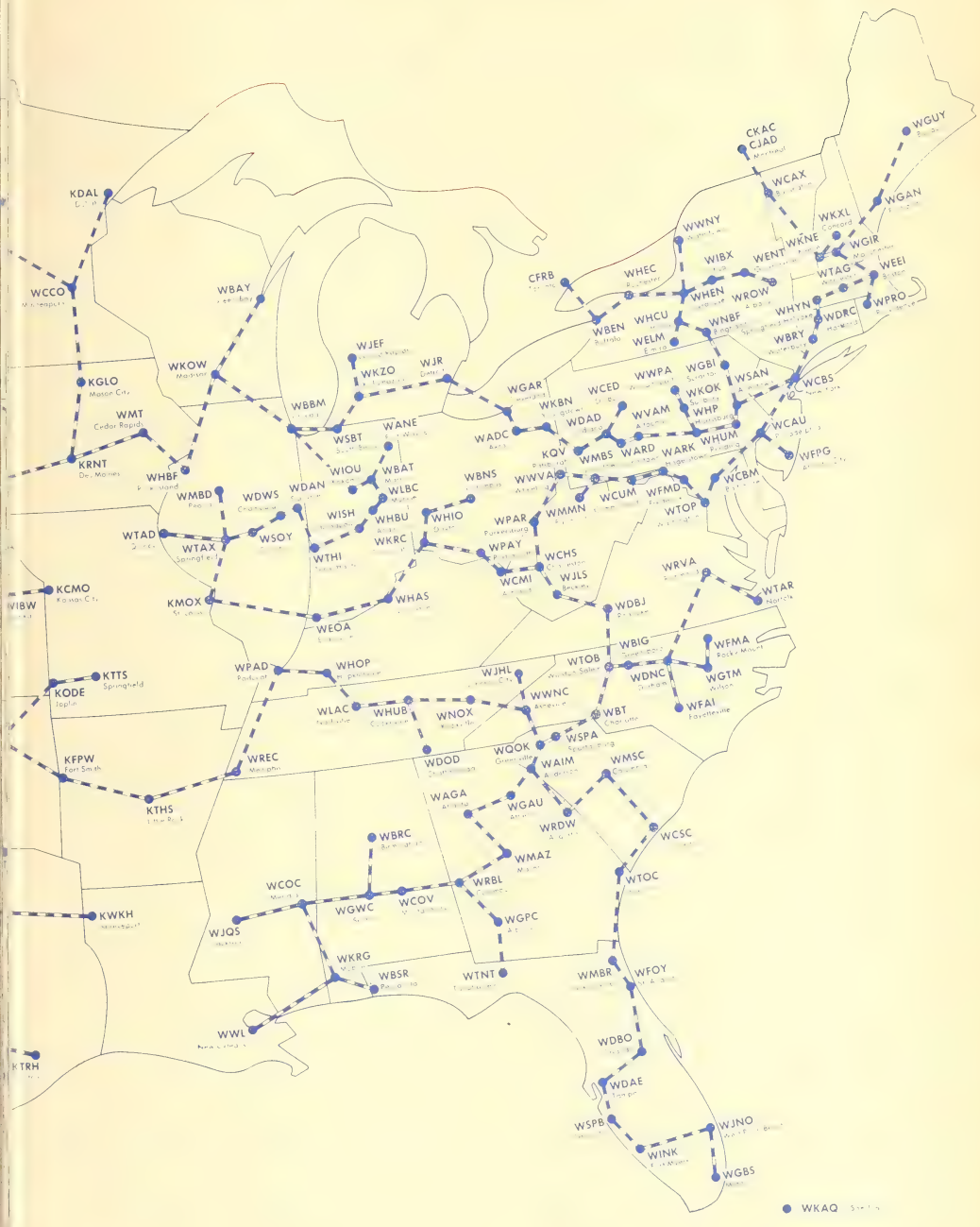
I hope no one decides to mourn poor old radio in 1958.

She won't have time to lie down.

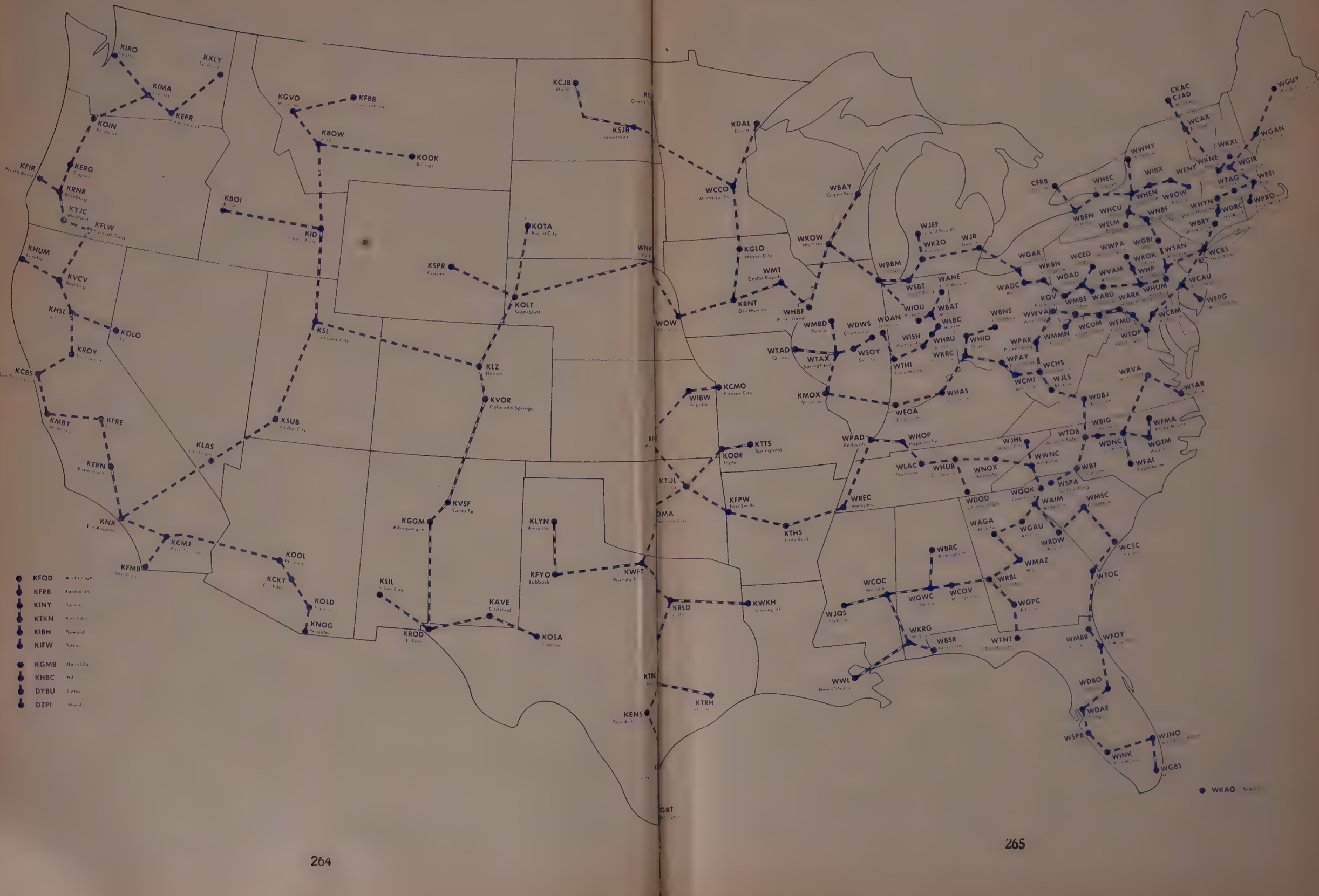
CBS RADIO


KIRO
KXLY
KIMA
KEPR
KOIN
KFIR
KERG
KRNR
KYJC
KFIW
KHUM
KVCV
KHSL
KOLO
KROY
KCBS
KMBY
KFRE
KERN
KNX
KCMJ
KFMB
KLAS
KSUB
KBOI
KID
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KNOG
KCKY
KOOL
KENS
KFQD
KFRB
KINY
KTKN
KIBH
KIFW
KGMB
KHBC
DYBU
DZPI

NETWORK


KDAL
WCCO
KGLO
WMT
KRNT
WHBF
WBAY
WKOW
WBBM
WJEF
WKZO
WJR
WSBT
WANE
WIOU
WBAT
WLBC
WMBD
WDWS
WDAN
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WHBU
WHIO
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WTAX
WSOY
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WKRC
KCMO
KMOX
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WEOA
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WPAD
WHOP
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WREC
WLAC
WHUB
WNOX
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WCSC
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WTNT
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KTRH
WDBO
WDAE
WSPB
WJNO
WINK
WGBS
CKAC
CJAD
WCAX
WGUY
WWNY
WKXL
WGAN
WKNE
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WCOV
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KWKH
WJQS
WKRG
WBSR
WTNT
WMBR
WFOY
WWL
KTRH
WDBO
WDAE
WSPB
WJNO
WINK
WGBS
WKAQ

CBS RADIO NETWORK



COLUMBIA BROADCASTING SYSTEM, INC.
CBS RADIO DIVISION

Executives and Staff
485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 1-2345
Registered Telegraphic Address—COLUMBIA NEW YORK

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Preston Pumphrey.....Asst. to V.P.
Frank Crowley.....Asst. Dir., Hollywood
Anne Nelson.....Director of Business Affairs, Hollywood

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Don Ball.....Director

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Robert Dunne.....Asst. General Attorney

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Gerald Maulsby.....Manager of Network Broadcasts
Harlan Dunning.....Program Supervisor
James Fasset.....Supervisor of Music
Charles Monroe.....Director, Program Writing

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William W. Firman.....Eastern Sales Manager
Frank Nesbitt....Director of Sales Development
Edward E. Hall.....Administration Manager of Station Relations
Lillian Selb.....Business Manager

Pacific Coast Office

Jack Donahue.....Sales Manager

Chicago Office, 410 Michigan Ave.

Roger K. Huston.....Manager

Los Angeles Office, 6120 Sunset Blvd.

Jack Donahue .....Manager

San Francisco Office, Palace Hotel

Robert Price .....Manager

Detroit Office, Fisher Bldg.

Cornelius Knox .....Manager

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Lloyd Brownfield.....Director of Press Information, Hollywood
Melvin Spiegel.....Publicity Manager
Sid Garfield.....Director of Exploitation
Phil Cohan.....Trade News Editor
Anne Harding.....Manager, Service Division

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Irving Gitlin.....Director of Public Affairs
George Crothers.....Dir. of Public Service Broadcasts
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Lucile Singleton.....Manager of Record and Script Library
W. C. Harrington....Manager, Music Clearance
Albert Bryant.....Manager, Office Services
Laurette Banks.....Manager of Ticket Bureau

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485 Madison Ave., New York 22

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George E. Hurst.....Sales Manager
Allen Ludden.....Program Manager
Dave Driscoll.....Director of News and Public Affairs
Richard Stahlberger....Sales Promotion Manager
Milton Rich.....Director of Publicity

KCBS and KCBS-FM
Palace Hotel , San Francisco 5

Henry Untermeyer.....General Manager
Richard Schutte.....Sales Manager
Evelyn Clark.....Promotion Manager
E. W. Whitney.....Program Director
Don Mozley.....News Director

(Continued on Next Page)

(Continued from Preceding Page)

KMOX
401 S. Twelfth Blvd., St. Louis 2

Robert Hyland.....General Manager
Foster Brown.....Sales Manager
Mark Russell.....Program Manager
Alice Koch.....Promotion Manager
Frank Zwgart.....News Director

KNX and KNX-FM and Columbia Pacific Network
6121 Sunset Blvd., Los Angeles 28

Fred Ruegg.....General Manager
Maurie Webster.....Sales Manager
Robert Sutton.....Program Director
Phil Hillman.....Promotion Manager
John Beck.....News Director

WBBM and WBBM-FM
630 N. McClurg Court, Chicago 11

H. Leslie Atlass.....Vice President in Charge of Central Division, General Manager of WBBM
E. H. Shomo.....Assistant General Manager
James Hensley.....Sales Manager
Thomas A. Bland.....Program Director
Harry Wilber.....Promotion Manager
C. W. Doebler.....Executive Assistant
Will Garry.....News Director

WEEI and WEEI-FM
182 Tremont St., Boston 12

Thomas Gorman.....General Manager
Robert Sinnett.....Sales Manager
Ken Ovenden.....Program Manager
Charles Ashley.....News Director

HOUSEWIVES' PROTECTIVE LEAGUE

Edward W. Wood Jr.....General Manager

CBS RADIO SPOT SALES

Gordon Hayes.....General Manager
Milton F. Allison.....Eastern Sales Mgr.
Edward O'Berst.....Research Manager
Fred Heywood.....Sales Promotion Manager

Chicago Office, 630 N. McClurg Ct.

Thomas Peterson.....Western Sales Manager

Atlanta Office, 800 Peachtree St.

George R. Swearinger, Jr.....Sales Manager

Detroit Office, Fisher Bldg.

Ralph H. Patt.....Sales Manager

Los Angeles Office, Columbia Square

Roland H. McClure.....Sales Manager

San Francisco Office, Palace Hotel

Byron Nelson.....Sales Manager

St. Louis Office, 9th & Sidney Sts.

Eugene R. Myers.....Sales Manager

Station Relations

William A. Schudt, Jr.....V.P. in Charge
Eric Salline.....Manager

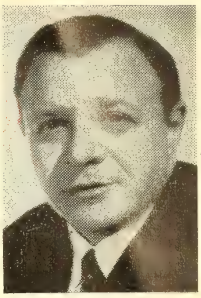
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Harper Carraine.....Director of Research
Edward Reeve.....Sales and Promotion Research Manager
Howard Miller.....Manager, Coverage and Marketing Research

Sales Promotion and Advertising

Louis Dorfsman.....Director
Robert J. Sullivan.....Manager of Audience Promotion and Merchandising
Arnold Benson.....Director Station Promotion Service
Richard Golden.....Director, Network Sales
Edward Kaylin.....Administrative Manager
Naomi Andrews.....Network Copy Chief
Irving Miller.....Director, Art Service, CBS-Owned Stations Promotion
Joseph Tole.....Production Manager

Service Seen Paramount Note In Network Radio Operation



By
GEORGE VOGEL
Executive
Vice President
Mutual Broadcasting System

THESE are the days of Service Radio. Network radio today—and naturally I'm referring to Mutual Network radio—is geared directly to the nation's new listening demands. Network radio provides general services—but also probes deeply into subjects for the specifics that age, wage and other environmental groups need at their disposal.

Network radio provides speedy, mobile service for the listener on-the-run—but can and does dedicate service to established listening habits.

Network radio recognizes the worldly ken, the desire to know how and when and why of the average listener. But today it also recognizes its role as companion and liaison with the outside world of the habitual listeners.

Probably the key to network radio's operations today is the fact that it is omnifarious—of all forms, of all varieties—catering to all. This truly is Service Radio.

And Service Radio can only be broadcast by a community station if it is a member of a major network, such as ours.

Broadcast economy as well as service enter the picture at this point, too.

Though every licensed radio station would like to beam Service Radio throughout its broadcast day, such station managements recognize that only network radio can afford all major news services, can afford to maintain extensive news bureaus, can keep constant alerts on world-wide news happenings and reserve costly short-wave circuits to report and explore these events and their impact on the American listener.

He demands today that his radio give him immediacy—plus impact. Only Service Radio can answer that need.

Mutual's news activities, its "Operation Newsbeat," is typical of the philosophy I am expressing in the phrase Service Radio. We could limit ourselves to reporting the news regularly from the four major wire services to which we subscribe, The Associated Press, the United Press, International News Service and Reuters News Agency. But this is not enough.

We assign "stringers," men who know the area intimately where news breaks are occurring, and ask them to give our listeners direct on-the-scene reports of these events—then to follow through with reaction stories showing how these events affect the communities in which they occur and the nation as a whole.



A network has ways and means of finding and absorbing successful merchandising and promotional patterns into its framework. And a Service Radio network such as Mutual passes these on to its affiliates so that they, too, can benefit—and can help their local as well as the network's national clients.

The pulse of American listening—and buying—habits today is measured in multi-millions of responses rather than 2,000-set tallies or 2,000-person interviews. Actually, it is being counted by the 3,000 commercial radio stations dotting the American landscape—stations that are born and thrive only because they serve the listeners in their respective areas.



But stations, however, that truly believe in Service Radio, that wish to provide the ultimate in broadcasting benefits to their listeners and their advertising clients join and maintain their membership in a network. That is why today more and more stations apply for network affiliations—why more and more stations are broadcasting in their area under the Mutual banner—the new Mutual Network.

They believe, as we do, that Service Radio is the key to radio in the future. And we're sure they're right.

MUTUAL BROAD



ALABAMA
WEZB Birmingham
WEBJ Brewton
WMSL Decatur
WNAL Demopolis
WDIG Dothan
WULA Eufaula
WJOI Florence
WCAS Gadsden
WJBB Haleyville
WBHP Huntsville
WAPX Montgomery
WKHO Opelika
WHBB Talladega
WTBF Troy
WTBC Tuscaloosa

ARIZONA
KSUN Bisbee
KAWT Douglas
KVNA Flagstaff
KOY Phoenix
KTUC Tucson
KVNC Winslow
KVOY Yuma

ARKANSAS
KAMD Camden
KFAY Fayetteville
KTCS Fort Smith
KFFA Helena
KBLO Hot Springs
KBTM Jonesboro
KGHI Little Rock
KVMA Magnolia
KGLN Pine Bluff
KWAK Stuttgart
KUOA Siloam Springs

CALIFORNIA
KAFY Bakersfield
KXO El Centro
KIEM Eureka
KHJ Los Angeles
KMYC Marysville
KYOS Merced
KPRL Paso Robles
KRDG Redding
KGMS Sacramento
KSBW Salinas-Monterey
KFXM San Bernardino
KGB San Diego
KFRC San Francisco
KVEC San Luis Obispo
KTMS Santa Barbara
KWG Stockton
KCOK Tulare-Visalia
KVEN Ventura

COLORADO
KGIW Alamosa
KRLN Canon City
KAFA Colorado Springs
KIMN Denver
KGLN Glenwood Springs
KREX Grand Junction
KBNZ La Junta
KLMR Lamar
KGHF Pueblo
KVRH Salida
KCRT Trinidad

CONNECTICUT
WNAB Bridgeport
WPOP Hartford
WNLC New London
WTOR Torrington
WWCO Waterbury

DISTRICT OF COLUMBIA
WGMS Washington

FLORIDA
WRUF Gainesville
WKWF Key West
WONN Lakeland
WLBE Leesburg
WTYS Marianna
WMMB Melbourne
WKAT Miami
WEBY Milton-Pensacola
WSBB New Smyrna Beach
WPCF Panama City
WCNH Quincy
WTSP St. Petersburg-Tampa
WSTU Stuart
WTNT Tallahassee
WIRK West Palm Beach
WSIR Winter Haven

GEORGIA
WUZE Atlanta
WBBQ Augusta
WBHF Cartersville
WGBA Columbus
WMJM Cordele
WNLJ Dalton
WBHB Fitzgerald
WGGA Gainesville
WKEU Griffin
WLAG La Grange
WNEX Macon
WMVG Milledgeville
WCOH Newnan
WRGA Rome
WCCP Savannah
WTWA Thomson
WGOV Valdosta
WAYX Waycross

IDAHO
KVNI Coeur d'Alene
KIFI Idaho Falls
KRLC Lewiston
KGEM Boise
KWIK Pocatello
KLIX Twin Falls
KWAL Wallace

ILLINOIS
WLS Chicago
WJPF Herrin
WIRL Peoria
WCVS Springfield

INDIANA
WASK Lafayette
WSAL Logansport
WJVA South Bend
WAOV Vincennes

IOWA
KSWI Council Bluffs
KROS Clinton
KSTT Davenport
KWDM Des Moines
WDBQ Dubuque
KVFD Fort Dodge
KWWL Waterloo

KANSAS
KGNO Dodge City
KWGB Goodland
KIND Independence
KSAL Salina
KTOP Topeka
KAKE Wichita

KENTUCKY
WLBJ Bowling Green
WCTT Corbin
WHIR Danville
WFKY Frankfort
WVLK Lexington
WGRC Louisville
WFTM Maysville
WOMI Owensboro
WSIP Paintsville
WPKE Pikeville
WEKY Richmond
WSFC Somerset
WKYB Paducah

LOUISIANA
WAIL Baton Rouge
WIKC Bogalusa
KEUN Eunice
KPEL Lafayette
KAOK Lake Charles
KLIC Monroe
KNOC Natchitoches
WTPS New Orleans
KENT Shreveport

MAINE
WFAU Augusta
WABI Bangor
WIDE Biddeford
WCOU Lewiston-Auburn
WPOR Portland

MARYLAND
WWIN Baltimore
WJEJ Hagerstown

MASSACHUSETTS
WNAC Boston
WALE Fall River
WEIM Fitchburg
WHAI Greenfield
WLLH Lowell-Lawrence
WNBH New Bedford
WBRK Pittsfield
WMAS Springfield
WARE Ware
WOCB West Yarmouth
WAAB Worcester

MICHIGAN
CKLW Detroit
WDBC Escanaba
WBBC Flint
WLAV Grand Rapids
WKHM Jackson
WDMJ Marquette
WSGW Saginaw-Bay City

MINNESOTA
KATE Austin
KBUN Bemidji
WDSM Duluth-Superior
WLVL Hibbing
KSUM Fairmont
KGDE Fergus Falls
KOZY Grand Rapids
Moorhead-Fargo, N. D.
KWSK St. Paul
KWAD Wadena

MISSISSIPPI
WLOX Biloxi-Gulfport
WJMB Brookhaven
WROX Clarksdale
WCBI Columbus
WDPR Greenville
WNAG Grenada
WRBC Jackson
WNAT Natchez
WELO Tupelo
WQBC Vicksburg
WROB West Point

MISSOURI
KWOS Jefferson City
WMBH Joplin
KNEO Nevada
KRES St. Joseph

MONTANA
KBMY Billings
KOPR Butte
KMON Great Falls
KOJM Havre
KGEZ Kalispell
KXLO Lewistown
KLCB Libby
KPRK Livingston
KATL Miles City
KBTK Missoula
KIYI Shelby
KGCX Sidney
KVCK WFP Poplar

NEBRASKA
KSWI Council Bluffs
KGFW Kearney
KBRL McCook
KNEB Scottsbluff
KLMS Lincoln

NEVADA
KELK Elko
KORK Las Vegas
KATO Reno

NEW JERSEY
WLDB Atlantic City

NEW MEXICO
KALG Alamogordo
KGGM Albuquerque
KSVP Artesia
KWEW Hobbs
KGFL Roswell
KTNM Tucumcari

NEW YORK
WOKO Albany
WMBO Auburn
WBTA Batavia
WKOP Binghamton
WEBR Buffalo
WIEA Hornell
WFHH Horseheads-Elmira Hghts.
WJOC Jamestown
WKNY Kingston
WLYK Malone
WOR New York
WSLB Ogdensburg
WIRY Plattsburgh
WKAL Rome-Utica
WNDR Syracuse

NORTH CAROLINA
WLOS Asheville
WBBB Burlington
WGGC Belmont
WBLA Elizabethtown
WFNC Fayetteville
WFWG Fuquay Springs
WGBG Greensboro
WGTC Greenville
WHNC Henderson
WJNC Jacksonville
WLOE Leaksville
WJRI Lenoir
WTSB Lumberton
WSYD Mt. Airy
WHIT New Bern
WRIN Raleigh
WBRT Roanoke Rapids
WSTP Salisbury
WOHS Shelby
WGNI Wilmington
WWOT Wilson
WTOB Winston-Salem
WISP Kinston

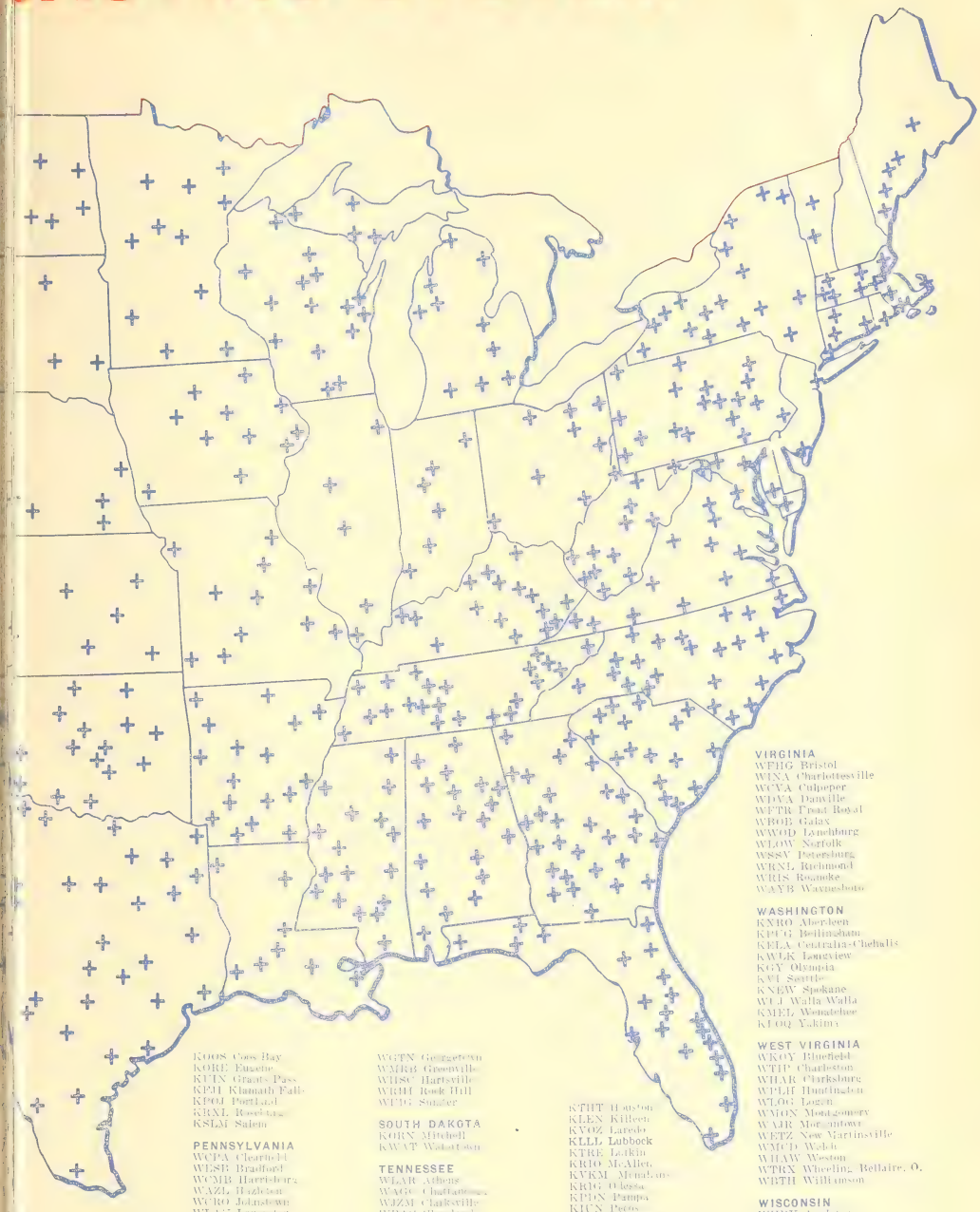
NORTH DAKOTA
KDLR Devils Lake
KVOX Fargo-Moorhead, Minn.)
KNOX Grand Forks
KEYJ Jamestown
KLPM Minot
KCVC Valley City
KOCX Sidney-Williston

OHIO
WHKK Akron
Bellaire (see Wheeling, W. Va.)
WBEX Chillicothe
WLW Cincinnati
WSRS Cleveland
WIRO Ironton
KMOA Marietta
WLEC Sandusky
WSTV Steubenville
WTOD Toledo

OKLAHOMA
KWON Bartlesville
KHBD Duncan
WBBZ Ponca City
KOFF Shawnee

OREGON
KWIL Albany
KWIN Ashland
KAST Astoria
KBND Bend

CASTING SYSTEM



KOOS Coos Bay
KORE Eugene
KUIN Grants Pass
KPIT Klamath Falls
KPOJ Portland
KRNR Roseburg
KSLM Salem

PENNSYLVANIA
WCPA Clearfield
WESB Bradford
WGMB Harrisburg
WAZL Hazleton
WCRO Johnstown
WLAN Lancaster
WBPZ Lock Haven
WKST New Castle
WIP Philadelphia
WMCK Pittsburgh-McKeesport
WPPA Pottsville
WKBI St. Marys
WMAJ State College
WHTN Tyrone-Altoona
WJPA Washington
WNRT Wellsboro
WRAX Wilkes-Barre
WSBA York
WAKV La Trobe

RHODE ISLAND
WEAN Providence
WERI Westerly

SOUTH CAROLINA
WANS Anderson
WNSC Bennettsville
WHAN Charleston
WLAP Conway
WGTN Georgetown
WMRB Greenville
WHSC Hartsville
WRHI Rock Hill
WFDG Sumter

SOUTH DAKOTA
KORN Mitchell
KWAT Watertown

TENNESSEE
WEAR Athens
WAGC Chattanooga
WJZM Clarksville
WBAC Cleveland
WEKR Fayetteville
WJTR Johnson City
WKGN Knoxville
WCLU Lewisburg
WMMT McMinnville
WHBQ Memphis
WCRK Morristown
WNAH Nashville
WATO Oak Ridge

TEXAS
KWKC Abilene
KVLF Alpine
KAMQ Amarillo
KVET Austin
KIOX Gay City
KTXC Big Spring
KBUZ Borger
KBWD Brownwood
KORA Bryan
WRR Dallas-Ft. Worth
WSET El Paso
KNAF Fredericksburg
KTHT Houston
KLEN Killeen
KVOZ Laredo
KLLL Lubbock
KTRE Lufkin
KRIO McAllen
KVKM Monahans
KRIG Odessa
KPDN Pampa
KRUN Pecos
KEYE Perryton
KYOT Plainview
KPAC Port Arthur-Beaumont
KMAC San Antonio
KRRV Sherman-Denison
KSNY Snyder
KGSY Texarkana
KGKB Tyler
KVIC Victoria
KWTX Waco
KSYD Wichita Falls

UTAH
KVNU Logan
KLO Ogden
KOAL Price
KOVO Provo
KALL Salt Lake City

VERMONT
WSYB Rutland
WDEV Waterbury

VIRGINIA
WFHG Bristol
WINA Charlottesville
WCVA Culpeper
WDVA Danville
WFTR Front Royal
WBOB Galax
WWOD Lynchburg
WLOW Norfolk
WSSV Petersburg
WRNL Richmond
WRIS Roanoke
WAYB Waynesboro

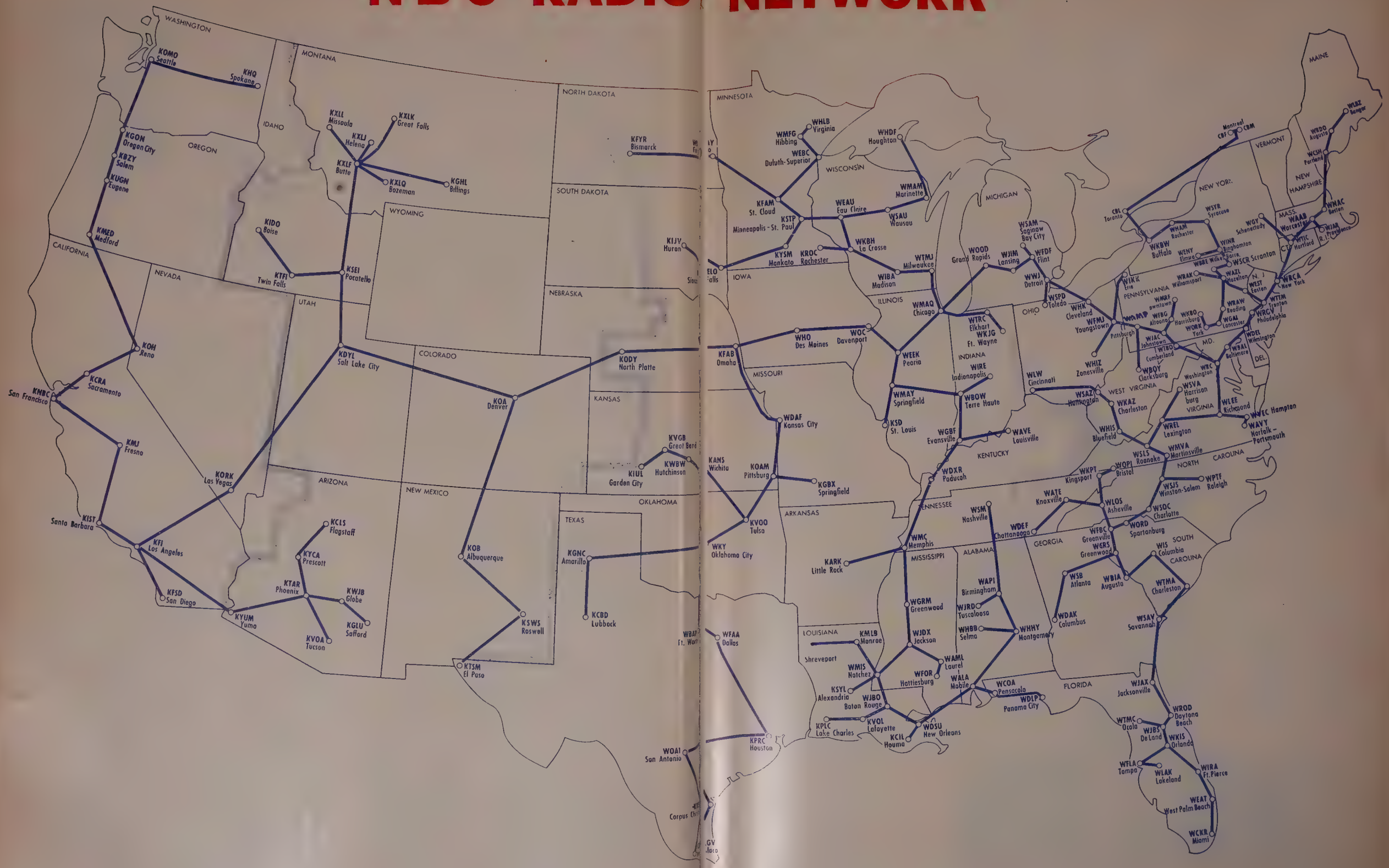
WASHINGTON
KXRO Aberdeen
KPUG Bellingham
KELA Centralia-Chehalis
KWJK Longview
KGY Olympia
KVI Seattle
KNEW Spokane
WLLA Walla Walla
KMEL Wenatchee
KLOQ Yakima

WEST VIRGINIA
WKOY Bluefield
WTIP Charleston
WHAR Clarksburg
WPLH Huntington
WLOG Logan
WMON Montgomery
WAJR Morgantown
WETZ New Martinsville
WMCD Welch
WHAW Weston
WPIN Wheeling, Bellaire, O.
WBTH Williamson

WISCONSIN
WHBY Appleton
WGEZ Beloit
WBIZ Eau Claire
KFIZ Fond du Lac
WCLO Janesville
WISC Madison
WOMT Manitowac
WFOX Milwaukee
WFHR Wisconsin Rapids

WYOMING
KYOC Casper
KVWO Cheyenne
KOVE Lander
KOWB Laramie
KPOW Powell
KRAL Rawlins
KWRL Riverton
KVRS Rock Springs
KWYO Sheridan
KRTR Thermopolis
KWOR Worland

NBC RADIO NETWORK



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1440 Broadway, New York 18, N. Y.
Telephone: BRyant 9-7600

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Radio Continues In Its Usual Role As Nation's 'Scoop' Medium For News



By
MATTHEW J.
CULLIGAN
Vice President
NBC Radio Network

TO what communications medium do people turn when they want to know the latest news? Newspapers? Television? Or do they listen to their radios?

In a 1953 survey by Alfred Politz Research, Inc., people were asked how they would check a rumor that a war had started. A total of 54.8 per cent said that they would turn on the radio. This was a higher percentage than newspapers and TV combined.

That's one of the reasons why network radio's future was never better. Radio is still the "scoop" medium for hot news breaks.

In my office I have a little gray box which is similar to boxes in every NBC Radio Affiliate's control room. It's a Hot Line Control Box which gives a warning of a news flash whenever a button is pushed in Radio Central in New York. When this happens, a sub-audible 200 cycle tone is sent out on network lines, alerting the stations by activating a light and a buzzer. By using this device, any NBC reporter who can get to a telephone can start broadcasting over the entire network within a couple of minutes.



Split-second reporting is a reality by means of radio. During the trial of Colonel Abel, the Soviet spy, an NBC reporter was stationed in the courtroom and another was waiting outside in a phone booth. NBC was on the air with the news 40 seconds after the judge handed down the indictment.

The audience that listens to radio is immense—but it has never been accurately counted because only stationary sets are included by existing polling methods. In my opinion, current radio ratings account for only about 40 per cent of the actual number of listeners.



The number of radio stations in the United States is now at an all-time high—and it will probably continue to grow. But what about the quality of their programming? It seems to me that "jukebox stations," which exist by means of a non-stop disc jockey and "the latest news" (which is read, unedited, as it comes over the press association teletype), will eventually drown out one another. While this takes place—and I think the process has already started—the public will turn more and more to the network-affiliated station which offers world wide news, great special events, top entertainment stars, high quality dramatic shows and fine, listenable music.

What "jukebox station," for example, could offer expert commentary and analysis of current events by such experts as Chet Huntley, David Brinkley, Morgan Beatty, Irving R. Levine, and Joseph C. Harsch—to mention but a few of the authorities who staff NBC News. Such stations could never present prize-winning documentaries such as "Biographies in Sound," live music programs such as "NBC Bandstand," or a weekend feature like "Monitor" which has a world-wide staff to gather feature material. Our listeners know the difference. So do our advertisers, whose net purchases of time in 1957 were 41 per cent higher than the 1956 total.

During the day, radio is still the basic entertainment in the home; housewives have discovered that you can't do the daily chores while reading magazines or looking at TV. That's one factor which assures a permanent future for radio. And since network radio provides the medium's best programming, you can be sure that sponsors will become increasingly aware that network radio will provide maximum mileage for their advertising dollars.

The return to Network Radio of the top fifteen pre-TV spenders has been cited as prime evidence of net radio's revitalization. Less spectacular, but equally meaningful, are the scores of medium budget advertisers who have literally discovered network radio this past year. The NBC Radio Network has developed a secret weapon in the merchandising area which has electrified medium and small budget advertisers' sales departments.

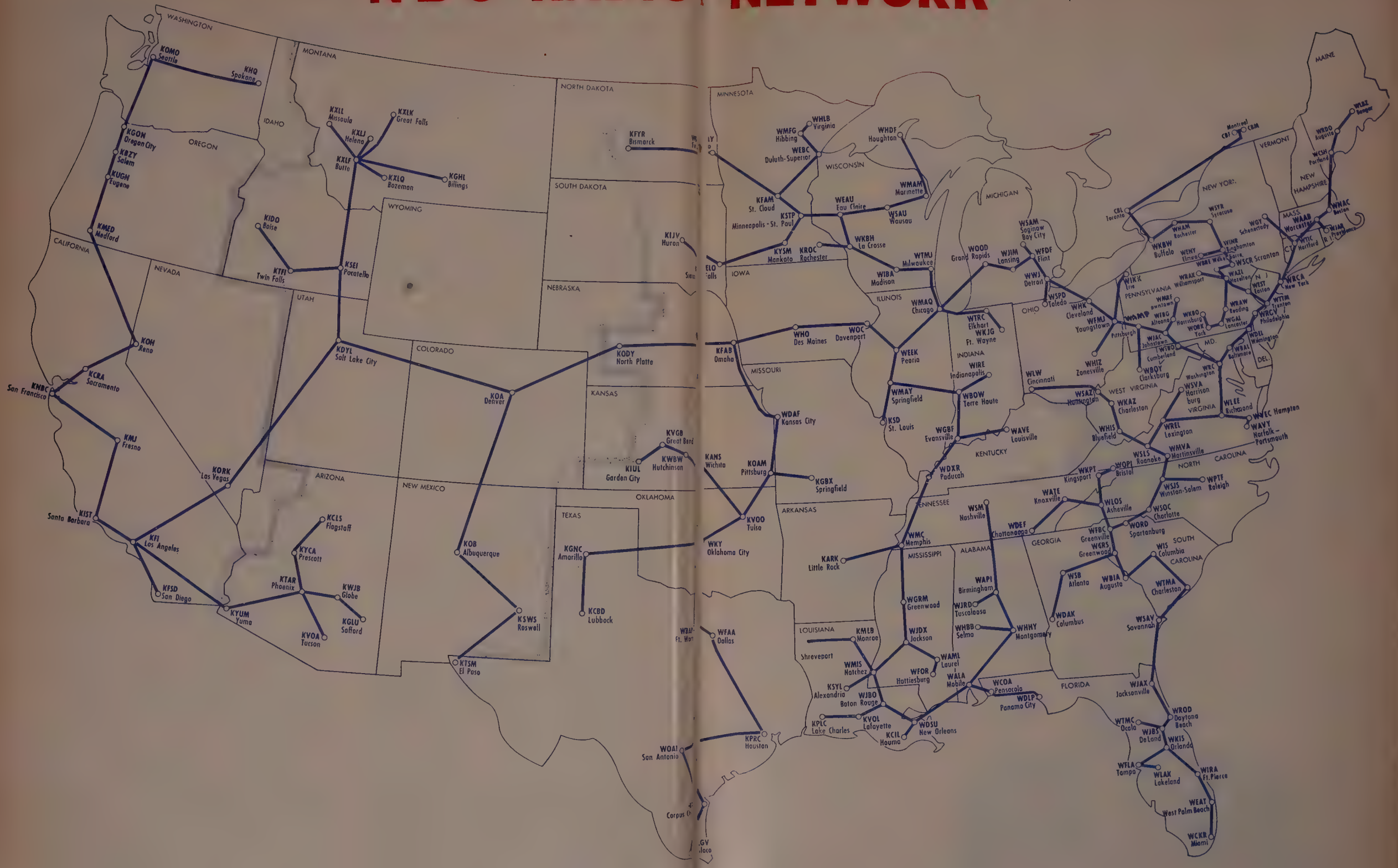
NBC RADIO


WASHINGTON
KOMO Seattle
KHQ Spokane
OREGON
KGON Oregon City
KBZY Salem
KUGN Eugene
KMED Medford
CALIFORNIA
KOH Reno
KCRA Sacramento
KNBC Francisco
KMJ Fresno
KIST Santa Barbara
KFI Los Angeles
KFSD San Diego
KORK Las Vegas
NEVADA
IDAHO
KIDO Boise
KTFI Twin Falls
KSEI Pocatello
UTAH
KDYL Salt Lake City
MONTANA
KXLL Missoula
KXLK Great Falls
KXLJ Helena
KXLF Butte
KXLQ Bozeman
KGHL Billings
WYOMING
COLORADO
KOA Denver
NORTH DAKOTA
KFYR Bismarck
SOUTH DAKOTA
KIJV Huron
NEBRASKA
KODY North Platte
KANSAS
KVGB Great
KWBW Hutchinson
KIUL Garden City
OKLAHOMA
TEXAS
KGNC Amarillo
KCBD Lubbock
ARIZONA
KCLS Flagstaff
KYCA Prescott
KTAR Phoenix
KWJB Globe
KGLU Safford
KYUM Yuma
KVOA Tucson
NEW MEXICO
KOB Albuquerque
KSWS Roswell
KTSM El Paso
WOAI San Antonio
Corpus

NETWORK


MAINE
WABZ Bangor
WRDO Augusta
WCSH Portland
VERMONT
NEW HAMPSHIRE
MASS.
WAAB Worcester
WMAC Boston
WTIC Hartford
WJAR Providence
R.I.
CONN.
Montreal CBF CBM
CBL Toronto
NEW YORK
WSYR Syracuse
WHAM Rochester
WKBW Buffalo
WGY Schenectady
WINR Binghamton
WENY Elmira
WBRE Wilkes-Barre
WSCR Scranton
WAZL Hazleton
WRAK Williamsport
WRAW Reading
WGAL Lancaster
WRCA New York
WTTM Trenton
WRCV Philadelphia
WDEL Wilmington
WCAU Philadelphia
WBAL Baltimore
WFEC Washington
WSVA Harrisonburg
WLEE Richmond
WVEC Hampton
WAVY Norfolk–Portsmouth
WPTF Raleigh
WSJS Winston-Salem
WSOC Charlotte
WORD Spartanburg
WIS Columbia
SOUTH CAROLINA
NORTH CAROLINA
WTMA Charleston
WSAV Savannah
WJAX Jacksonville
WROD Daytona Beach
WJBS De Land
WKIS Orlando
WLAK Lakeland
WFLA Tampa
WIRA Ft. Pierce
WEAT West Palm Beach
WCKR Miami
FLORIDA
WTMC Ocala
WCOA Pensacola
WDLP Panama City
WBIA Augusta
WSB Atlanta
WDAK Columbus
WGRS Greenwood
WFBC Greenville
GEORGIA
WATE Knoxville
WLOS Asheville
WDEF Chattanooga
WKPT Kingsport
WOPI Bristol
WSLS Roanoke
WMVA Martinsville
WREL Lexington
WKAZ Charleston
WHIS Bluefield
WEST VIRGINIA
WSAZ Huntington
WLW Cincinnati
WHIZ Zanesville
WBOY Clarksburg
WJAC Johnstown
WTRF Wheeling
WHK Cleveland
WFMJ Youngstown
WSPD Toledo
WWJ Detroit
WIKK Erie
PENNSYLVANIA
WRAM Williamsport
WHP Harrisburg
WKBO Harrisburg
WORK York
WGAL Lancaster
WRAW Reading
WAMP Pittsburgh
WTAE Pittsburgh
WWSW Pittsburgh
WBVP Beaver Falls
WFBG Altoona
WRTA Altoona
WJIM Lansing
WFDF Flint
WOOD Grand Rapids
WSAM Saginaw Bay City
MICHIGAN
OHIO
WTRC Elkhart
WKJG Ft. Wayne
WIRE Indianapolis
WBOW Terre Haute
WAVE Louisville
KENTUCKY
WSM Nashville
WMC Memphis
TENNESSEE
WAPI Birmingham
WJRD Tuscaloosa
WHBB Selma
WHHY Montgomery
ALABAMA
MISSISSIPPI
WJDX Jackson
WAML Laurel
WFOR Hattiesburg
WALA Mobile
KMLB Monroe
WMIS Natchez
KSYL Alexandria
WJBO Baton Rouge
KPLC Lake Charles
KVOL Lafayette
KCIL Houma
WDSU New Orleans
LOUISIANA
Shreveport
KPRC Houston
WMAQ Chicago
WEEK Peoria
WMAY Springfield
KSD St. Louis
WGBF Evansville
WDXR Paducah
KARK Little Rock
ILLINOIS
INDIANA
WISCONSIN
WHLB Virginia
WHDF Houghton
WEBC Duluth-Superior
WMFG Hibbing
WMAM Marinette
WEAU Eau Claire
WSAU Wausau
KFAM St. Cloud
KSTP
WKBH La Crosse
KROC Rochester
KYSM Mankato
WTMJ Milwaukee
WIBA Madison
WHO Des Moines
WOC Davenport
MISSOURI
WDAF Kansas City
KOAM Pittsburg
KGBX Springfield
KVOO Tulsa
ARKANSAS
City
IOWA

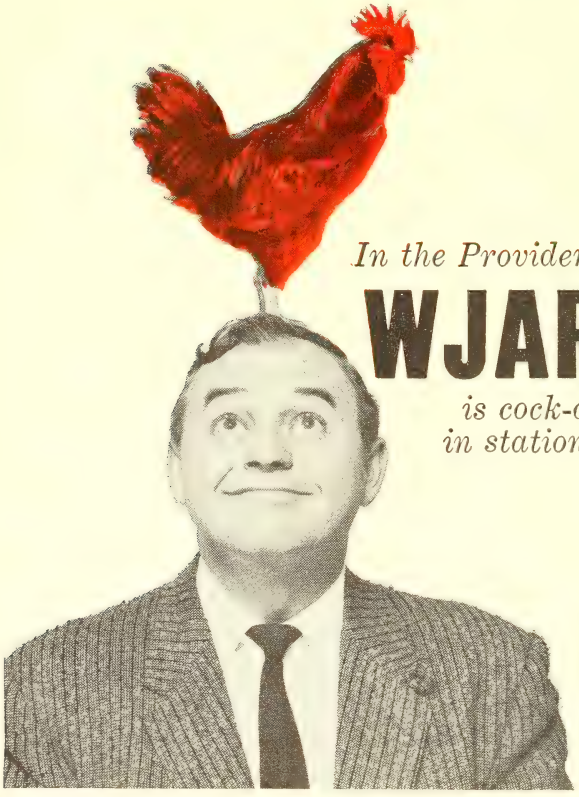
NBC RADIO NETWORK



Thaddeus sees Red

and covers the 11th largest TV market with one station!

Rhode Island Red impresses on time buyer Thaddeus O. Thistlethwaite the fact that WJAR-TV's primary coverage area includes, not just Providence but all southeastern New England, including Boston, Fall River, New Bedford, Worcester! Call your Petry man and let him show you just how much extra coverage you get with WJAR-TV in the Providence market!



In the Providence market

WJAR-TV

is cock-of-the-walk in station coverage!

Channel 10 • Providence, R.I. • NBC • ABC • Represented by Edward Petry & Co., Inc.

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Registered Telegraphic Address: NATBROCAST NEW YORK

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Alan W. Livingston.....Vice President
George D. Matson.....V.P. & Treasurer
William R. McAndrew.....Vice President
Thomas C. McCray.....Vice President
William K. McDaniel.....Vice President
Thomas B. McFadden.....Vice President
Frank M. Russell.....Vice President
Thomas W. Sarnoff.....Vice President
Walter D. Scott.....Vice President
Carleton D. Smith.....Vice President
P. A. Sugg.....Vice President
John K. West.....Vice President
Lloyd E. Yoder.....Vice President
William A. Williams.....Assistant Treasurer
John Q. Cannon.....Secretary
Paul B. Lynch.....Assistant Secretary
John V. Shute.....Assistant Secretary
Raymond E. Simonds.....Assistant Secretary

DEPARTMENTS

EXECUTIVE

Robert W. Sarnoff.....President
Joseph V. Heffernan.....Staff Vice President

ADMINISTRATION

J. M. Clifford...Exec. Vice Pres., Administration

Controllers

Aaron Rubin.....Controller
Dick T. Hollands.....Director, Budgets & Financial Planning
Robert H. Barnaby.....Mgr., Capital Budgets
Helen Davis.....Mgr., General Office Service
Anthony J. Dente....Mgr., Operating Budgets & Financial Evaluation
Miriam Hoffmeir.....Mgr., Program Analysis
John McDermott.....Manager, Audits
Richard J. Raburn, Jr.....Director, Accounting
James Jurist.....Chief Accountant
Charles J. Ochsenreiter.....Manager, Systems
Randall R. McMillin.....Dir., Pchsg. & Materials
Albert E. Walker.....Manager, Transportation

Engineering & Facilities Administration

Andrew L. Hammerschmidt....V.P., Engineering & Facilities Administration
William A. Clarke.....Dir., Facilities Adm.
Joseph J. Arnone....Mgr., Design & Construction
Edward M. Lowell.....Manager, Administration
George M. Nixon.....Dir., Engineering Dev.
Chester A. Rackey....Dir., Facilities Engineering
William S. Duttera.....Mgr., Allocations Engin'g
Raymond F. Guy.....Sr. Staff Engineer
James L. Wilson..Mgr., Engineering Adm.& Svcs.

Law

Thomas E. Ervin.....V.P. & General Attorney
Joseph A. McDonald.....Asst. General Attorney
John V. Shute.....Asst. General Attorney
Benjamin D. Raub.....Asst. General Attorney

Personnel

B. Lowell Jacobsen.....V.P., Personnel
A. Richard Connell.....Manager, Organizational Planning & Mgt. Development
H. O. Lumb.....Director, Personnel
George H. Fuchs.....Director, Labor Relations
Dr. Bernard J. Handler.....Company Physician

(Continued on Next Page)

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Talent & Program Contract Administration

James E. Denning.....V.P., Talent & Program Contract Adm.
James A. Stabile.....Dir., Talent & Program Contract Adm.
Charles J. Moss.....Mgr., Talent & Program Contract Ops.
Martin J. Begley.....Casting Director
Thomas H. Belviso.....Mgr., Music & Literary Rights

Treasurer's Office

George D. Matson.....V.P. & Treasurer
William A. Williams.....Assistant Treasurer
Harry F. McKeon.....Director, Tax Office

International Operations

Alfred Stern.....Dir., Int'l Operations
Romney Wheeler.....Dir., European Operations
Richard L. Berman.....Mgr., Facilities, Int'l Operations
Alvin Ferleger.....Mgr., Administration & Sales Development

NBC International Ltd.

Alfred Stern.....Chairman of Board
Romney Wheeler.....President

California National Productions, Inc.

(Wholly-owned Subsidiary)
Earl Rettig.....President
(For other personnel, see Film Producers section)

PACIFIC DIVISION

3000 W. Alameda Ave., Burbank, Calif.
THornwald 5-7000

John K. West.....V.P., Pacific Division

* * *

Alan W. Livingston..V.P., TV Network Programs
Thomas W. Sarnoff...V.P., Prodn. & Bus. Affairs
Richard Graham.....Vice President, Law
John E. Burrell.....Mgr., Tech. Operations
Sheldon B. Hickox, Jr.....Dir., Station Relations
Max Bauman.....Manager, Purchases
Blake Chatfield.....Mgr., Bcst. Air Promotion
Fenton Coe.....Director, Film Production
Maurice J. Corwin.....Mgr., Bcst. Facilities & Operations
Frank Cleaver.....Director, Film Programs
Frank V. Dellett.....Asst. Treasurer, Pac. Div.
Paul Gale.....Manager, Traffic
Helen Hall.....Manager, Adv. & Prom.
Harold Kemp.....Director, Nighttime Programs
John R. Kennedy.....Liaison Engineer
Joseph L. Kubin.....Asst. Controller, Pac. Div.
Henry Maas.....Mgr., Sales & Program Services
John W. Nelson.....Director, Daytime Programs
Edward A. Rosenberg.....Mgr., Contract Administration
Ralph F. Shawhan.....Dir., Press & Publicity
John H. Thompson...Mgr., News & Spec. Events
Robert D. Thompson.....Mgr., General Services
Oscar C. Turner....Mgr., Personnel & Labor Rel.
Richard C. Welsch.....Director, Production
Robert Wood.....Mgr., Continuity Acceptance

CORPORATE RELATIONS

David Adams.....Exec. V.P., Corporate Rel.

Planning and Research

Hugh M. Beville.....V.P., Planning & Research
Dr. Thomas E. Coffin.....Director, Research
Robert D. Daubenspeck..Mgr., Research Services
Jack B. Landis.....Mgr., Research Projects
Allen R. Cooper.....Dir., Corporate Planning
Harrold Cranton.....Mgr., Plans Presentations
Barry Rumple.....Mgr., Plans Management
James Cornell.....Staff Asst., Prog. Planning

Station Relations

Harry Bannister.....V.P. for Station Rel.
Thomas E. Knode.....V.P., Station Relations
Donald J. Mercer.....Dir. of Station Rel.

WASHINGTON OFFICE

1625 "K" St., N.W., Washington, D. C.
ADams 4-5400—DIstrict 7-1260

Frank M. Russell....Vice President, Washington

NBC OWNED STATIONS & NBC SPOT SALES

P. A. Sugg.....V.P., NBC Owned Stations & NBC Spot Sales
Donald E. Bishop.....Dir., Community Services
Thomas S. O'Brien.....Dir., Business Affairs
Anthony C. Krayer.....Business Manager

NBC Spot Sales

Thomas B. McFadden.....V.P., NBC Spot Sales
Richard H. Close.....Dir., Represented Stations
George Dietrich.....Dir., Radio Spot Sales
Richard Arbuckle.....Mgr., Radio Spot Sales, Central Office
William Buschgen.....Mgr., AM Spot Sales, Detroit
Frederick Lyons...Mgr., Eastern Radio Spot Sales
Edward H. Macaulay.....Mgr., Western Radio Spot Sales
Dave Scott.....Mgr., New England Spot Sales
Loren Surles.....Mgr., New Business
Morton Gaffin.....Dir., New Bus. & Prom.

NBC Owned Stations
WRCA, WRCA-FM, New York

William N. Davidson.....General Manager
Arthur Hamilton.....Station Manager
Tony Kraemer.....Mgr. Adv., Prom. & Mdsg.
John O'Keefe.....Manager of Publicity
Max Buck.....Dir. of Sales, WRCA/WRCA-TV
Herman Maxwell.....Sales Director, WRCA
Bill Kreitner.....Mgr., Local Sales WRCA
Joseph Murphy.....Manager, Merchandising
Steve White.....Program Manager

WKNB, Hartford-New Britain

Peter B. Kenney.....V.P. Gen. Manager
Robert W. Bray.....Program Manager
Victor J. Brewer.....Sales Manager
John P. Shipley.....Chief Engineer
Neil Murphy.....Business Affairs Mgr.
Frank Wooding.....Promotion Manager

WRC, WRC-FM, Washington

Carleton D. Smith.....V.P. & Gen. Manager
Joseph Goodfellow.....Station Manager
Harry Karr.....Sales Manager
William Coyle.....Director of Adv., Prom., Mdse. & Publicity
Ralph McCawley.....Adv. & Prom. Manager
Curt Prior.....Merchandising Mgr.
James Kovach.....Director of Programs
Edwin Peterson.....Publicity Manager

WAMP, WFMP, Pittsburgh

H. W. Shepard.....General Manager
Martin Pollins.....Sales Manager
John Buchheit.....Local Sales Manager
Oscar Campbell.....Business Manager
William Babcock.....Program Manager

WMAQ, WMAQ-FM, Chicago

Jules Herbuveaux.....V.P. & Gen. Manager
Howard Coleman.....Station Manager
Henry Sjogren.....Asst. Gen. Manager
Rudi Neubauer.....Sales Manager
John Keys.....Dir. of Adv. & Prom.
Stephen J. Krasula.....Merchandising Mgr.
Richard Johnson.....Program Manager
Chet Campbell.....Publicity Manager
John Whalley.....Dir. of Operations

WRCV, Philadelphia

Lloyd E. Yoder.....V.P. & Gen. Manager
Harold W. Waddell.....Station Manager
Jack Wiley.....Dir. of Adv. & Prom.
Mary Doyle.....Merchandising Mgr.
Bill Dallman.....Sales Manager
Robert C. Benson.....Program Manager
Curtis D. Peck.....Dir. of Operations

KNBC, San Francisco

George W. Fuerst.....General Manager
Richard H. Gravett.....Sales Manager
Mrs. Jane Morrison.....Mgr. of Adv., Prom. & Publicity
William Cancilla.....Merchandising Mgr.
Jack Wagner.....Program Manager

PUBLIC RELATIONS

Kenneth W. Bilby.....Exec. Vice President, Public Relations

Continuity Acceptance

Stockton Helffrich..Dir., Continuity Acceptance
Carl Watson.....Mgr., Continuity Acceptance

Advertising

John H. Porter.....Director, Advertising
J. Donald Foley.....Mgr., Trade & NBC Owned Stations Advertising
John Graham.....Art Director
Edwin Vane.....Mgr., Audience Adv. & Prom.

Exploitation

Alexander S. Rylander.....Dir., Exploitation
Peter M. Tintle.....Mgr., Guest Relations
John Scuoppo.....Mgr., Field Exploitation

Press and Publicity

Sydney H. Eiges.....V.P., Press & Publicity
Ellis Moore.....Dir., Press Department
Milton Brown.....Mgr., Program Publicity
Sidney Desfor.....Mgr., Photo Unit
Charles A. Henderson.....Mgr., Publicity, Radio Net. Owned Stations & NBC Spot Sales
Joseph A. Ryan.....Mgr., Bus. & Trade Publicity
Mike Horton.....Director, Information
Kathryn Cole.....Manager, Information
Cornelius K. Sullivan....Pub. Rel. Representative
William B. Miller.....Night Executive Officer

RADIO NETWORK

Matthew J. Culligan.....V.P., Radio Network
Jerry A. Danzig.....V.P., Radio Net. Programs
Albert L. Capstaff.....Dir., "Monitor" & Special Programs
Norman S. Livingston.....Dir., Net. Programs
William K. McDaniel.....V.P., Radio Net. Sales
William F. Fairbanks.....National Sales Mgr.
George Diefenderfer.....Mgr., Central Sales
David A. Engles.....Mgr., Western Sales
Harry E. Hobbs.....Mgr., Eastern Sales
George A. Graham.....Dir., Sales Planning
Howard Gardner.....Mgr., Sales Development
Robert C. Hitchens.....Mgr., Radio Sales Presentation
Ludwig W. Simmel.....Mgr., Radio Sales Service & Traffic
Theodore Zaer.....Dir., Bus. Affairs, Radio Net.
Murray Heilweil.....Marketing Director

KEYSTONE BROADCASTING SYSTEM

ALABAMA
WRFS Alexander City
WCTA Andalusia
WANA Anniston
WBCA Bay Minette
WEDR Birmingham
WEBJ Brewton
WRAG Carrollton
WKLF Clanton
WKUL Cullman
WMSL Decatur
WXAL Demopolis
WOOF Dothan
WULA Eufaula
WBLO Evergreen
WWWF Fayette
WJOI Florence
WZOB Fort Payne
WETO Gadsden
WGEA Geneva
WGYV Greenville
WGSV Guntersville
WJBB Haleyville
WERH Hamilton
WBHP Huntsville
WPBB Jackson
WWWB Jasper
WMOZ Mobile
WMFC Monroeville
WCRL Oneonta
WJHO Opelika
WPID Piedmont
WELR Roanoke
WWWR Russellville
WROS Scottsboro
WHBB Selma
WFEB Sylacauga
WHTB Talladega
WJDB Thomasville
WTBF Troy
WTBC Tuscaloosa
WTUS Tuskegee
WETU Wetumpka

ARIZONA
KCKY Coolidge
KAWT Douglas
KCLS Flagstaff
KDJI Holbrook
KNOG Nogales
KRIZ Phoenix
KOFA Yuma
(Formerly KOLD)

ARKANSAS
KVRC Arkadelphia
KBTA Batesville
KBBA Benton
KLYX Berryville
KAMD Camden
KCON Conway
KAGH Crossett
KDQN De Queen
KELD El Dorado
KXJK Forrest City
KHOZ Harrison
KFFA Helena
KXAR Hope
KBHS Hot Springs
KBTM Jonesboro
KGHI Little Rock
KBOK Malvern
(Formerly KDAS)
KTML Marked Tree
KVSA McGehee
KENA Mena
KHBM Monticello
KTLO Mountain Home
KOSE Osceola
KDRS Paragould
KOTN Pine Bluff
KPOC Pocahontas
KXRJ Russellville
KWCB Searcy
KUOA Siloam Springs
KBRS Springdale
KWAK Stuttgart
KRIW Walnut Ridge
KWRF Warren

CALIFORNIA
KIBS Bishop
KBMX Coalinga
KRDU Dinuba
KICO El Centro
(Calexico)
KBAG Fort Bragg
KGST Fresno
KPER Gilroy
KCVR Lodi
KGER Long Beach
KYOS Merced
KSEE Needles
KDES Palm Springs
KIBE Palo Alto
KPRL Paso Robles
KAFP Petaluma
KTIP Porterville
KRKS Ridgecrest
KITO San Bernardino
XERB San Diego
(Tijuana, Mexico)
KROG Sonora
KSUE Susanville
KTKR Taft
KGEN Tulare
KTUR Turlock
KUDU Ventura
KAGR Yuba City

COLORADO
KGIW Alamosa
KHIL Brighton-
Fort Lupton
KRLN Canon City
KAFA Colorado Springs
KVFC Cortez
KRAI Craig
KLIR Denver
KIUP Durango
KFTM Fort Morgan
KYOU Greeley
KBNZ La Junta
KLMR Lamar
KLVC Leadville
KLOV Loveland
KSLV Monte Vista
KDZA Pueblo
KVRH Salida
KOLR Sterling
KCRT Trinidad

FLORIDA
WAPG Arcadia
WTRL Bradenton
WKTS Brooksville
WTAN Clearwater
WKKO Cocoa
WCNU Crestview
WDCF Dade City
WDSP De Funiak
Springs
WOOO Deland
WDBF Delray Beach
WFBF Fernandina Beach
WINK Fort Myers
WARN Fort Pierce
WGGG Gainesville
WGMA Hollywood
WZRO Jacksonville Beach
(Jacksonville)
(Formerly WJVB)
WKWF Key West
WRWB Kissimmee
WDSR Lake City
WIPC Lake Wales
WLBE Leesburg
WNER Live Oak
WMAF Madison
WTYS Marianna
WSBB New Smyrna
Beach
WTMC Ocala
WWPF Palatka
WDLP Panama City
WPFA Pensacola
WPRY Perry
WPLA Plant City
WFOY St. Augustine
WTRR Sanford
WKXY Sarasota
WJCM Sebring
WRGR Starke
WSTU Stuart
WMFN Tallahassee
WWTB Tampa
(Formerly WEBK)

GEORGIA
WAAG Adel
WJAZ Albany
WCOS Alma
WDEC Americus
WGAU Athens
WRIA Augusta
WMGR Bainbridge
WHAB Baxley
WMOG Brunswick
WGRA Cairo
WCLB Camilla
WLBB Carrollton
WRHF Cartersville
WCAA Cedartown
WMIM Cordele
WGFS Covington
WRLJ Dalton
WDWD Dawson
WTAM Decatur (Atlanta)
(Formerly WGLS)
WDMG Douglas
WMLT Dublin
WSCG Elberton
WBHR Fitzgerald
WFPM Fort Valley
WGGA Gainesville
WKEU Griffin
WCEH Hawkinsville
WBGR Jesup
WLFA Lafayette
WLAG La Grange
WMGE Madison
WFOM Marietta
WDAX McRae
WMVG Milledgeville
WMRE Monroe
WMGA Moultrie
WBBN Perry
WSFB Quitman
WRGA Rome
WSNT Sandersville
WFRP Savannah
WWNS Statesboro
WSYL Sylvania
WSFT Thomaston
WTWA Thomson
WWGS Tifton
WLET Toccoa
WJEM Valdosta
WVOP Vidalia
WAYX Waycross
WBRO Waynesboro
WRLD West Point
WIMO Winder

HAWAII
KILA Hilo
KAIM Honolulu

IDAHO
KGEM Boise
KBAR Burley
KORT Grangeville
KIFI Idaho Falls
KRPL Moscow
KWIK Pocatello
KPST Preston
KRXK Rexburg
KSPT Sandpoint
KEEP Twin Falls

ILLINOIS
WBYS Canton
WEIC Charleston
WITY Danville
WDQN Duquoin
WCRA Effingham
WFIW Fairfield
WEBQ Harrisburg
WJPF Herrin
WKEI Kewanee
WPRC Lincoln
WKAI Macomb
WMOK Metropolis
WVMC Mt. Carmel
WINI Murphysboro
WVLN Olney
WTAY Robinson
..... Rockford (See
Beloit, Wisconsin)

INDIANA
WCBC Anderson
WBNL Boonville
WILO Frankfort
WKAM Goshen
WITZ Jasper
WBTO Linton
WORX Madison
WPCO Mount Vernon
WARU Peru
WPGW Portland
WSLM Salem
WJCD Seymour
WJVA South Bend
WTCI Tell City
WAMW Washington

IOWA
KLGA Algona
KASI Ames
KJAN Atlantic
KWBG Boone
KCOG Centerville
KCHA Charles City
KCHE Cherokee
KSWI Council Bluffs
KSIB Creston
KDEC Decorah
KLIL Estherville
KFAD Fairfield
KXGI Fort Madison
KGRN Grinnell
KXIC Iowa City
KRIB Mason City**
KLEE Ottumwa
KAYL Storm Lake
KJFJ Webster City

KANSAS
KARE Atchison
KCRB Chanute
KNCK Concordia
KBTO El Dorado
KVOE Emporia
KMDO Fort Scott
KIUL Garden City
KWGB Goodland
KAYS Hays
KWBW Hutchinson
KIND Independence
KJCK Junction City
(Fort Riley)
KCLO Leavenworth
KMAN Manhattan
KNDY Marysville
KNEX McPherson
KJRG Newton
KLKC Parsons
KSEK Pittsburg
KWSK Pratt
KRSL Russell
KTOP Topeka

KENTUCKY
WBRT Bardstown
WCBL Benton
WLBJ Bowling Green
WTCO Campbellsville
WNES Central City
WAIN Columbia
WCTT Corbin
WZIP Covington
(Cincinnati, Ohio)
WCPM Cumberland
WCYN Cynthiana
WHIR Danville
WIEL Elizabethtown
WFKY Frankfort
WFKN Franklin
WKAY Glasgow
WHLN Harlan
WHBN Harrodsburg
WKIC Hazard
WSON Henderson
WKOA Hopkinsville
WLBN Lebanon
WLEX Lexington
WFMW Madisonville
WWXL Manchester
WNGO Mayfield
WFTM Maysville
WMIK Middlesboro
WFLW Monticello
WMOR Morehead
WNKY Neon
WOMI Owensboro
WSIP Paintsville
WKLX Paris
WPKE Pikeville
WPRT Prestonsburg
WPKY Princeton
WEKY Richmond
WRUS Russellville
WSFC Somerset

LOUISIANA
KDBS Alexandria
KTRY Bastrop
WIKC Bogalusa
KBCL Bossier City
WARB Covington
KSIG Crowley
KDLA De Ridder
KLFT Golden Meadow
WFPR Hammond
KVHL Homer
KCIL Houma
KIEF Jennings
KLEC Jonesville
KLPL Lake Providence
KLLA Leesville
KDBC Mansfield
KAPB Marksville
KLIC Monroe**
KNOC Natchitoches
KANE New Iberia
KREH Oakdale
KSLO Opelousas
KCLP Ruvville
KRUS Ruston
KBSF Springhill
KIKS Sulphur
(Formerly KSUL)
KTLD Tallulah
KVPI Ville Platte
KEVL White Castle
KVCI Winnfield
KMAR Winnsboro

MAINE
WRUM Rumford
WGHM Skowhegan

MARYLAND
WCEM Cambridge
WAYE Dundalk
(Baltimore)
WPTX Lexington Park
WTTR Westminster
WDON Wheaton

MASSACHUSETTS
WREB Holyoke
(Springfield)
WMOO Milford
WARE Ware

MICHIGAN
WALM Albion
WLEW Bad-Axe
WBCM Bay City
WBRN Big Rapids
WMRP Flint
WBFC Freemont
WMPL Hancock
WBSE Hillsdale
WIKB Iron River
WJMS Ironwood
WJPD Ishpeming
WKLA Ludington
WMTE Manistee
WDMJ Marquette
WAGN Menominee
WCEN Mt. Pleasant
WMAB Munsing
WMUS Muskegon
WNIL Niles
WOAP Owosso
WHLS Port Huron

MINNESOTA
KASM Albany
KATE Albert Lea
KXRA Alexandria
KBUN Bemidji
KBMO Benson
KBMW Breckenridge
WKLK Cloquet
(Duluth-Superior)
KROX Crookston
KDLM Detroit Lakes
WELY Ely
WEVE Eveleth
KOZY Grand Rapids
KDUZ Hutchinson
CFOB International Falls
KLTF Little Falls
KMRS Morris
KNUJ New Ulm
KRFO Owatonna
WCMP Pine City
KLOH Pipestone
KFAM St. Cloud
WAVN Stillwater
KAGE Winona

MISSISSIPPI
WAMY Amory
WBLE Batesville
WGCM Biloxi-Gulfport
WBIP Booneville
WJMB Brookhaven
WDOB Canton
WGLC Centreville
WROX Clarksdale
WCLD Cleveland
WCJU Columbia
WCBI Columbus
WCMA Corinth
WMAG Forest
WJPR Greenville
WGRM Greenwood
WNAG Grenada
WFOR Hattiesburg
WMDC Hazlehurst
WCPC Houston
WNLA Indianola
WKOZ Kosciusko
WAML Laurel
WMBC Macon
WSJC Magee
WAPF McComb
WMOX Meridian
WMIS Natchez
WNAU New Albany
WSUH Oxford
WPMP Pascagoula
WHOC Philadelphia
WRJW Picayune
WSSO Starkville
WELO Tupelo
WQBC Vicksburg
WABO Waynesboro
WROB West Point
WAZF Yazoo City

MISSOURI
KWRT Boonville
KBHM Branson
KGMO Cape Girardeau
KDMO Carthage
KCRV Caruthersville
KCHR Charleston
KCHI Chillicothe

CASTING SYSTEM

KDKD Clinton
KBIA Columbia
KDEX Dexter
KREI Farmington
KWOS Jefferson City
KIRX Kirksville
KLWT Lebanon
KTCB Malden
KNIM Maryville
KNCM Moberly
KRMO Monett
KLRS Mountain Grove
KBTN Neosho
KNEM Nevada
KWOC Poplar Bluff
KTTR Rolla
KRES St. Joseph
KSGM Ste. Genevieve
KSMO Salem
KDRO Sedalia
KICK Springfield
KALM Thayer
KTTN Trenton
KLPW Union
KOKO Warrensburg
KWRE Warrenton
KWPM West Plains

MONTANA

KBMY Billings
KBMN Bozeman
KBOW Butte
KDBM Dillon
KUDI Great Falls (Formerly KBGF)
KOJM Havre
KCAP Helena
KGEZ Kalispell
KXLO Lewistown
KLCB Libby
KPRK Livingston
KATL Miles City
KBTK Missoula
KIYI Shelby
KVCK Wolf Point**

NEBRASKA

KCOW Alliance
KWBE Beatrice
KCSR Chadron
KJSK Columbus
KFGT Fremont
KHAS Hastings
KUVR Holdrege
KGFW Kearney
KLMS Lincoln
KBRL McCook
KODY North Platte
KOGA Ogallala
KOOO Omaha
KVHC O'Neill
KSID Sidney
KAWL York

NEVADA

KPTL Carson City
KVLV Fallon
KRAM Las Vegas
KATO Reno

NEW HAMPSHIRE

WMOU Berlin
WKXL Concord
WJWG Conway
WLNH Laconia

NEW JERSEY

WLDB Atlantic City
WNNJ Newton

NEW MEXICO

KHAM Albuquerque
KALG Alamogordo
KSVP Artesia
KAVE Carlsbad
KLMX Clayton
KCLV Clovis
KOTS Deming
KMIN Grants
KWEW Hobbs
KOBE Las Cruces
KENM Portales
KRTN Raton
KBIM Roswell
KSIL Silver City
KCHS Truth or Consequences
KTNM Tucumcari

NEW YORK

WMBO Auburn
WRRV Boonville (Rome-Utica)
WFLR Dundee
WOSC Fulton
WJOC Jamestown
WLFH Little Falls
WICY Malone
WALL Middletown
WIRY Plattsburgh
WNYS Salamanca
WNBZ Saranac Lake
WDLA Walton

NO. CAROLINA

WRCS Ahoskie
WABZ Albemarle
WGWR Asheboro
WBBB Burlington
WEGO Concord
WCKB Dunn
WCDJ Edenton
WCNC Elizabeth City
WBLA Elizabethtown
WFAI Fayetteville-Fort Bragg
WBBO Forest City
WFSC Franklin
WFVG Fuquay Springs (Raleigh)
WLTC Gastonia
WFMC Goldsboro
WKDX Hamlet
WHNC Henderson
WHKP Hendersonville
WHPE High Point
WJNC Jacksonville
WELS Kinston
WEWO Laurinburg
WLOE Leaksville
WJRI Lenoir
WBUY Lexington
WTSB Lumberton
WMMH Marshall
WMAP Monroe
WHIP Mooresville
WMBL Morehead City
WPAQ Mount Airy
WOOW New Bern
WNNC Newton
WKBC No. Wilkesboro
WMSN Raleigh
WFRC Reidsville
WCBT Roanoke Rapids
WCEC Rocky Mount
WSTP Salisbury
WWGP Sanford
WOHS Shelby
WMSJ Sylva
WTYN Tryon
WADE Wadesboro
WLSE Wallace
WHED Washington
WHCC Waynesville
WENC Whiteville

NORTH DAKOTA

KDLR Devils Lake
KDIX Dickinson
KNOX Grand Forks
KNDC Hettinger
KEYJ Jamestown
KBOM Mandan-Bismarck
KOVC Valley City

OHIO

WATG Ashland
WILE Cambridge
WAND Canton
WBEX Chillicothe
..... Cincinnati (See Covington, Kentucky)
WJER Dover
WOHI East Liverpool
WFOB Fostoria
WJEH Gallipolis
WSRW Hillsboro
WIRO Ironton
WLMJ Jackson
WPTW Piqua
WLEC Sandusky
WCHO Washington Court House
WWST Wooster
..... Youngstown (See Farrell, Pennsylvania)

OKLAHOMA

KADA Ada
KWHN Altus
KVSO Ardmore
KLTR Blackwell (Formerly KBWL)
KWCO Chickasha
KWOE Clinton
KUSH Cushing (Formerly KWHP)
KRHD Duncan
KCRC Enid
KTAT Frederick
KWRW Guthrie
KGYN Guymon
KTJS Hobart
KIHN Hugo
KTMC McAlester
KGLC Miami
KBIX Muskogee
KNOR Norman
KBYE Oklahoma City
KHBG Okmulgee
KVLH Pauls Valley
KLCO Poteau
KOLS Pryor
KWSH Tri-City (Wewoka-Seminole-Holdenville)
KVIN Vinita

OREGON

KWIN Ashland
KAST Astoria
KBKR Baker
KBND Bend
KRNS Burns
KWRO Coquille
KPLK Dallas
KASH Eugene
KUIK Hillsboro (Portland) (Formerly KRTV)
KLAD Klamath Falls
KLBM La Grande
KQIK Lakeview
KGAL Lebanon
KMCM McMinnville
KBOY Medford
KBCH Oceanlake
KSRV Ontario
KWRC Pendleton
KLIQ Portland
KODL The Dalles

PENNSYLVANIA

WNCC Barnesboro
WBFD Bedford
WBRX Berwick
WLOA Braddock (Pittsburgh)
WISR Butler**
WCDL Carbondale (Scranton)
WHYL Carlisle
WESA Charleroi
WCVI Connellsville
WOTR Corry
WFAR Farrell (Youngstown, Ohio)
WHUN Huntingdon
WDAD Indiana
WADP Kane
WACB Kittanning
WAKU Latrobe
WITT Lewisburg
WMGW Meadville
WKRZ Oil City
WPAZ Pottstown
WPME Punxsutawney
WKMC Roaring Spring
WKBI St. Marys
WATS Sayre
WMAJ State College
WAYZ Waynesboro
WLYC Williamsport

PUERTO RICO

WHOA San Juan

SO. CAROLINA

WABV Abbeville
WAKN Aiken
WANS Anderson
WBAW Barnwell
WBLR Batesburg
WBEU Beaufort
WAGS Bishopville
WACA Camden
WHAN Charleston
WCRE Cheraw
WGCD Chester
WPCC Clinton
WDSC Dillon
WELP Easley
WOLS Florence
WFGN Gaffney
WGSW Greenwood
WEAB Greer (Greenville)
WBHC Hampton
WHSC Hartsville
WDKD Kingstree
WLCM Lancaster
WYMB Manning
WJAY Mullins
WMYB Myrtle Beach
WKDK Newberry
WTND Orangeburg
WRHI Rock Hill
WSNW Seneca
WJAN Spartanburg
WFIG Sumter
WBCU Union

SOUTH DAKOTA

KABR Aberdeen
KBRK Brookings
KIJV Huron
KOLY Mobridge
KGFX Pierre
KISD Sioux Falls
KWAT Watertown
KYNT Yankton

TENNESSEE

WEAG Alcoa
WLAR Athens
WFHG Bristol (Bristol, Tenn.-Va.)
WMFS Chattanooga
WMCH Church Hill
WJZM Clarksville
WCLE Cleveland
WKRM Columbia
WHUB Cookeville
WKBL Covington
WAEW Crossville
WDNT Dayton
WDKN Dickson
WDSG Dyersburg
WEMB Erwin
WEKR Fayetteville
WHIN Gallatin
WGRV Greeneville
WHBT Harriman
WIRJ Humboldt
WDXI Jackson
WCLC Jamestown
WKXV Knoxville
WLAF La. Follette
WDXE Lawrenceburg
WCOR Lebanon
WLIL Lenoir City
WJJM Lewisburg
WDXL Lexington
WMMT McMinnville
WCRK Morristown
WGNS Murfreesboro
WNAH Nashville
WLIK Newport
WOKE Oak Ridge
WTPR Paris
WTRB Ripley
WORM Savannah
WEPG South Pittsburg
WDBL Springfield
WDEH Sweetwater
WJIG Tullahoma
WENK Union City
WCDT Winchester

TEXAS

KVLF Alpine
KZIP Amarillo
KACT Andrews
KBUD Athens
KALT Atlanta
KRUN Ballinger
KIOX Bay City
KRCT Baytown
KTXC Big Spring
KFYN Bonham
KNEL Brady
KSTB Breckenridge
KWHI Brenham
KBOR Brownsville
KBWD Brownwood
KBEN Carrizo Springs
KCTX Childress
KCAR Clarksville
KVLB Cleveland
KSTA Coleman
WTAW College Station
KVMC Colorado City
KAND Corsicana
KIVY Crockett
KXIT Dalhart
KDLK Del Rio
KDNT Denton
KDDD Dumas
KEPS Eagle Pass
KERC Eastland
KPSO Falfurrias (Formerly KBLP)
KFLD Floydada
KFST Ft. Stockton
KNAF Fredericksburg
KRRZ Freeport
KGAF Gainesville
KLUF Galveston
KSWA Graham
KCTI Gonzales
KGVL Greenville
KCLW Hamilton
KPAN Hereford
KHBR Hillsboro
KSAM Huntsville
KEBE Jacksonville
KTXJ Jasper
KMBL Junction
KAML Kenedy-Karnes City
KERB Kermit
KERV Kerrville
KOCA Kilgore
KLEN Killeen
KPET Lamesa
KVOZ Laredo
KLVT Levelland
KVOW Littlefield
KTET Livingston
KFRO Longview
KLLL Lubbock
KRBA Lufkin
KMHT Marshall
KIRT McAllen (Mission)
KCMR McCamey
KJBC Midland
KORC Mineral Wells
KVKM Monahans
KIMP Mt. Pleasant
KOSF Nacogdoches
KGNB New Braunfels
KRIG Odessa
KOGT Orange
KNET Palestine
KPAT Pampa
KFTV Paris
KIUN Pecos
KVOP Plainview
KBOP Pleasanton
KRWS Post
KOLJ Quanah
KTXL San Angelo
KCNY San Marcos
KBAL San Saba
KSML Seminole
KSEY Seymour
KEVA Shamrock
KTAN Sherman
KSNY Snyder
KDWT Stamford
KSTV Stephenville
KSST Sulphur Springs
KXOX Sweetwater
KTAE Taylor
KTFS Texarkana
KTLW Texas City
KTUE Tulia
KTBB Tyler
KVOU Uvalde
KVWC Vernon
KVIC Victoria
KBEC Waxahachie

UTAH

KBUH Brigham City
KVNU Logan
KKOG Ogden
KOAL Price
KEYY Provo
KDXU St. George
KSOP Salt Lake City
KTUT Tooele City
KVEL Vernal

VERMONT

WSYB Rutland

VIRGINIA

WKLV Blackstone
WFHG Bristol (See Bristol, Tennessee)
WINA Charlottesville
WBOB Christianburg
WKEY Covington
WCVA Culpeper
WEVA Emporia
WFAX Falls Church
WYSR Franklin
WFVA Fredericksburg
WFTR Front Royal
WBOB Galax
WDDY Gloucester
WMNA Gretna
WHAP Hopewell
WREL Lexington
WBRG Lynchburg
WPRW Manassas
WMEV Marion
WMVA Martinsville
WSIG Mount Jackson
WNVA Norton
WJMA Orange

(Continued on Page 283)

** Associated Station (Carrying KBS Commercials on Special Working Agreement).

Dynamic Resurgence Of Radio Brought KBS Its 1,000th Affiliate In 1957



By
SIDNEY J. WOLF
President
Keystone Broadcasting
System, Inc.

THE dynamic resurgence of radio in 1957 coincided with the acquisition by the Keystone Broadcasting System of its 1,000th affiliate. Inaugurated in 1940, Keystone started out with 66 members. Today we have 1,025 members, an increase of no less than 1,453 per cent! Our 31,144,846 radio homes comprise an audience of 96,549,023 listeners. The majority of these listeners are predominantly loyal to their local radio station and live in the vast areas that constitute the backbone of our country—Home Town and Rural America.

Indeed, the past year was a memorable one, both for radio and KBS, which enjoyed the most successful year in its seventeen-year history. And I would like to add that the prospects for 1958 are even better, as evidenced by the surge of the new Keystone business that heralded in the New Year.

✲

In 1957, 79 national advertisers through their respective advertising agencies used the Keystone facilities, a far cry from the "few and far between" in our pioneering days. Without exception these important advertisers are now staunch advocates of the power of local radio in the small town and rural markets of the U. S. This tremendous power is exemplified by the astonishing growth in local radio billings during the last two years.

The continuing and increasing power of local radio is primarily due to its ability to program according to the predilections of its local audience, whose tastes vary to a surprising degree. The efficient station operator studies these local tastes and caters to them accordingly, thereby ensuring himself consistent high listenership and loyal audiences.

✲

In Home Town and Rural America Keystone is harnessed to this powerful medium by over one thousand affiliates and in effect constitutes itself as local radio on a network basis. The high listenership of local radio is evidenced by the fact that rating studies have shown that listenership in the Keystone single station markets, of which there are over 700, can be as high as 19.1 per cent, an almost unheard-of figure in the multiple station markets.

✲

However, Keystone does much more than bring the national advertiser in direct contact with these vast millions of consumers who are armed with billions of dollars annually in purchasing power.

In addition to the overall facilities provided by the full Keystone Network, our operation enjoys the most effective and intensive coverage of the farm markets of the U. S. In the 14 leading agricultural states with the largest number of farms, each state having 150,000 farms or over, Keystone covers 88.9 per cent of the aggregate and it might be pointed out that the farms in these 14 states constitute 57.1 per cent of the total farms in the country.

✲

Actually, over 80 per cent of our affiliates have special programming directed especially to the local farm audience and the importance of this programming can be gauged by the fact that it is a daily "must" for the farm listener to obtain vital local data necessary for the successful conduct of his farm.

In addition Keystone has a Negro Network Division comprising 350 affiliates with special programs directed to the Negro audience. Also Keystone provides a College Network Division with over 300 affiliated stations located in college towns throughout the country.

May I say in conclusion that the dynamic resurgence of radio is most gratifying to Keystone and its 1,025 affiliates.

KEYSTONE BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago 2, Ill.

Officers and Directors

Sidney J. Wolf (Director) ..... **President**
Noel A. Rhys ..... Executive Vice-President
Edwin R. Peterson ..... Senior Vice-President
Joseph Bayer (Director) ..... **Vice-President**
William Bayer ..... **Vice-President**
Charles A. Hammarstrom ..... Vice-President
Arthur Wolf (Director) ..... **Secretary-Treasurer**

New York

580 Fifth Ave., New York 22, N. Y.
Phone: ELdorado 5-3720

Noel A. Rhys ..... Executive Vice-President
Charles A. Hammarstrom ..... Vice-President
Eve Waldo ..... **Office Manager**
Martin Mills ..... Research Director

Chicago

111 W. Washington St., Chicago 2, Ill.
Phone: STate 2-8900

Sidney J. Wolf ..... **President**
Edwin R. Peterson ..... Senior Vice-President
Arthur Wolf ..... **Secretary-Treasurer**
Paul Kolar ..... **Comptroller**
William Wolf, E. Richard Peterson, Jr. ..... Account Executives
Blanche Stein ..... **Director of Station Relations**
Anita Larie ..... Auditor
Jane C. McFadgen ..... Traffic Manager, Program Director

Los Angeles

3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 3-2910

William Bayer ..... **Vice-President**
Henry G. Eschen ..... **Account Executive**

San Francisco

75 Post Street, San Francisco, Calif.
Phone: SUtter 1-7440

Howard P. Taylor ..... Account Executive

(Continued from Page 281)

WSSV Petersburg
WPUV Pulaski
WRIC Richlands
WRKE Roanoke
WYTI Rocky Mount
WHLF South Boston
WLPM Suffolk
WESR Tasley
WBOF Viginia Beach
WNNT Warsaw
WAYB Waynesboro
WINC Winchester
WYVE Wytheville

VIRGIN ISLANDS

WIVI Christiansted (St. Croix)

WASHINGTON

KXRO Aberdeen
KAGT Anacortes
KPUG Bellingham
KELA Centralia
KCLX Colfax
KCVL Colville
KXLE Ellensburg
KNBX Kirkland (Seattle)
KWLK Longview
KSEM Moses Lake
KGY Olympia
KPKW Pasco
KONP Port Angeles
KARY Prosser
KAYE Puyallup
KAPA Raymond
KENE Toppenish
KKEY Vancouver (Portland, Oregon) (KHFS)
KTEL Walla Walla
KUEN Wenatchee

WEST VIRGINIA

WTIP Charleston
WHAR Clarksburg
WDNE Elkins
WTCS Fairmont
WPLH Huntington
WKYR Keyser
WVOW Logan
WEPM Martinsburg
WHJC Matewan
WAJR Morgantown**
WMOD Moundsville (Wheeling)
WETZ New Martinsville
WCEF Parkersburg
WLOH Princeton
WHAW Weston

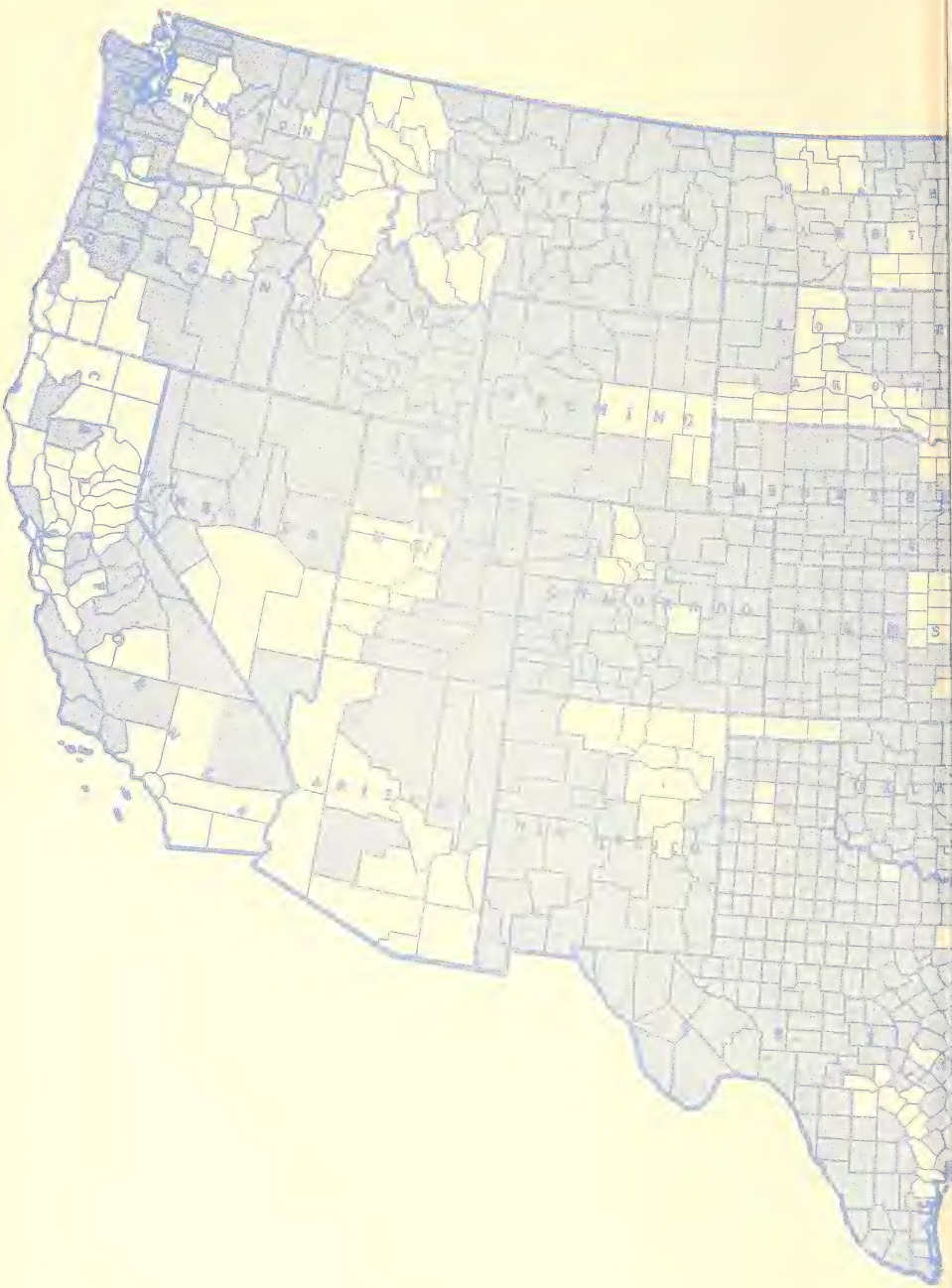
WISCONSIN

WHBY Appleton
WATW Ashland
WBEL Beloit (Rockford, Illinois)
WRFW Eau Claire
WDUZ Green Bay
WTKM Hartford
..... Janesville (See Beloit)
WLCX La Crosse (Formerly WLDL)
WLDY Ladysmith
WIGM Medford
WMNE Menomonie
WFOX Milwaukee
WOSH Oshkosh
WPFP Park Falls
WSWW Platteville
WPLY Plymouth (Sheboygan)
WIBU Poynette
WRDB Reedsburg
WRCO Richland Center
WCWC Ripon
WTCH Shawano
WCOW Sparta
WSPT Stevens Point**
WDOR Sturgeon Bay
WTRW Two Rivers
WTTN Watertown
WDUX Waupaca**
WOSA Wausau

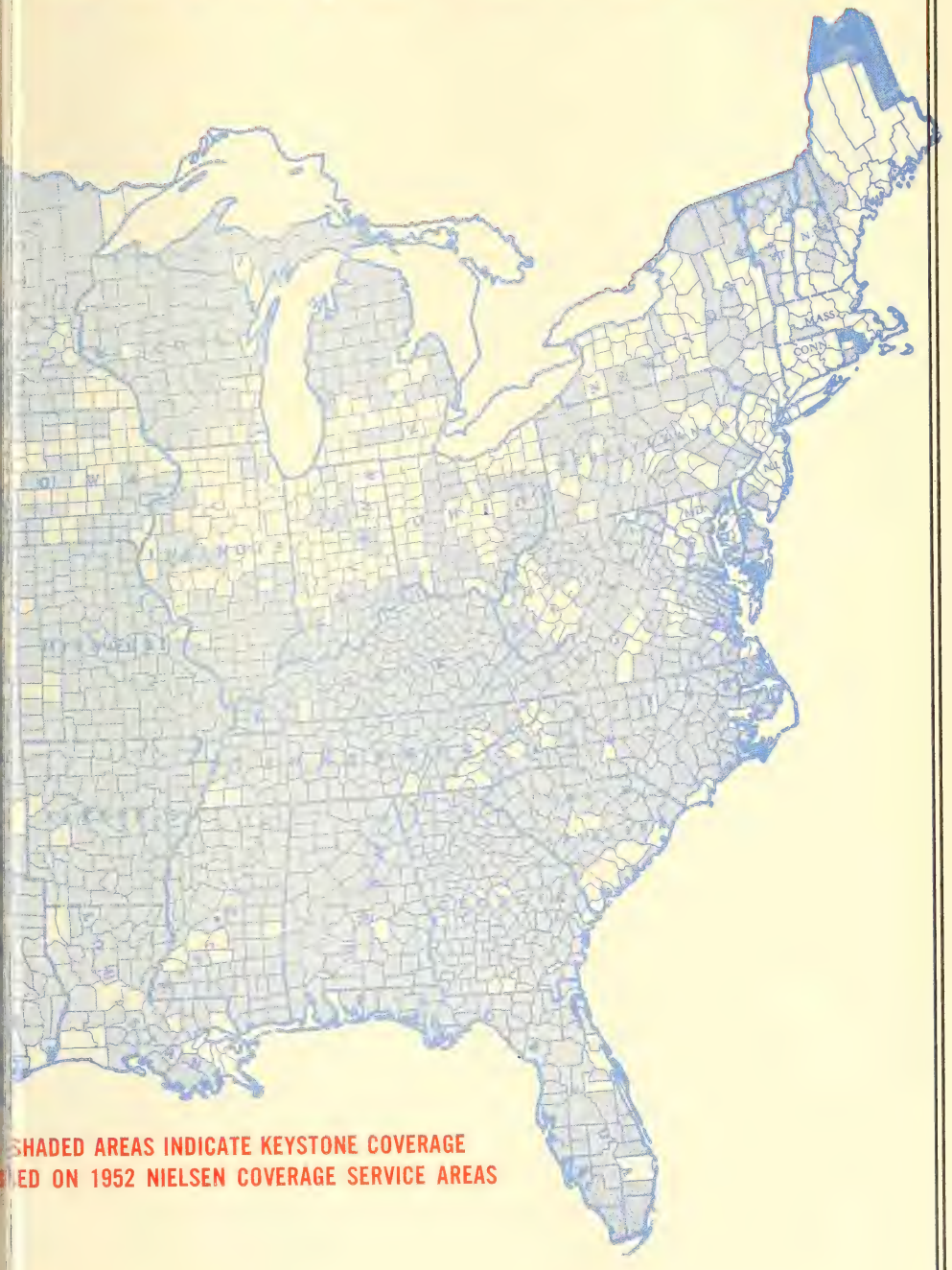
WYOMING

KBBS Buffalo
KATI Casper
KVWO Cheyenne
KWIV Douglas
KLUK Evanston
KOVE Lander
KOWB Laramie
KASL Newcastle
KPOW Powell
KRAL Rawlins
KVRS Rock Springs
KWYO Sheridan
KRTR Thermopolis
KGOS Torrington
KWOR Worland

KEYSTONE BROAD

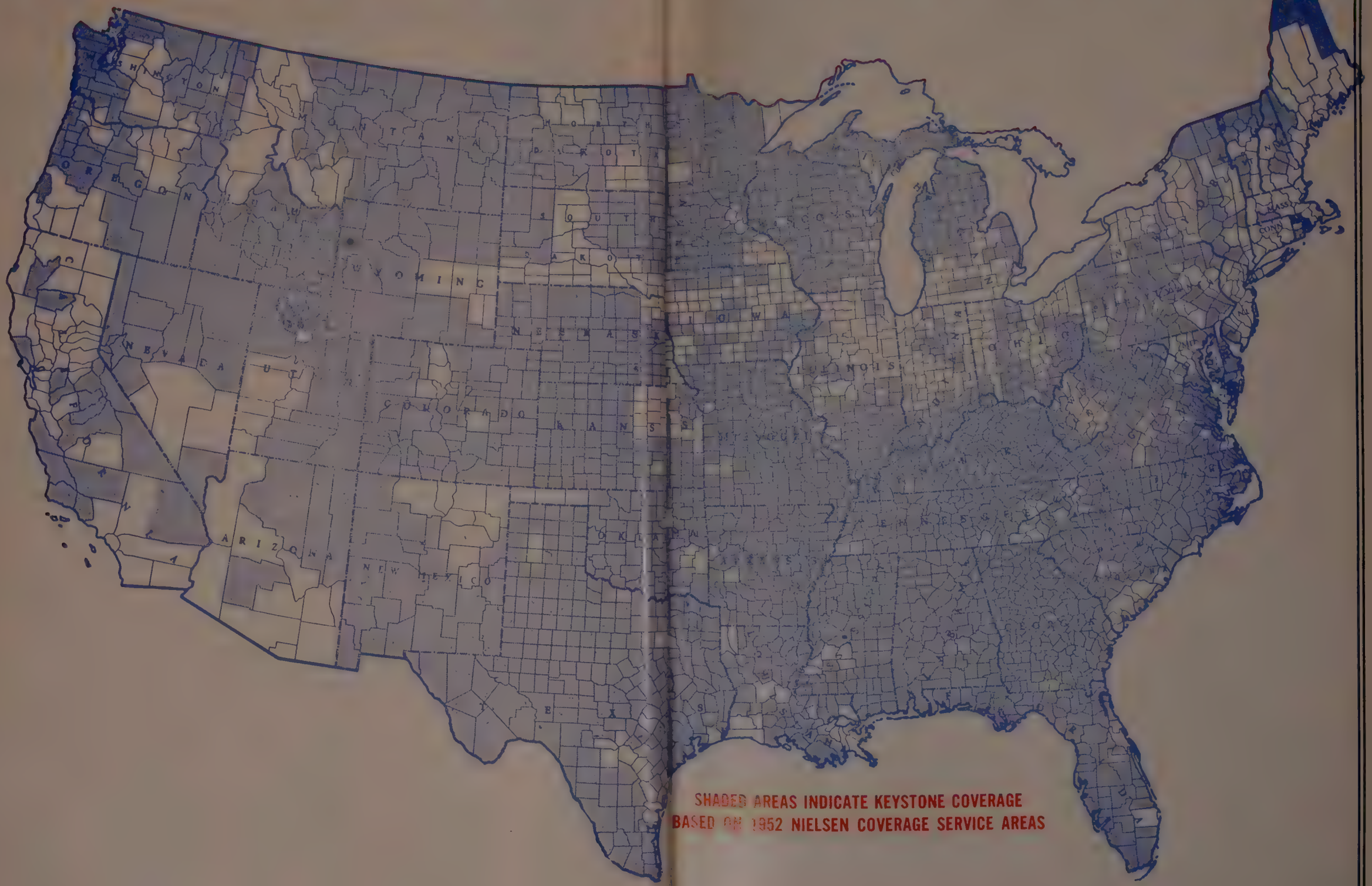


CASTING SYSTEM



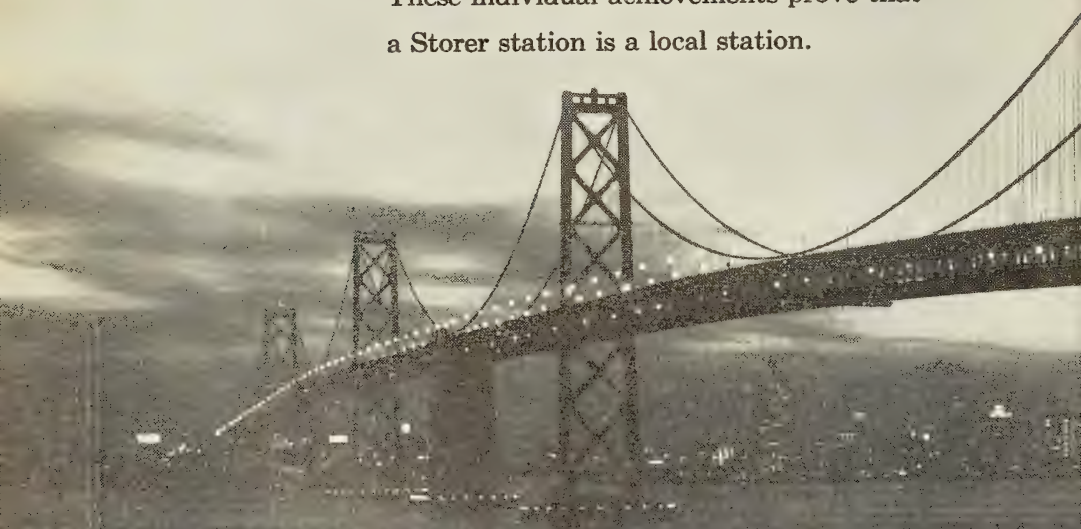
SHADED AREAS INDICATE KEYSTONE COVERAGE
ED ON 1952 NIELSEN COVERAGE SERVICE AREAS

KEYSTONE BROADCASTING SYSTEM



famous on the local scene . .

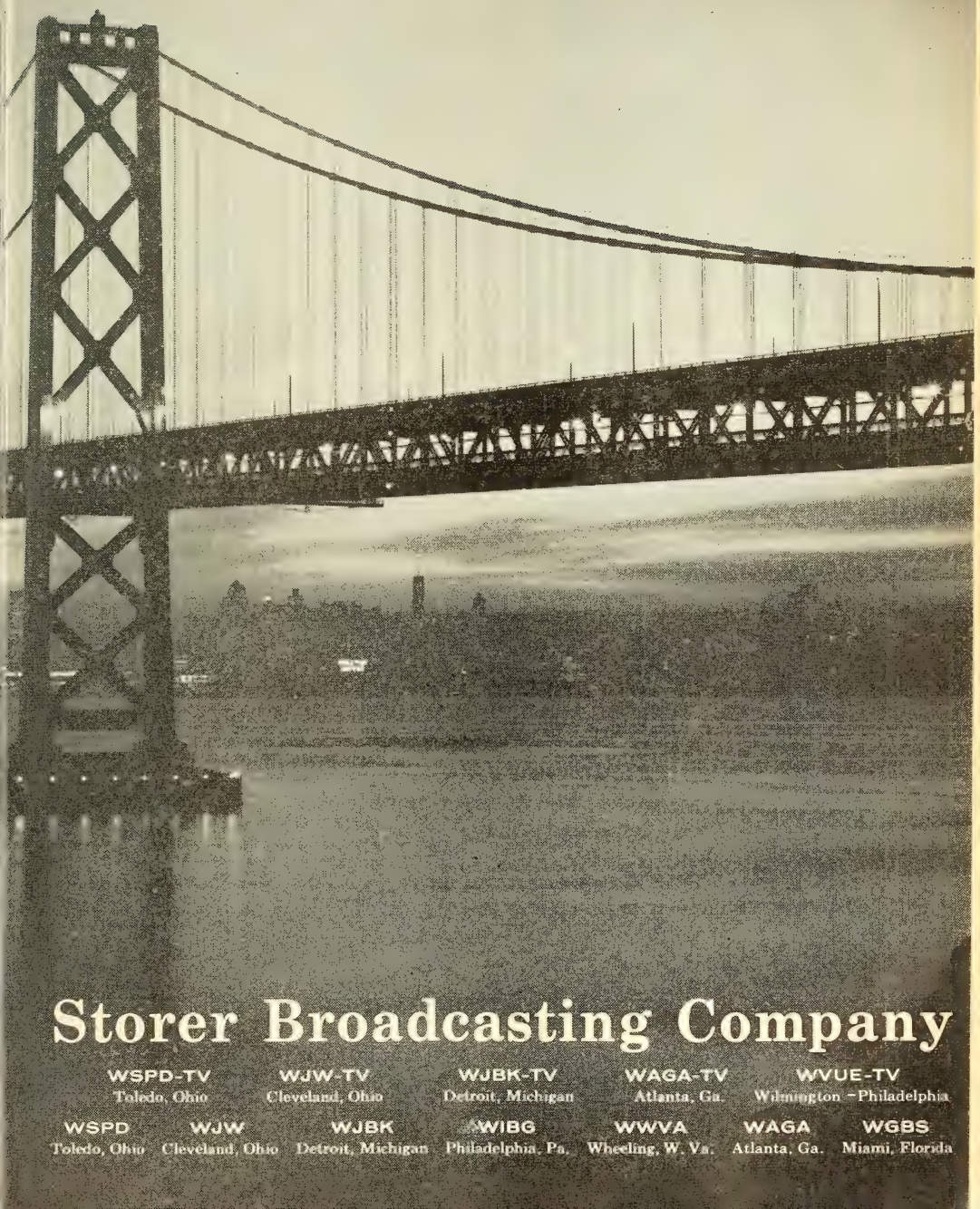
Spanning the Harbor at San Francisco,
the Oakland Bay Bridge is an inspiring symbol
of achievement. Storer, too, is recognized
for achievement . . . in the world of broadcasting.
This recognition has been earned through
consistent sales results on Storer stations
in the communities they serve.
These individual achievements prove that
a Storer station is a local station.



STORER BROADCASTING COMPANY

NEW YORK — 625 Madison Ave., New York 22
CHICAGO — 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

yet known throughout the nation



Storer Broadcasting Company

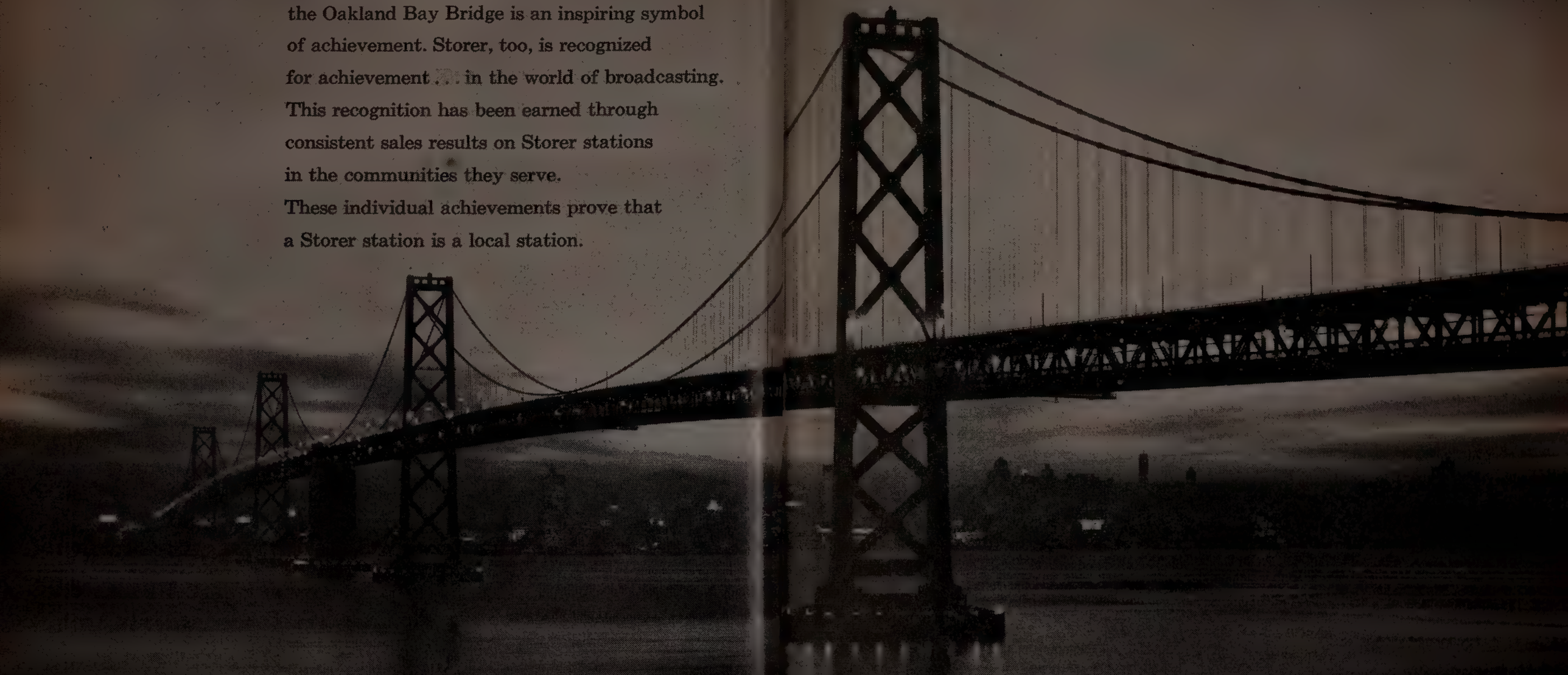
WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV	WVUE-TV
Toledo, Ohio	Cleveland, Ohio	Detroit, Michigan	Atlanta, Ga.	Wilmington - Philadelphia

WSPD	WJW	WJBK	WIBG	WWVA	WAGA	WGBS
Toledo, Ohio	Cleveland, Ohio	Detroit, Michigan	Philadelphia, Pa.	Wheeling, W. Va.	Atlanta, Ga.	Miami, Florida

famous on the local scene . . .

Spanning the Harbor at San Francisco,
the Oakland Bay Bridge is an inspiring symbol
of achievement. Storer, too, is recognized
for achievement . . . in the world of broadcasting.
This recognition has been earned through
consistent sales results on Storer stations
in the communities they serve.
These individual achievements prove that
a Storer station is a local station.

yet known throughout the nation



STORER BROADCASTING COMPANY

NEW YORK — 625 Madison Ave., New York 22
CHICAGO — 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

Storer Broadcasting Company

WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV	WVUE-TV
Toledo, Ohio	Cleveland, Ohio	Detroit, Michigan	Atlanta, Ga.	Wilmington – Philadelphia

WSPD	WJW	WJBK	WIBG	WWVA	WAGA	WGBS
Toledo, Ohio	Cleveland, Ohio	Detroit, Michigan	Philadelphia, Pa.	Wheeling, W. Va.	Atlanta, Ga.	Miami, Florida

WORKING PARTNERS

RADIO H-R TELEVISION

TELEVISION INC.

REPRESENTATIVES INC.

FRANK HEADLEY, President

DWIGHT REED, Vice President

FRANK PELLEGRIN, Vice President

PAUL WEEKS, Vice President

WE ALWAYS SEND A MAN TO DO A MAN'S JOB

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OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
FInancial 6-6440

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5837

101 Marietta Street Bldg.
Atlanta, Georgia
Jackson 3-7797

3520 Montrose Blvd.
Houston, Texas
JAckson 8-1601

910 Royal Street
Canal 3917
New Orleans, La.

415 Rio Grande Bldg.
Dallas, Texas
Riverside 2-5148

1065 Penobscot Bldg.
Detroit 26, Michigan
WOodward 1-4148

RADIO

STATION REPRESENTATIVES

PERSONNEL & BRANCH OFFICES

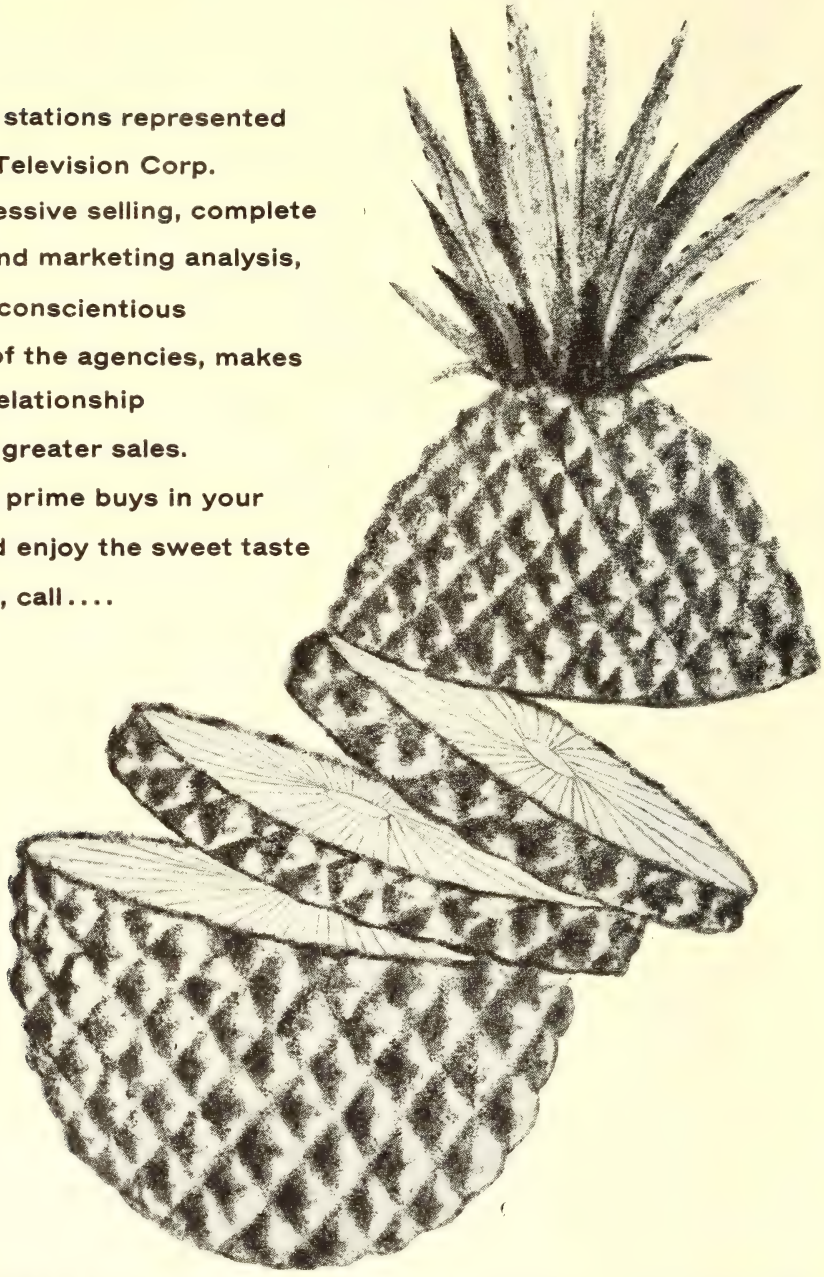
REPRESENTATIVE AFFILIATIONS OF RADIO AND TELEVISION STATIONS ARE INCLUDED IN STATION LISTINGS

ANNUAL

1958

The Sweetest Slices of TV business!

go to T.V. stations represented by Young Television Corp. More aggressive selling, complete research and marketing analysis, plus alert, conscientious servicing of the agencies, makes a fruitful relationship that bears greater sales. To get the prime buys in your market and enjoy the sweet taste of success, call....



YOUNG TELEVISION CORP.

NEW YORK • ATLANTA • CHICAGO • ST. LOUIS • LOS ANGELES • SAN FRANCISCO • BOSTON

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64 East Lake St., Chicago, Ill.
Phone: STate 2-0460
Gen. Mgr.....Joseph Kapps

ALASKA RADIO & TV SALES

280 Madison Ave., New York City, N. Y.
Phone: MUrray Hill 4-4244
National Sales Mgr.....Roy V. Smith

ALL-CANADA RADIO & TELEVISION

80 Richmond St. W., Toronto, Ontario, Can.
Phone: EMpire 6-7691
President.....H. R. Carson
General Manager.....J. S. MacKay
Vice President.....G. F. Herbert
Prom. Mgr.....P. N. Harricks
Radio Division
Mgr., Station Time Div.....W. M. Brennan
Mgr., Program Division.....D. C. S. Murray
TV Division
Manager .....Reo Thompson
Mgr., Station Time Div.....Ross McCreath
Branch Offices
922 Dominion Square Bldg., Montreal, Que.
Phone: UNiversity 6-9868
Manager .....Burt Hall
706 Electric Railway, Chamber Bldg.
Winnipeg, Manitoba
Phone: WHitehall 2-6861
Manager .....B. Pirie
Taylor, Pearson & Carson Bldg.
Calgary, Alberta
Phone: 2-7691
Manager.....J. E. Cavanaugh
1161 Melville St., Vancouver, B. C.
Phone: MUtual 4-7461
Manager .....J. E. Baldwin

AM RADIO SALES COMPANY

400 North Michigan Ave., Chicago 11, Ill.
Phone: MOhawk 4-6555
President.....Ralph L. Atlass
Vice-Pres. .....John T. Carey
Branch Offices
400 N. Michigan Ave., Chicago 14, Ill.
Phone: *MOhawk* 4-6555
Executive-in-charge .....Jerry Glynn
415 Madison Avenue, New York 17, N. Y.
Phone: PLaza 3-9630
Executive-in-charge.....H. W. Losee
5939 Sunset Blvd., Los Angeles 28, Calif.
Phone: HOllywood 5-0695
Executive-in-charge .....Robert Block
950 California St., San Francisco 9, Calif.
Phone: GArfield 1-0716
Executive-in-charge.....Kenneth R. Carey

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720 Fifth Ave., New York 19, N. Y.
Phone: JUdson 6-5536
President.....Lewis H. Avery
Exec. Vice-President.....J. W. Knodel
Vice-President.....Charles C. Coleman, Jr.
Vice-President.....David H. Sandeberg
Treasurer.....Philip Schloeder Jr.
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Phone: WHitehall 4-6869
Vice Pres.....J. W. Knodel
235 Montgomery St., San Francisco 4, Calif.
Phone: Yukon 2-2053
Secretary.....David H. Sandeberg
3325 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 5-6394
Executives.....Douglas MacLatchie, W. E. Moore
41 Marietta St., N.W., Atlanta 3, Ga.
Phone: JAckson 3-2545
Executive-in-charge.....Charles C. Coleman
320 Fidelity Union, Dallas 1, Texas
Phone: RIverside 7-7330
Exec. in Charge.....Wallis Ivy
1446 Nat. Bank Bldg., Detroit 26, Mich.
Phone: WOodward 1-9607
Exec. In Charge.....Glenn W. Gilbert

JAMES S. AYERS CO.

Glenn Bldg., Atlanta, Ga.
Phone: JAckson 5-0459
Manager.....James S. Ayers
Branch Office
S. Church St. Bldg., Charlotte, N. C.
Phone: FRanklin 5-6146
Manager .....Guy Vaughn

WILLIAM A. AYRES CO.

233 Sansome St., San Francisco, Calif.
Phone: YUkon 6-2981
Owner, Mgr.....William A. Ayres

ELISABETH M. BECKJORDEN

235 East 46th St., New York 17, N. Y.
Phone: PLaza 5-4262

CHARLES BERNARD & CO.

3 West 56th St., New York 19, N. Y.
Phone: CIrcle 6-7242
President .....Charles Bernard
Asst. to President.....Rita Hughes
Branch Offices
New Howard Hotel, Baltimore 1, Md.
Phone: LExington 9-1680
Gen. Mgr.....Armand Terl
601 Merchandise Mart, Kansas City 6, Mo.
Phone: BAltimore 1-5175
Exec. in Chg.....Miss M. Marian
1000 Main St., Dallas, Texas
Phone: RIverside 2-3605
Gen. Mgr.....Stu Barondess
1050 Montecito Dr., Los Angeles 31, Calif.
Phone: CApitol 5-3626
Exec. in Chg.....Miss Joyce Evans

HIL F. BEST CO.

Park Ave. Bldg., Detroit 26, Mich.
Phone: WOodward 2-7298
President.....Hil F. Best
Vice-Pres. .....Michael Best
Gen. Mgr.....Tom Corlett



EXPERIENCE

Behind the brow of the pilot, knowledge won through years of experience... skill born of doing.

In our business, too, 12 years experience have given us a background that makes the time buyer's job easier... lessens the chance of costly errors.

Such experience must be earned. And there's no substitute for it.

AVERY-KNODEL

INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

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101 Park Ave., New York 17, N. Y.
Phone: LExington 2-3783
Geo. T. Hopewell, Joseph Cannon
205 W. Wacker Dr., Chicago 6, Ill.
Phone: STate 2-5096
Executives-in-charge .....Hooper Jones, Phyl Duncan
111 N. LaCienega Blvd., Beverley Hills, Cal.
Phone: Al 5-8326
681 Market St., San Francisco, Calif.
Phone: EXbrook 7-0544
Executive-in-Charge .....James Walsh
Mortgage Guaranty Bldg., Atlanta, Ga.
Phone: ALpine 5084
Executive-in-charge .....Tom Atkinson

WALTER BIDDICK COMPANY

1046 So. Olive St., Los Angeles 15, Calif.
Phone: RIchmond 9-8800
Manager .....Guy Biddick
Office Mgr.....Barbara McNey
Traveling Rep.....Burt Zoul

JOHN BLAIR & COMPANY

415 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-4250
President.....John P. Blair
Exec. Vice-Pres.....Arthur H. McCoy
Asst. to Pres.....Wells Barnett
Vice-President.....Ward Dorrell
Secretary-Treasurer .....Blake Blair
Branch Offices
520 N. Michigan Ave., Chicago 11, Ill.
Phone: SU 7-8659
Vice-President.....Clifford J. Barborka, Jr.
2502 Russ Bldg., San Francisco 4, Calif.
Phone: DOuglas 2-3188
Manager.....Heber Smith, Jr.
3460 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 7-1333
Vice-President.....Carleton E. Coveny
937 Paul Brown Bldg., St. Louis 1, Mo.
Phone: CHestnut 1-5686
Manager .....Carlos Reese
617 Book Bldg., Detroit 26, Mich.
Phone: WOodward 1-6030
Manager .....Charles Fritz
467 Rio Grande Nat'l Bldg., Dallas, Texas
Phone: RIverside 1-4228
Manager .....Frank Carter
118 Newbury St., Boston, Mass.
Phone: KE 6-1472
Manager.....Ernest W. Kitchen
101 Marietta St., Atlanta, Ga.
Phone: JA 5-6482
Vice-President..... Charles Dilcher
3319 White-Henry-Stuart, Seattle, Wash.
Phone: Elliott 6270
Manager.....John Burr

BLAIR-TV, INC.

415 Madison Ave., New York 17, N. Y.
Phone: TEmpleton 8-5800
President.....John P. Blair
Exec. Vice-Pres.....Edward P. Shurick
Vice Pres., E. Sales Mgr.....J. B. Denninger
Branch Offices
520 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-5580
Manager .....Jack Davis
2504 Russ Bldg., San Francisco 4, Calif.
Phone: YUkon 2-7068
Vice-President .....Lindsey Spight
3460 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 1-3811
Manager .....David Lundy
937 Paul Brown Bldg., St.Louis 1, Mo.
Phone: CHestnut 1-5686
Manager .....Richard Quigley, Jr.
617 Book Bldg., Detroit 26, Mich.
Phone: WOoodward 1-6030
Manager .....Gabe Dype
467 Rio Grande Nat'l Bldg., Dallas, Texas
Phone: RIverside 1-4228
Manager .....Steve Beard
1402 Barnett Bank, Jacksonville, Fla.
Phone: ELgin 6-5770
Manager.....Harry E. Cummings
118 Newbury St., Boston, Mass.
Phone: KEnmore 6-1472
Manager .....Bruce Pattyson
White-Henry-Stuart Bldg., Seattle, Wash.
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Manager.....John Burr

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Dir. Sales Develop.....Martin Katz
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Phone: FRanklin 2-3819
Vice-Pres., Mgr.....Arthur C. Stringer
(*Other branch offices same as Blair-TV*)

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American Sales and Servicing Agency
370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300
President .....Guy Bolam
Branch Offices
3 Place de Valois, Paris 1, France
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38 Hertford St., London W 1, England
Joint Mgr.....G. Everitt
11 rue de Fief, Boulogne-Billancourt, France
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79 Blvd. Haussmann, Paris 8e, France
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Research.....John MacDonald
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Phone: BR 2-0544

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80 Bolston St., Boston 16, Mass.
Phone: HU 2-0346
Manager.....Richard A. Keating

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419 Boylston St., Boston 16, Mass.
Phone: COmmonwealth 6-0718
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Rhodes-Haverty Bldg., Atlanta 3, Ga.
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Phone: CHestnut 1-6192
Executive-in-Charge .....Ken Atwood
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Phone: YUkon 2-1582
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Sheraton-Palace Hotel, San Francisco 5, Calif.
Phone: Yukon 2-7000

Sales Manager.....Byron Nelson
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Phone: Hollywood 9-1212

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Phone: PRospect 3-1120

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Phone: LIberty 2-7537
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3325 Wilshire Blvd., Los Angeles, Calif.
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Phone: Hywd. 2-2351
Manager .....Tracy Moore
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Manager .....John Funk

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Phone: DUnkirk 5-6284

Manager .....Richard Hasbrook

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Phone: CEntral 1-1868

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Phone: WAtkins 4-6599

President.....Bob Keller

Branch Office

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Phone: STate 2-5096

Manager .....Hooper Jones

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1420 Eastern Parkway, Louisville, Ky.
Phone: HIghland 3779

President .....Harry McTigue

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118 Newbury St., Boston 16, Mass.
Phone: KEnmore 6-1966

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Secy.-Treas. .....Marjorie Carter

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Phone: MUrray Hill 2-8276

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Phone: HUbbard 2-6117

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Vice President.....Kay Chille
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770 Spring St. N.W., Atlanta, Ga.
Phone: TRinity 6-3726

Branch Offices

Fidelity Union Bldg., Dallas, Tex.
Phone: RAndolph 8206

1026 S. Boulevard, Charlotte, N. C.
Phone: FRanklin 6-6581

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Phone: FRanklin 6-4773

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Phone: YUkon 6-7370

President .....Jack Masla

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Phone: SUperior 7-6048

Manager.....Clem G. O'Neill

111 N. La Cienega Blvd., Beverly Hills, Calif.
Phone: OLympia 2-1313

Manager.....Lee F. O'Connell

110 Sutter St., San Francisco, Calif.
Phone: GArfield 1-6936

Manager.....John E. Palmer

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60 East 56th St., New York, N. Y.
Phone: PLaza 1-4650

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Vice President.....Allan Kerr
V.P., Sales Manager.....Ralph Guild

Branch Offices

110 Sutter St., San Francisco, Calif.
Phone: YUkon 6-4112

President.....Daren F. McGavren

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Phone: HOllywood 4-6146

Manager.....George Lake

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366 Madison Ave., New York 17, N. Y.
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President.....Joseph H. McGillvra
General Manager.....E. J. Devney

Branch Offices

185 N. Wabash Ave., Chicago 1, Ill.
Phone: State 2-5282

Manager.....Rudolph S. Nelson

612 S. Serrano Ave., Los Angeles 5, Calif.
Phone: DUnkirk 4-7352

Manager.....Fred E. Crawford, Jr.

605 Market St., San Francisco 5, Calif.
Phone: YUkon 2-3954

Manager.....A. S. Babcock

419 Boylston St., Boston 16, Mass.
Phone: COmmonwealth 6-0718

Manager.....Louis J. Borgatti
P.O. Box 127, Bedford, Indiana
Phone: BEdford 9194
President.....Joseph H. McGillva

MEEKER COMPANY, INC.

521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2170
President .....Bob Meeker
Vice-president, TV Dir.....Ed Filion
Eastern TV Sales Mgr.....Chuck Standard
Acct. Executives..George Olsen, Bob Dudley
Sales Prom. Dir.....Vic Piano
Research Dir.....Mimi Von Zelowitz
Office Manager.....Dottie Phillips
Branch Offices
333 N. Michigan Ave., Chicago 1, Ill.
Phone: CE 6-1742
Vice-president .....Carl Jewett
Midwest Sales Dev. Mgr.....Norm Cissna
Account Executive.....Lois Thompson
6381 Hollywood Blvd., Los Angeles 28, Calif.
Phone: HO 2-2351
Manager .....Tracy Moore
Sales Manager.....Jerry Moore
928 Russ Building, San Francisco 4, Calif.
Phone: YU 6-4940
West Coast Mgr.....Don Pontius
Office Manager.....Lucille Riggs

CLYDE MELVILLE CO.

Melba Bldg., Dallas 1, Tex.
Phone: RIverside 8-5239
Pres. .....Clyde Melville

MICHIGAN SPOT SALES, INC.

15001 Michigan Ave., Dearborn, Mich.
Phone: TIffany 6-2362
President.....Charles J. Sitta

ART MOORE & ASSOC., INC.

Jones Bldg., Seattle, Wash.
Phone: MUtual 3377
President .....Art Moore
Branch Office
Cascade Bldg., Portland 4, Ore.
Phone: CA 8-7284
Manager .....Ed Henry

TRACY MOORE & ASSOC.

6381 Hollywood Blvd., Los Angeles 28, Calif.
Phone: HOllywood 2-2351
Manager.....Jerome A. Moore
Branch Office
Monadnock Bldg., San Francisco 5, Calif.
Phone: EXbrook 2-6444

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-8300
Director, (TV).....John Reber
Business Mgr.....Anthony C. Krayer
Mgr., New Business.....Larry Surles
East. Radio Sales Mgr.....Fred T. Lyons
Director, Radio Sales.....George Dietrich
Dir. Represented Stas.....Richard Close
Adv., Prom. Mgr.....Wilbur Fromm
Eastern TV Sales Mgr.....Jack Ryan
Dir. New Bus., Prom.....Mort Gaffin
Sales Service Mgr.....Caroline Wynkoop
Sales Dev., Research Mgr...Daniel Lissance
Director, TV Sales.....Edwin Jameson
Branch Offices
Merchandise Mart, Chicago 54, Ill.
Phone: SUperior 7-8300
Central Radio Sales Mgr..Richard Arbuckle
Central TV Sales Mgr.....John Mulholland
Sunset & Vine, Hollywood 28, Calif.
Phone: THornwall 5-7000
Sales Rep. (Radio).....Doty Edouarde
Sales Rep. (TV).....Walter Davison
Taylor & O'Farrell Sts., NBC Bldg.
San Francisco 2, Calif.
Phone: Greystone 4-8700
West Radio Mgr.....Edward Macauley
TV Salesmen....R. Anderson, Ken Johnson
Penobscot Bldg., Detroit, Mich.
Phone: *WOodward* 1-1610
Radio Sales Rep.....William Buschgen
TV Sales Representative....John C. Treacy
710 Peachtree St. N.E., Atlanta, Ga.
Phone: TRinity 6-3726
Sales Rep.....Bomar Lowrance, W. Scruggs, Clyde Clen
Fidelity Union Life Bldg., Dallas, Tex.
Phone: RIverside 2-8206
Sales Rep.....Robert F. Kee
1422 New Britton, W. Hartford 10, Conn.
New Eng. Sls. Rep.....David Scott

NATIONAL TIME SALES

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300
Radio and TV Department
Sales Manager.....Arthur Gordon
Sales Promotion Dir.....Al Alperton
Asst. Sales Mgr.....Warren Shuman
Branch Offices
672 LaFayette Park Pl., L. A. 57, Calif.
Phone: DU 2-3200
Exec.-in-Charge .....Harlan Oakes
110 Sutter St., San Francisco, Calif.
Phone: SUtter 1-7971
Exec.-in-Charge .....William Gilmore
612 N. Michigan Ave., Chicago 11, Ill.
Phone: SU 8-8177
Executive-in-Charge .....Bert Sears

HARLAN G. OAKES & ASSOCIATES

110 Sutter St., San Francisco, Calif.
Phone: SUtter 1-7971
Manager .....Norman Cunningham
672 S. Lafayette Park Pl., Los Angeles, Calif.
Phone: DUnkirk 2-3200
Manager .....Harlan Oakes
17 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0810
Manager .....Arthur Gordon
Box 8194, San Antonio, Texas
Manager .....Joe Harry

LEE F. O'CONNELL CO.

111 N. La Cienega Blvd., Beverly Hills, Calif.
Phone: OLympia 2-1313
President.....Lee F. O'Connell
Branch Office
233 Sansome St., San Francisco 4, Calif.
Phone: YUkon 6-2981
Representative.....William A. Ayres

RICHARD O'CONNELL

527 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-9751

President .....Richard O'Connell
Vice-President .....Ralph Myers
Treasurer .....Grace O'Connell

Branch Office
55 E. Washington St., Chicago, Ill.
Phone: ANdover 3-6137

Representative.....William J. Reilly, Inc.

KENNETH E. PALMER & CO.

5350 West 20th Ave., Denver 14, Colo.
Phone: BElmont 7-2734

President.....Kenneth E. Palmer

PAN AMERICAN BROADCASTING CO.

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300

Manager .....Eugene Bernald
Sales Prom.....Al Alperton

Branch Offices
672 S. Lafayette Pk. Pl., Los Angeles 5, Calif.
Phone: DU 2-3200

Executive-in-charge.....Harlan Oakes

110 Sutter St., San Francisco, Calif.
Phone: SUtter 1-7971

Executive-in-Charge .....William Gilmore

JOHN E. PEARSON CO.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-3366

Owner.....John E. Pearson
Account Executives.....Russel Walker, William M. Wilson, Ray Henze, Mike Wurster, Jerry Smilo

John E. Pearson Television, Inc.

President.....John E. Pearson
Vice Presidents.....Russel Walker, William M. Wilson, Frank Reed, James Bowden, Robert Baird, Raymond F. Henze, Jr.

Branch Offices
333 No. Michigan Ave., Chicago 1, Ill.
Phone: State 2-7494

Vice Pres. & Mgr.....James Bowden

3242 W. 8th St., Los Angeles 5, Calif.
Phone: Dunkirk 5-5084

Manager .....David Cassidy

58 Sutter St., San Francisco 4, Calif.
Phone: DOuglas 2-7159

Manager.....F. A. Wurster

432 Des Moines Bldg., Des Moines 9, Iowa
Phone: CHerry 4-7143

Manager .....Frank Frost

Fidelity Union Bldg., Dallas, Texas
Phone: RIverside 7-3723

Manager .....Tom Murphy

508 Glenn Bldg., Atlanta, Ga.
Phone: JAckson 5-2912

Vice Pres., Mgr.....Robert Baird

PETERS, GRIFFIN, WOODWARD, INC.

250 Park Ave., New York 17, N. Y.
Phone: YUkon 6-7900

President.....H. Preston Peters
Exec. V.P.....Russel Woodward
V.P.-Radio.....Robert H. Teter
Vice Pres.-TV.....Lloyd Griffin
V.P., Treas.....Jones Scovern

Radio Department

Sales Manager.....John A. Thompson
Sales Dev.....C. Lud Richards
Prom., Research Dir.....Frank B. Woodruff

TV Department

Eastern Sales Mgr.....John W. Brooke
Sales Prom.....John F. Hurlbut
Sales Dev.....George C. Castleman

Branch Offices
Prudential Plaza, Chicago 1, Illinois
Phone: FRanklin 2-6373

Vice Pres.....John A. Cory
Midwest Sales Mgr. (Radio)..Arthur Bagge
Midwest Sales Mgr. (TV)..William Tynan

Glenn Bldg., Atlanta 4, Ga.
Phone: MUrray 8-5667

Radio Sales.....Barton C. Isbell, Jr.
TV Sales Mgr.....William J. Stubbs

Penobscot Bldg., Detroit 26, Mich.
Phone: WOodward 1-4255

Vice Pres.....William W. Bryan
TV Sales.....Louis J. Hummel, Jr.

406 West 7th St., Forth Worth, Texas
Phone: Edison 6-3349

TV Sales.....W. Hal Thompson

335 Merchandise Mart, Dallas, Tex.
Phone: RIverside 7-2398

Executive-in-Charge.....Charles F. Payne

1750 North Vine St., Hollywood 28, Cal.
Phone: HOllywood 9-1688

V.P., West Coast Mgr.....Hal W. Hoag
TV Sales.....John A. Serrao

Russ Bldg., San Francisco 4, Cal.
Phone: SUtter 1-3798

Radio Sales.....Frank A. Tessin, Jr.
TV Mgr.....William A. Exline

EDWARD PETRY & CO., INC.

3 East 54th St., New York 22, N. Y.
Phone: MUrray Hill 8-0200

Radio Department

President .....Edward Petry
Exec. Vice-Pres.....Edward E. Voynow
V.P. Asst. to Pres.....E. L. Jahncke, Jr.
Vice-Pres.....William B. Maillefert
Eastern Sales Mgr.....E. E. Eshleman
Sales Prom. Mgr.....William Steese
Asst. Sales Prom. Mgr.....John F. Keiner

TV Department

V.P., Eastern Sales Mgr..Martin L. Nierman
Sales Prom. Mgr.....Robert L. Hutton, Jr.
Asst. Sales Mgr.....Edward C. Page
Research Mgr.....George Johannessen

Branch Offices
400 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-0011

Exec. V-P.....Edward E. Voynow
Sales Mgr. (Radio).....John Ashenhurst
Sales Mgr. (TV).....Louis A. Smith

645 Griswold St., Detroit 26, Mich.
Phone: WOodward 3-0125
Sales Managers..William Cartwright (AM)
Franklin M. Walker (TV)
101 Marietta St., Atlanta 3, Ga.
Phone: Lamar 8-861
Sales Mgrs.....Joseph Sierer (AM)
Richard Hughes (TV)
Russ Bldg., San Francisco 4, Cal.
***Phone*: YUkon 2-3631**
Sales Managers.....Lloyd McGovern (AM)
George Ledell (TV)
530 W. Sixth St., Los Angeles 14, Calif.
Phone: Tucker 3171
Sales Mgrs.....Garry Hollihan (AM)
L. D. Larimer (TV)
915 Olive St., St. Louis 3, Mo.
Phone: Chestnut 1-7191
Sales Mgrs.....Bill Oldham (AM)
Hugh O. Kerwin (TV)
801 Statler Bldg., Boston 16, Mass.
Phone: HUbbard 2-6440
Sales Mgrs.....Frank Howard (AM)
William D. Walsh (TV)

RADIO-TV REPRESENTATIVES, INC.

7 East 47th St., New York 17, N. Y.
Phone: MU 8-4340
Board Chairman.....Harry Goodman
President .....Peggy Stone

Branch Offices
75 E. Wacker Dr., Chicago 1, Ill.
Phone: FI 6-0982
Vice-President .....Edward Nickey
111 No. LaCienega Blvd., Beverly Hills, Calif.
Phone: OL 5-7597
Manager .....Lee O'Connell
110 Sutter St., San Francisco, Calif.
Phone: GArfield 1-6936
Manager .....John Palmer
217 Glenn Bldg., Atlanta, Ga.
Phone: JAckson 2-3872
Manager .....Gene Tibbett
Statler Office Bldg., Boston 16, Mass.
Phone: HUbbard 2-4845
Managers .....Foster, Creed
Tower Bldg., Seattle 1, Wash.
Phone: ELliott 1868
Managers.....Hugh Feltis & Assoc.

RADIO REPRESENTATIVES LIMITED

76 St. Clair Ave., West Toronto 1, Ont., Can.
Phone: WAlnut 4-0727
Pres., Gen. Mgr.....T. Gordon Ferris
Radio Sales Mgr.....Bob Munro
Sec., Treas.....Victoria Murphy

Branch Offices
1411 Crescent St., Montreal, Que.
Canada
Phone: UNiversity 8-4257
Manager.....W. C. Dippie
Lindsay Bldg., Winnipeg, Manitoba, Canada
Phone: WHitehall 2-6374
Manager .....M. J. MacLennan
1407 W. Broadway, Vancouver, B. C.
Phone: CEdar 2211
Manager .....Ed Hall

RADIO TIME SALES (ONTARIO) LTD.

147 University Ave., Toronto, Ontario
***Phone*: Empire 6-6680**
General Manager.....N. D. Brown
Sales Mgr.....Alex E. Bedard
Traffic Mgr.....Merleen Wilson

RAMBEAU, VANCE, HOPPLE, INC.

347 Madison Ave., New York 17, N. Y.
***Phone*: Murray Hill 6-5940**
President .....William G. Rambeau
V.P.'s.....Edwards R. Hopple,
Robert R. Vance, Martin Rokeach

Branch Offices
185 N. Wabash Ave., Chicago 1, Ill.
***Phone*: And. 3-5566**
Acct. Executive.....Mary Rudd
1350 No. Highland Ave., Los Angeles 28, Cal.
Phone: HOllywood 4-6017
Account Executive.....James C. Gates
511 Merchants Exch. Bldg., San Francisco, Cal.
Phone: EXbrook 2-4073
Account Executive.....Evelyn Wiggins

PAUL H. RAYMER COMPANY, INC.

444 Madison Ave., New York 22, N. Y.
***Phone*: Plaza 9-5570**
President.....Paul H. Raymer
Executive V.P.....F. C. Brokaw
V.P., TV.....Stuart M. Kelly
Promotion & Research....Mitchell DeGroot

Branch Offices
435 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-4473
Vice-President.....Clay E. Forker
Penobscot Bldg., Detroit 26, Mich.
***Phone*: Woodward 3-0764**
Executive-in-Charge.....Robert B. Rains
1680 Vine St., Hollywood 28, Calif.
Phone: HOllywood 2-2376
Manager .....John D. Gale
Russ Bldg., San Francisco 4, Calif.
***Phone*: Douglas 2-8909**
Manager .....Ray Rhodes
Glenn Bldg., Atlanta 3, Ga.
Phone: JAckson 5-6508
Manager.....Edward D. Brandt
Mercantile Securities Bldg., Dallas, Tex.
Phone: RIverside 5663
Manager .....John H. Hicks

REGIONAL RADIO & TV REPRESENTATIVES

208 E. Wisconsin Ave., Milwaukee 2, Wis.
Phone: BRoadway 3-6547
Pres., Gen. Mgr.....Elmer G. Francke

W. DONALD ROBERTS

203 N. Wabash Ave., Chicago 1, Ill.
Phone: DEarborn 2-2448
Manager .....Don Roberts

SEARS & AYER, INC.

612 N. Michigan Ave., Chicago, Ill.
Phone: Superior 7-8177-8
President.....B. H. Sears
Secretary .....G. E. Allison

Branch Offices
110 Sutter St., San Francisco, Calif.
Phone: YUkon 6-4112
Exec.-in-Charge .....Daren McGavren
1741 Ivar Ave., Los Angeles, Calif.
Phone: HOllywood 4-2856
Executive-in-Charge.....Donald J. Quinn
316 N. 8th St., St. Louis, Mo.
Phone: CEntral 2391

SIMMONS ASSOC., INC.

509 Madison Ave., New York 22, N. Y.
Phone: MU 8-2821
President.....David N. Simmons

Branch Office
3333 N. Michigan Ave., Chicago 1, Ill.
Phone: DEarborn 2-2375
Vice Pres., Gen. Mgr.....Gale Blocki, Jr.

ROY V. SMITH ASSOCIATES

280 Madison Ave., New York, N. Y.
Phone: Murray Hill 4-4244
National Sales Mgr.....Roy V. Smith

Branch Office
830 Securities Bldg., Seattle, Wash.
Phone: SE 6-6633
West Coast Mgr.....William J. Wagner

STARS NATIONAL, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 8-0555
Presidents .....Benard Howard, Larry Wasserstein

Branch Offices
35 E. Wacker Dr., Chicago, Ill.
Phone: CEntral 6-2136
Manager .....Alan Bress
6381 Hollywood Blvd., Los Angeles, Calif.
Phone: 2-2351
Manager .....Jerry Moore
260 Kearney St., San Francisco, Calif.
Phone: EXbrook 2-6444
Manager.....John E. Funk
P. O. Box 1598, Atlanta, Ga.
Phone: DRake 3-2413

TED STEELE RADIO & TV STATION

510 Madison Ave., New York, N. Y.
Phone: ELdorado 5-5633
President .....Ted Steele
V.P., Gen. Mgr.....Leonard H. Levitt

STORER BROADCASTING CO.

1177 Kane Conc., Miami Beach 54, Fla.
Phone: UNion 6-0211
President.....George B. Storer

Branch Offices
625 Madison Ave., New York, N. Y.
Phone: PLaza 1-3940
Nat. Sales Dir.....Maurice McMurray
230 N. Michigan Ave., Chicago, Ill.
Phone: FRanklin 2-6498
Radio Sales Mgr.....Robert Flanigan
TV Sales Mgr.....Floyde Beaston
111 Sutter St., San Francisco 4, Calif.
Phone: SUtter 1-8689
Vice President.....Gayle Grubb

STOVIN-BYLES, LIMITED

406 Jarvis St., Toronto 5, Ontario, Canada
Phone: WAlnut 4-5768
Chmn. of Bd.....H. N. Stovin
President.....W. D. Byles
Vice President.....Mrs. Brickee Stovin
Radio Sales Mgr.....A. C. Harrison
TV Sales Mgr.....J. L. Raeburn
608 Keefer Bldg., Montreal, Quebec
Phone: UNiversity 6-3392
Manager.....T. C. Maguire
1111-211 Portage Ave., Winnipeg 2, Manitoba
Phone: WHitehall 2-5097
Manager.....C. E. Montgomery
615 West Pender St., Vancouver 2, B. C.
Phone: Tatlow 4831
Manager.....J. W. Stovin

TELEVISION REPRESENTATIVES LIMITED

76 St. Clair Ave., West, Toronto 1, Ont., Can.
Phone: WAlnut 4-0720
Pres., Gen. Mgr.....T. Gordon Ferris
Sales Executive.....Mike Roberts
Secr., Treas. .....Victoria Murphy

Branch Offices
(Branch offices are same as Radio Representatives Limited.)

UNITED BROADCATING CO.

40 East 51st St., New York 17, N. Y.
Phone: PLaza 5-9145
President.....H. Scott Killgore

VENARD, RINTOUL & McCONNELL, INC.

579 Fifth Ave., New York, N. Y.
Phone: MU 8-1088
President.....Lloyd George Venard
Vice President.....Stephen R. Rintoul
Vice President.....James V. McConnell

Branch Offices
35 E. Wacker Dr., Chicago, Ill.
Phone: ST 2-5260
Vice President.....Howard B. Meyers
1901 W. 8th St., Los Angeles 57, Calif.
Phone: DU 8-4151
Exec.-in-Charge.....Wilt Gunzendorfer
Mills Bldg., San Francisco, Calif.
Phone: GA 1-7950
Exec.-in-Charge.....Duncan A. Scott

WALKER-RAWALT COMPANY, INC.

347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 3-5830
President .....J. Wythe Walker
Vice-president.....C. Otis Rawalt
Account Executive.....Lionel Colton

Branch Offices
360 N. Michigan Ave., Chicago, Ill.
Phone: ANdover 3-5771

Manager.....Norbert J. Cavanagh
100 Boylston St., Boston, Mass.
Phone: HUbbard 2-4370

Manager.....George C. Bingham
672 S. LaFayette Park Place, L. A., Calif.
Phone: DUnkirk 2-3200

Manager .....Harlan Oakes
110 Sutter St., San Francisco, Calif.
Phone: YUkon 6-5820

Manager .....William Gilmore
1223 A Mortgage Guarantee Bldg., Atlanta, Ga.
Phone: ALpine 5084

Manager .....Tom Atkinson

GRANT WEBB & CO.

509 Madison Ave., N. Y. 22, N. Y.
Phone: MU 8-7550

President .....Grant Webb
Vice-President .....Jack Baker
Dir. of Research.....Frances Sweat

Branch Offices
1302 Cadillac Tower, Detroit 26, Mich.
Phone: WOodward 1-8290

25 E. Washington St., Chicago 2, Ill.
Phone: STate 2-3155

Manager .....Mabel Lucas
155 Montgomery St., San Francisco 4, Calif.
Phone: EXbrook 2-6127

8622 Wilshire Blvd., Beverly Hills, Calif.
Phone: OLeander 5-8998

WEED AND COMPANY

579 Fifth Ave., New York 17, N. Y.
Phone: PL 9-4700

President.....Joseph J. Weed
V.P., Sales.....E. J. Fitzsimmons
East. Sales Mgr.....F. T. Lyons
Salesmen (Radio).....Peter McGurk, William Codus, Winston L. Kirby, Philip D'Antoni, Joseph Aley
Sales Prom. Mgr.....Winifred Schaefer
Research Dir.....Edward R. Eadeh

Branch Offices
Prudential Plaza, Chicago 1, Ill.
Phone: WHitehall 4-3434

Executive-in-Charge.....C. C. Weed
1707 Book Bldg., Detroit 26, Mich.
Phone: Woodward 1-2685

Executive-in-Charge.....Bernard P. Pearse
Glenn Bldg., Atlanta 3, Ga.
Phone: JAckson 3-4081

Exec-in-Charge .....George Griesbauer
6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-2066

Executive-in-Charge.....Edwin C. Metcalfe
625 Market St., San Francisco 5, Calif.
Phone: DOuglas 2-1451

Executive-in-Charge .....Boyd Rippey
Statler Bldg., Boston 16, Mass.
Phone: Hubbard 2-5677

Executive-in-Charge.....Robert R. Reardon
505 Fifth Ave., Des Moines 9, Iowa
Phone: CHerry 3-3930

Executive-in-Charge .....Donald Peterson

WEED TELEVISION CORP.

579 Fifth Avenue, New York 17, N. Y.

Exec. V.P.....Edwin J. Fitzsimmons
Vice-president .....Neal Weed
Sales Staff.....Bates Halsey, Joseph R. Miller, Walter Newton, Mathias O'Gorman, Joseph Well, Sheldon Van Dolen, William Bee
Mgr. Sta. Rel.....David L. O'Shea
Traffic .....Florence Eimer
Sales Promotion.....Winifred Schaefer
Prudential Plaza, Chicago 1, Ill.
Staff.....George Lindsay, Robert Lethbridge, Samuel Eadie, Joseph M. Fisher, Jr., Ed Podolinsky, Andrew Murphy, Joseph Hogan
(Other Branches same as Weed & Co.)

ADAM YOUNG, INC.
YOUNG TV CORP.

(*Young Representatives, Inc.*)
3 East 54th St., N. Y. 22, N. Y.
Phone: PLaza 1-4848

President.....Adam J. Young
Asst. to President.....William Crumley
V.P. & Sales Mgr..Stephen A. Machcinski, Jr.
V.P., Radio-TV Prom.....Frank Boehm
E. Sales Mgr.; Young, Inc....Robert Burke
E. Sales Mgr.; Young TV Corp.....Peter F. Yaman
V.P. Young Rep., Inc.....P. Wilson

Branch Offices
Prudential Plaza, Chicago 1, Ill.
Phone: MIchigan 2-6190

Vice President.....James F. O'Grady, Jr.
6331 Hollywood Blvd., Los Angeles 28, Calif.
Phone: Hollywood 2-2289

Exec.-in-Charge.....William L. Wallace
317 North Eleventh St., St. Louis, Mo.
Phone: MAin 1-5020

Exec.-in-Chg. .....Jack Hetherington
Russ Bldg., San Francisco, Calif.
Phone: YUkon 6-6769

Executive-in-Charge....Richard J. Kelliher

YOUNG CANADIAN, LTD.

3 East 54th St., New York 22, N. Y.
Phone: PLaza 1-4848

President .....Adam Young
Vice-President.....Thomas F. Malone

Branch Offices
Prudential Plaza, Chicago 1, Ill.
Phone: MIchigan 2-6190

V.P. in Chg.....James F. O'Grady, Jr.
317 N. 11th St., St. Louis, Mo.
Phone: MAin 1-5020

Manager.....John B. Hetherington
6331 Hollywood Blvd., Los Angeles 28, Calif.
Phone: HOllywood 2-2289

Manager.....William L. Wallace
Russ Bldg., San Francisco 4, Calif.
Phone: YUkon 6-6769

Estimated National Spot Radio Time Sales Figures for 1956-57

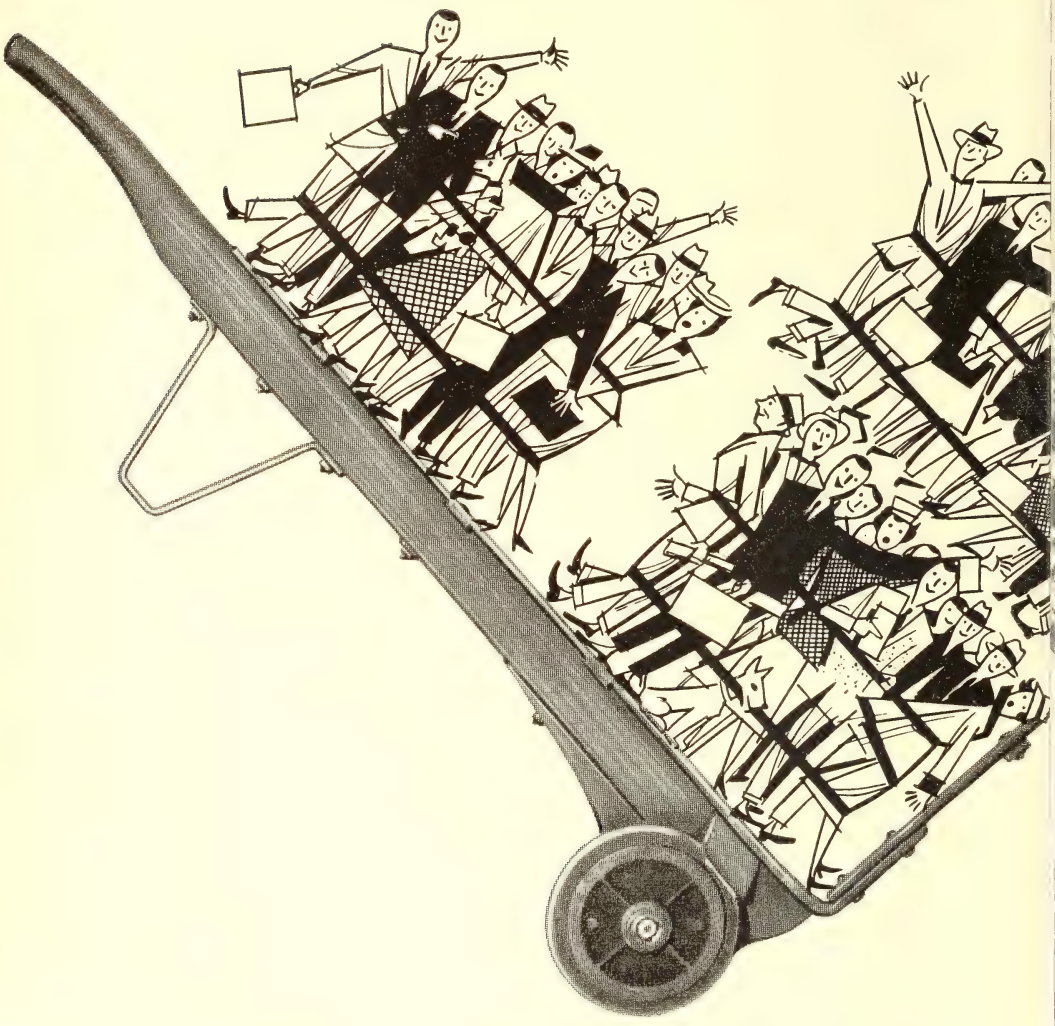
	Estimated Figures 1957	*Revised Estimates 1956*	*Per Cent Increase*
First quarter	$ 44,409,000	$ 33,717,000	31.7
Second quarter	42,359,000	33,440,000	26.7
Third quarter	44,626,000	33,245,000	34.2
Fourth quarter	52,593,000	45,061,000	16.7
Total	$183,987,000	$145,463,000	26.5

REVISED MONTHLY ESTIMATES FOR 1956

January	$ 10,438,000
February	11,297,000
March	11,982,000
April	9,972,000
May	12,027,000
June	11,441,000
July	10,400,000
August	10,874,000
September	11,971,000
October	15,842,000
November	16,231,000
December	12,988,000
Total	$145,463,000

N.B.: Figures are given to nearest thousand in each case.
Source: Station Representatives Association, Inc.

WBC DELIVERS THE BIG AUDIENCES!





RADIO

Boston-Springfield	WBZ+WBZA	51,000 watts
Pittsburgh	KDKA	50,000 watts
Cleveland	KYW	50,000 watts
Fort Wayne	WOWO	50,000 watts
Chicago	WIND	5,000 watts
Portland, Ore.	KEX	50,000 watts

TELEVISION

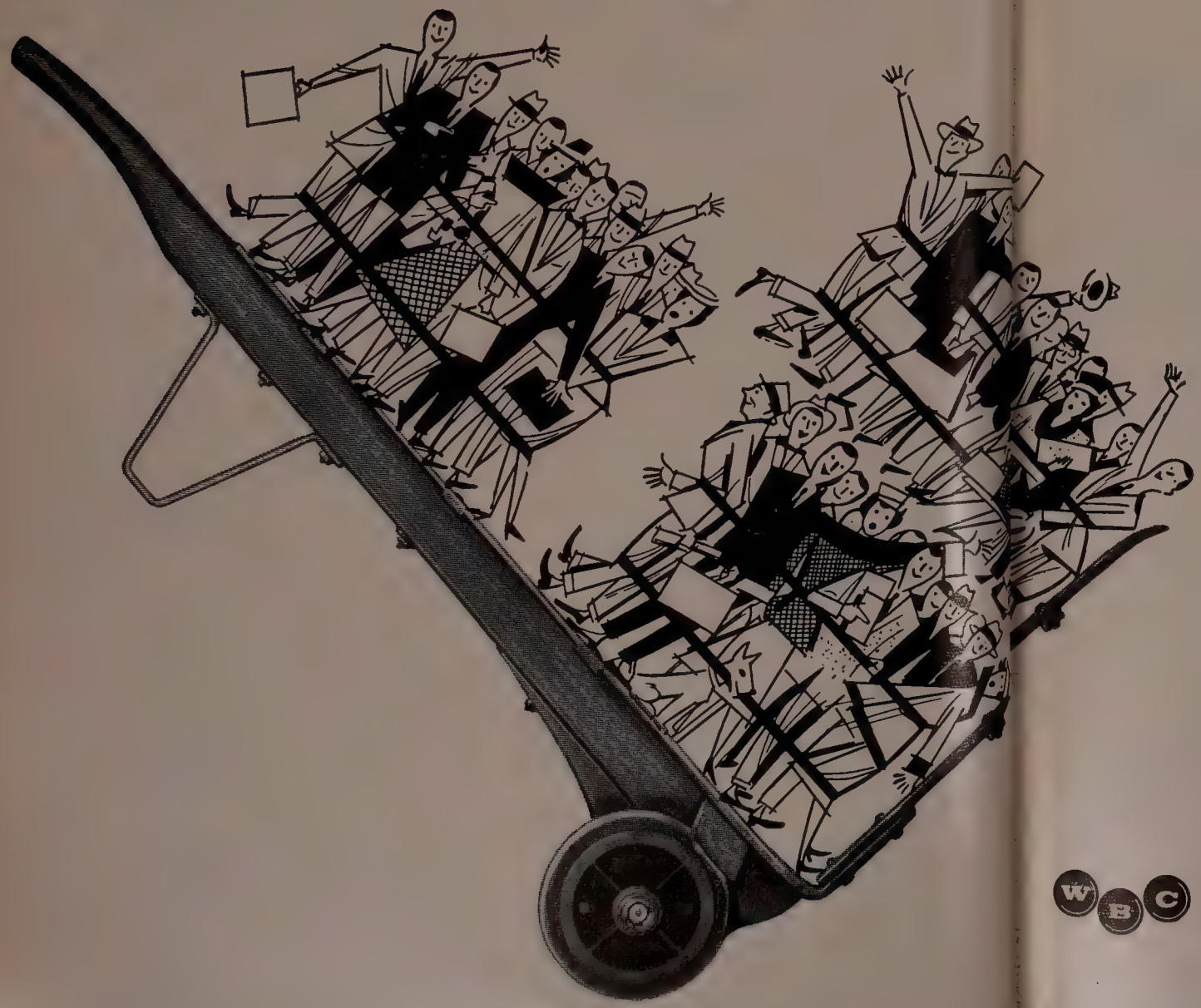
Boston	WBZ-TV	NBC
Baltimore	WJZ-TV	ABC
Pittsburgh	KDKA-TV	CBS
Cleveland	KYW-TV	NBC
San Francisco	KPIX	CBS

No selling campaign is complete without the WBC stations.

WESTINGHOUSE BROADCASTING COMPANY, INC.

Reps: WJZ-TV: Blair-TV . . . KPIX: The Katz Agency
WIND: AM Radio Sales . . . All others: Peters, Griffin, Woodward, Inc.

WBC DELIVERS THE BIG AUDIENCES!



RADIO

Boston-Springfield	WBZ+WBZA	51,000 watts
Pittsburgh	KDKA	50,000 watts
Cleveland	KYW	50,000 watts
Fort Wayne	WOWO	50,000 watts
Chicago	WIND	5,000 watts
Portland, Ore.	KEX	50,000 watts

TELEVISION

Boston	WBZ-TV	NBC
Baltimore	WJZ-TV	ABC
Pittsburgh	KDKA-TV	CBS
Cleveland	KYW-TV	NBC
San Francisco	KPIX	CBS

No selling campaign is complete without the WBC stations.

WESTINGHOUSE BROADCASTING COMPANY, INC.

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Westinghouse Broadcasting Co., Inc.,
New York

Kenney, Robert R.
WMT, WMT-TV, Cedar
Rapids, Iowa

Kibby, George
WHEN, AM-TV,
Syracuse, N. Y.

RADIO

AM STATIONS

ALPHABETICAL LISTING
BY STATES — CITIES

STATE STATISTICS
(POPULATION, FAMILIES,
RADIO HOMES, TV HOMES,
NUMBER OF STATIONS)

KEY PERSONNEL

ANNUAL

1958

Years Ahead

FORTUNE Magazine

gives recognition to Bartell Family Radio leadership in scientific research for achievement of maximum audience. Continual sampling and experimentation keeps Bartell Family Radio years ahead.

BARTELL Family Radio

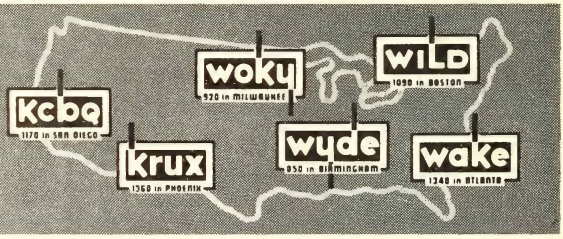


Years ahead in enrichment of audience composition. Years ahead in constant audience participation and response. Years ahead in community leadership.

Success of Bartell Family Radio, as FORTUNE indicates, is the product of scholarship, showmanship, salesmanship

Bartell It... and Sell It!

BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY, The KATZ Agency

1958 STATE COVERAGE STATISTICS

STATE	Population March 1, 1958 (Estimated)	Families	Radio Homes	TV Homes	*Licensed Radio Stations	*Licensed TV Stations
ALABAMA	3,237,000	832,000	796,000	492,000	100	7
ARIZONA	1,163,000	325,000	316,000	198,000	40	8
ARKANSAS	1,849,000	524,000	516,000	278,000	59	3
CALIFORNIA	14,203,000	4,537,000	4,502,000	4,437,000	174	23
COLORADO	1,686,000	510,000	473,000	310,000	57	9
CONNECTICUT	2,329,000	697,000	680,000	608,000	28	2
DELAWARE	429,000	126,000	118,000	112,000	9	1
DIST. OF COLUMBIA	887,000	260,000	256,000	237,000	7	4
FLORIDA	4,090,000	1,173,000	1,142,000	896,000	131	16
GEORGIA	3,764,000	984,000	972,000	696,000	113	12
IDAHO	643,000	188,000	182,000	108,000	33	5
ILLINOIS	9,729,000	2,959,000	2,908,000	2,542,000	95	15
INDIANA	4,471,000	1,398,000	1,348,000	1,242,000	60	14
IOWA	2,772,000	852,000	836,000	786,000	63	11
KANSAS	2,188,000	693,000	684,000	512,000	47	6
KENTUCKY	3,104,000	853,000	836,000	543,000	74	6
LOUISIANA	3,112,000	859,000	814,000	582,000	78	7
MAINE	920,000	268,000	259,000	207,000	23	5
MARYLAND	2,923,000	812,000	768,000	688,000	33	3
MASSACHUSETTS	4,941,000	1,509,000	1,476,000	1,342,000	57	5
MICHIGAN	7,813,000	2,257,000	2,212,000	1,986,000	92	13
MINNESOTA	3,303,000	962,000	940,000	738,000	62	7
MISSISSIPPI	2,179,000	563,000	546,000	246,000	67	5
MISSOURI	4,375,000	1,329,000	1,293,000	1,104,000	75	14
MONTANA	651,000	204,000	192,000	76,000	32	7
NEBRASKA	1,456,000	442,000	431,000	326,000	33	9
NEVADA	276,000	93,000	84,000	51,000	17	4
NEW HAMPSHIRE	573,000	172,000	169,000	165,000	14	1
NEW JERSEY	5,667,000	1,689,000	1,676,000	1,524,000	25	1
NEW MEXICO	871,000	241,000	232,000	104,000	38	4
NEW YORK	16,295,000	5,084,000	5,008,000	4,846,000	122	15
NORTH CAROLINA	559,000	1,127,000	1,102,000	764,000	133	6
NORTH DAKOTA	671,000	184,000	178,000	99,000	19	8
OHIO	9,411,000	2,827,000	2,746,000	2,594,000	86	17
OKLAHOMA	2,291,000	683,000	664,000	506,000	54	8
OREGON	1,815,000	576,000	568,000	396,000	65	7
PENNSYLVANIA	11,360,000	3,682,000	3,602,000	3,148,000	140	11
RHODE ISLAND	849,000	256,000	249,000	232,000	12	2
SOUTH CAROLINA	2,437,000	601,000	584,000	417,000	66	6
SOUTH DAKOTA	715,000	201,000	194,000	119,000	19	5
TENNESSEE	3,562,000	974,000	942,000	689,000	101	13
TEXAS	9,268,000	2,668,000	2,602,000	2,030,000	232	37
UTAH	833,000	231,000	224,000	184,000	26	3
VERMONT	376,000	109,000	105,000	82,000	14	1
VIRGINIA	3,765,000	976,000	927,000	640,000	87	9
WASHINGTON	2,767,000	857,000	836,000	627,000	73	9
WEST VIRGINIA	2,020,000	544,000	514,000	384,000	47	7
WISCONSIN	3,882,000	1,119,000	1,104,000	924,000	74	12
WYOMING	329,000	96,000	92,000	48,000	22	2
TOTAL	172,809,000	51,106,000	49,898,000	41,865,000	3,128	405

**CP's on air, STA's and CP's not on air are not included in these figures.*

Because it works, more advertisers use WOR radio than any other New York radio or TV station.

Broadcast Advertisers Report, National Spot and Local Advertisers

WOR-1440 Broadway, New York 18, N. Y.

A Division of RKO *Teleradio Pictures, Inc.*

AM RADIO STATIONS

Commercial Stations of the U. S., Territories and Possessions

Station	City—State	Page
CKLW	Detroit, Mich.	475
KAAA	Kingman, Ariz.	355
KABC	Los Angeles, Calif.	370
KABI	Ketchikan, Alaska	668
KABQ	Albuquerque, N. M.	517
KABR	Aberdeen, S. D.	604
KACE	Riverside, Calif.	375
KACT	Andrews, Tex.	615
KADA	Ada, Okla.	569
KADO	Marshall, Tex.	628
KAFA	Colorado Springs, Colo.	383
KAFP	Petaluma, Calif.	374
KAFY	Bakersfield, Calif.	363
KAGE	Winona, Minn.	488
KAGH	Crossett, Ark.	358
KAGR	Yuba City, Calif.	382
KAGT	Anacortes, Wash.	647
KAHI	Auburn, Calif.	363
KAHU	Honolulu, Hawaii	671
KAIM	Honolulu, Hawaii	669
KAIR	Tucson, Ariz.	356
KAKC	Tulsa, Okla.	572
KAKE	Wichita, Kans.	446
KALB	Alexandria, La.	453
KALE	Richland, Wash.	650
KALG	Alamogordo, N. M.	517
KALI	Pasadena, Calif.	374
KALL	Salt Lake City, Utah	637
KALM	Thayer, Mo.	502
KALT	Atlanta, Tex.	615
KALV	Alva, Okla.	569
KAMD	Camden, Ark.	358
KAML	Kenedy-Karnes City, Tex.	626
KAMO	Rogers, Ark.	362
KAMQ	Amarillo, Tex.	615
KANA	Anaconda, Mont.	503
KAND	Corsicana, Tex.	619
KANE	New Iberia, La.	457
KANI	Kaneohe, Oahu, Hawaii	670
KANN	Sinton-Corpus Christi, Tex.	633
KANS	Wichita, Kans.	446
KAOK	Lake Charles, La.	456
KAPA	Raymond, Wash.	650
KAPB	Marksville, La.	456
KAPK	Minden, La.	456
KARE	Atchison, Kans.	442
KARK	Little Rock, Ark.	360
KARM	Fresno, Calif.	366
KART	Jerome, Idaho	419
KASA	Elk City, Okla.	569
KASH	Eugene, Ore.	575
KASI	Ames, Iowa	437
KASL	Newcastle, Wyo.	666
KASM	Albany, Minn.	483
KAST	Astoria, Ore.	573
KATE	Albert Lea, Minn.	483
KATI	Casper, Wyo.	666
KATL	Miles City, Mont.	505
KATO	Reno, Nev.	510
KATR	Corpus Christi, Tex.	618
KATT	Pittsburg, Calif.	374
KATY	San Luis Obispo, Calif.	379
KATZ	St. Louis, Mo.	500
KAUS	Austin, Minn.	483
KAVE	Carlsbad, N. M.	518
KAVL	Lancaster, Calif.	369
KAVR	Apple Valley, Calif.	363
KAWL	York, Pa.	509
KAWT	Douglas, Ariz.	354
KAYE	Puyallup, Wash.	650
KAYL	Storm Lake, Iowa	442
KAYO	Seattle, Wash.	650
KAYS	Hays, Kans.	444
KAYT	Rupert, Idaho	420
KBAB	El Cajon, Calif.	365
KBAM	Longview, Wash.	649
KBAR	Burley, Idaho	418
KBBA	Benton, Ark.	358
KBBS	Buffalo, Wyo.	666
KBCH	Oceanlake, Ore.	577
KBCL	Bossier City, La.	455
KBCS	Grand Prairie, Tex.	624
KBEC	Waxahachie, Tex.	635
KBEE	Modesto, Calif.	372
KBEL	Idabel, Okla.	570
KBEN	Carrizo Springs, Tex.	618
KBHM	Branson, Mo.	495
KBHS	Hot Springs, Ark.	360
KBIA	Columbia, Mo.	495
KBIF	Fresno, Calif.	366
KBIG	Avalon, Calif.	363
KBIM	Roswell, N. M.	519
KBIS	Bakersfield, Calif.	363
KBIX	Muskogee, Okla.	571
KBIZ	Ottumwa, Iowa	441
KBKR	Baker, Ore.	574
KBKW	Aberdeen, Wash.	647
KBLA	Burbank, Calif.	364
KBLF	Red Bluff, Calif.	374
KBLI	Blackfoot, Idaho	418
KBLO	Hot Springs, Ark.	360
KBMI	Henderson, Nev.	510
KBMN	Bozeman, Mont.	504
KBMO	Benson, Minn.	483
KBMW	Breckenridge, Minn.	483
KBMX	Coalinga, Calif.	365
KBMY	Billings, Mont.	503
KBND	Bend, Ore.	574
KBNZ	La Junta, Colo.	386
KBOA	Kennett, Mo.	499
KBOE	Oskaloosa, Iowa	441
KBOI	Boise, Idaho	418
KBOK	Malvern, Ark.	361
KBOL	Boulder, Colo.	383
KBOM	Bismarck-Mandan, N. D.	557
KBON	Omaha, Neb.	508
KBOP	Pleasanton, Tex.	631
KBOR	Brownsville, Tex.	617
KBOW	Butte, Mont.	504
KBOY	Medford, Ore.	576

COMPETITION
IN THE AMERICAN WAY

BMI was founded to create competition. For competition in music is as necessary as in any other field of American endeavor. Competition is the American way!

Because BMI operates as a competitive force in the field of performing rights, the existence of BMI benefits not only the creators of music but all users of music as well.

Today, after 18 years of service, BMI is proud of the fact that so many publishers, composers and writers have found inspiration and success in the open market place, and pleased that its list of satisfied licensees grows larger each year.



BROADCAST MUSIC, INC.

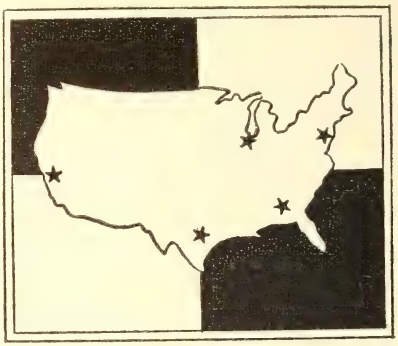
589 Fifth Avenue, New York 17, New York

New York :: Chicago :: Hollywood :: Toronto :: Montreal

Representatives Throughout the Country

Station	City—State	Page
KBRC	Mount Vernon, Wash.	649
KBRK	Brookings, S. D.	604
KBRL	McCook, Neb.	508
KBRO	Bremerton, Wash.	647
KBRS	Springdale, Ark.	362
KBRZ	Freeport, Tex.	623
KBSF	Springhill, La.	459
KBST	Big Spring, Tex.	616
KBTA	Batesville, Ark.	358
KBTK	Missoula, Mont.	505
KBTM	Jonesboro, Ark.	360
KBTN	Neosho, Mo.	499
KBTO	El Dorado, Kans.	443
KBUC	Corona, Calif.	365
KBUD	Athens, Tex.	615
KBUH	Brigham City, Utah	636
KBUN	Bemidji, Minn.	483
KBUR	Burlington, Iowa	437
KBUS	Mexia, Tex.	628
KBVM	Lancaster, Calif.	369
KBWD	Brownwood, Tex.	617
KBYE	Oklahoma City, Okla.	571
KBYR	Anchorage, Alaska	668
KBZY	Salem, Ore.	579
KCAL	Redlands, Calif.	375
KCAP	Helena, Mont.	505
KCAR	Clarksville, Tex.	618
KCBC	Des Moines, Iowa	439
KCBD	Lubbock, Tex.	627
KCBQ	San Diego, Calif.	377
KCBS	San Francisco, Calif.	378
KCCO	Lawton, Okla.	570
KCCT	Corpus Christi, Tex.	619
KCFH	Cuero, Tex.	619
KCHA	Charles City, Iowa	438
KCHE	Cherokee, Iowa	438
KCHI	Chillicothe, Mo.	495
KCHJ	Delano, Calif.	365
KCHR	Charleston, Mo.	495
KCHS	Truth or Consequences, N. M.	520
KCHV	Coachella, Calif.	365
KCID	Caldwell, Idaho	418
KCIJ	Shreveport, La.	459
KCIL	Houma, La.	455
KCIM	Carroll, Iowa	437
KCJB	Minot, N. D.	558
KCKN	Kansas City, Kans.	444
KCKY	Coolidge, Ariz.	354
KCLA	Pine Bluff, Ark.	362
KCLE	Cleburne, Tex.	618
KCLF	Clifton, Ariz.	354
KCLN	Clinton, Iowa	438
KCLO	Leavenworth, Kans.	444
KCLP	Rayville, La.	458
KCLS	Flagstaff, Ariz.	355
KCLV	Clovis, N. M.	518
KCLW	Hamilton, Tex.	624
KCLX	Colfax, Wash.	648
KCMC	Texarkana, Tex.	634
KCMJ	Palm Springs, Calif.	373
KCMO	Kansas City, Mo.	498
KCMR	McCamey, Tex.	628
KCNA	Tucson, Ariz.	357
KCNI	Broken Bow, Neb.	506
KCNO	Alturas, Calif.	363
KCNY	San Marcos, Tex.	632
KCOB	Newton, Iowa	441
KCOG	Centerville, Iowa	437
KCOH	Houston, Tex.	625
KCOK	Tulare, Calif.	381
KCOL	Ft. Collins, Colo.	385
KCON	Conway, Ark.	358
KCOR	San Antonio, Tex.	632
KCOW	Alliance, Neb.	506
KCOY	Santa Maria, Calif.	380
KCRA	Sacramento, Calif.	375
KCRB	Chanute, Kans.	442
KCRC	Enid, Okla.	570
KCRE	Crescent City, Calif.	365
KCRG	Cedar Rapids, Iowa	437
KCRS	Midland, Tex.	629
KCRT	Trinidad, Colo.	387
KCRV	Caruthersville, Mo.	495
KCSB	San Bernardino, Calif.	377
KCSJ	Pueblo, Colo.	386
KCSR	Chadron, Neb.	506
KCTI	Gonzales, Tex.	624
KCTX	Childress, Tex.	618
KCUE	Red Wing, Minn.	487
KCUL	Fort Worth, Tex.	623
KCVL	Colville, Wash.	648
KCVR	Lodi, Calif.	369
KCYL	Lampasas, Tex.	626
KDAC	Fort Bragg, Calif.	366
KDAL	Duluth, Minn.	484
KDAN	Eureka, Calif.	365
KDAV	Lubbock, Tex.	627
KDAY	Santa Monica, Calif.	380
KDB	Santa Barbara, Calif.	380
KDBC	Mansfield, La.	456
KDBM	Dillon, Mont.	504
KDBS	Alexandria, La.	453
KDDD	Dumas, Tex.	621
KDEC	Decorah, Iowa	438
KDEF	Albuquerque, N. M.	517
KDEN	Denver, Colo.	384
KDES	Palm Springs, Calif.	374
KDET	Center, Tex.	618
KDEX	Dexter, Mo.	497
KDHL	Faribault, Minn.	484
KDIX	Dickinson, N. D.	557
KDJI	Holbrook, Ariz.	355
KDKA	Pittsburgh, Pa.	591
KDKD	Clinton, Mo.	495
KDLA	DeRidder, La.	455
KDLK	Del Rio, Tex.	621
KDLM	Detroit Lakes, Minn.	484
KDLR	Devils Lake, N. D.	557
KDMA	Montevideo, Minn.	486
KDMO	Carthage, Mo.	495
KDMS	El Dorado, Ark.	359
KDNT	Denton, Tex.	621
KDOK	Tyler, Tex.	634
KDON	Salinas, Calif.	377
KDOT	Reno, Nev.	510
KDQN	De Queen, Ark.	358
KDRO	Sedalia, Mo.	501
KDRS	Paragould, Ark.	362
KDSJ	Deadwood, S. D.	604
KDSN	Denison, Iowa	438
KDSX	Denison-Sherman, Tex.	621
KDTA	Delta, Colo.	383
KDTH	Dubuque, Iowa	439
KDUB	Lubbock, Tex.	627
KDUZ	Hutchinson, Minn.	485
KDWT	Stamford, Tex.	633
KDXU	St. George, Utah	637
KDYL	Salt Lake City, Utah	637

Station	City—State	Page
KDZA	Pueblo, Colo.	386
KEAN	Brownwood, Tex.	617
KEAP	Fresno, Calif.	366
KEBE	Jacksonville, Tex.	626
KEBO	Owego, N. Y.	540
KECK	Odessa, Tex.	629
KEED	Springfield, Ore.	579
KEEL	Shreveport, La.	459
KEEN	San Jose, Calif.	379
KEEP	Twin Falls, Idaho	420
KELA	Centralia-Chehalis, Wash.	647
KELD	El Dorado, Ark.	359
KELK	Elko, Nev.	510
KELO	Sioux Falls, S. D.	604
KELP	El Paso, Tex.	622
KELY	Ely, Nev.	510
KENA	Mena, Ark.	361
KENE	Toppenish, Wash.	652
KENI	Anchorage, Alaska	668
KENL	Arcata, Calif.	363
KENM	Portales, N. M.	519
KENO	Las Vegas, Nev.	510
KENS	San Antonio, Tex.	632
KENT	Shreveport, La.	459
KEPR	Kennewick, Wash.	649
KEPS	Eagle Pass, Tex.	622
KERB	Kermit, Tex.	626
KERC	Eastland, Tex.	622
KERG	Eugene, Ore.	575
KERN	Bakersfield, Calif.	364
KERV	Kerrville, Tex.	626
KETX	Livingston, Tex.	627
KEUN	Eunice, La.	455
KEVA	Shamrock, Tex.	633
KEVE	Minneapolis, Minn.	486
KEVL	White Castle, La.	460
KEVT	Tucson, Ariz.	357
KEX	Portland, Ore.	577
KEXO	Grand Junction, Colo.	385
KEXX	San Antonio, Tex.	632
KEYE	Perryton, Tex.	630
KEYJ	Jamestown, N. D.	558
KEYS	Corpus Christi, Tex.	619
KEYY	Provo, Utah	636
KEYZ	Williston, N. D.	558
KFAB	Omaha, Neb.	508
KFAC	Los Angeles, Calif.	370
KFAD	Fairfield, Iowa	439
KFAL	Fulton, Mo.	497
KFAM	St. Cloud, Minn.	487
KFAR	Fairbanks, Alaska	668
KFAY	Fayetteville, Ark.	359
KFBB	Great Falls, Mont.	504
KFBC	Cheyenne, Wyo.	666
KFBI	Wichita, Kans.	446
KFBK	Sacramento, Calif.	375
KFDA	Amarillo, Tex.	615
KFDM	Beaumont, Tex.	616
KFDR	Grand Coulee, Wash.	648
KFEL	Pueblo, Colo.	386
KFEQ	St. Joseph, Mo.	500
KFFA	Helena, Ark.	359
KFGO	Fargo, N. D.	557
KFGT	Fremont, Neb.	507
KFH	Wichita, Kans.	446
KFI	Los Angeles, Calif.	370
KFIR	North Bend, Ore.	576
KFIV	Modesto, Calif.	372
KFIZ	Fond Du Lac, Wis.	660



an outstanding industry service . . .

PURCHASING

SELLING

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2414 Terminal Tower TO 1-6727

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Tribune Tower DE 7-2755

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Dewitt (Judge) Landis
Fidelity Union Life Bldg. RI 8-1175

SAN FRANCISCO
W. R. (Ike) Twining
111 Sutter St. EX 2-5671

Station	City—State	Page
KFJB	Marshalltown, Iowa	440
KFJI	Klamath Falls, Ore.	575
KFJZ	Fort Worth, Tex.	623
KFKA	Greeley, Colo.	385
KFKF	Bellevue-Seattle, Wash.	647
KFLD	Floydada, Tex.	622
KFLJ	Walsenburg, Colo.	387
KFLW	Klamath Falls, Ore.	576
K-FLY	Corvallis, Ore.	574
KFMA	Davenport, Iowa	438
KFMB	San Diego, Calif.	377
KFMJ	Tulsa, Okla.	572
KFML	Denver, Colo.	384
KFMO	Flat River, Mo.	497
KFNF	Shenandoah, Iowa	441
KFNY	Ferriday, La.	455
KFOR	Lincoln, Neb.	508
KFOX	Long Beach, Calif.	369
KFPW	Fort Smith, Ark.	359
KFQD	Anchorage, Alaska	668
KFRB	Fairbanks, Alaska	668
KFRC	San Francisco, Calif.	378
KFRD	Rosenberg, Tex.	631
KFRE	Fresno, Calif.	366
KFRM	Concordia, Kans.	443
KFRO	Longview, Tex.	627
KFRU	Columbia, Mo.	495
KFSA	Fort Smith, Ark.	359
KFSB	Joplin, Mo.	497
KFSC	Denver, Colo.	384
KFSD	San Diego, Calif.	377
KFST	Ft. Stockton, Tex.	623
KFTM	Fort Morgan, Colo.	385
KFTV	Paris, Tex.	630
KFUN	Las Vegas, N. M.	519
KFVS	Cape Girardeau, Mo.	495
KFWB	Hollywood, Calif.	367
KFXD	Nampa, Idaho	419
KFXM	San Bernardino, Calif.	377
KFYN	Bonham, Tex.	617
KFYO	Lubbock, Tex.	627
KFYR	Bismarck, N. D.	557
KGA	Spokane, Wash.	651
KGAF	Gainesville, Tex.	623
KGAK	Gallup, N. M.	518
KGAL	Lebanon, Ore.	576
KGAN	Bastrop, La.	454
KGAS	Carthage, Tex.	618
KGAY	Salem, Ore.	578
KGB	San Diego, Calif.	377
KGBC	Galveston, Tex.	623
KGBT	Harlingen, Tex.	624
KGBX	Springfield, Mo.	501
KGCX	Sidney, Mont.	506
KGDE	Fergus Falls, Minn.	484
KGDN	Edmonds, Wash.	648
KGEE	Bakersfield, Calif.	364
KGEK	Sterling, Colo.	387
KGEM	Boise, Idaho	418
KGEN	Tulare, Calif.	381
KGER	Long Beach, Calif.	369
KGEZ	Kalispell, Mont.	505
KGFF	Shawnee, Okla.	572
KGFJ	Los Angeles, Calif.	370
KGFL	Roswell, N. M.	519
KGFW	Kearney, Neb.	507
KGFX	Pierre, S. D.	604
KGGF	Coffeyville, Kans.	443
KGGM	Albuquerque, N. M.	517
KGHF	Pueblo, Colo.	387
KGHI	Little Rock, Ark.	360
KGHL	Billings, Mont.	503
KGHM	Brookfield, Mo.	495
KGIL	San Fernando, Calif.	378
KGIW	Alamosa, Colo.	383
KGKB	Tyler, Tex.	634
KGKL	San Angelo, Tex.	631
KGKO	Dallas, Tex.	620
KGLC	Miami, Okla.	571
KGLN	Glenwood Springs, Colo.	385
KGLO	Mason City, Iowa	440
KGLU	Safford, Ariz.	356
KGMB	Honolulu, Hawaii	669
KGMC	Englewood, Colo.	385
KGMO	Cape Girardeau, Mo.	495
KGMS	Sacramento, Calif.	375
KGNB	New Braunfels, Tex.	629
KGNC	Amarillo, Tex.	615
KGNO	Dodge City, Kans.	443
KGO	San Francisco, Calif.	378
KGOL	Golden, Colo.	385
KGON	Oregon City, Ore.	577
KGOS	Torrington, Wyo.	667
KGRH	Fayetteville, Ark.	359
KGRI	Henderson, Tex.	624
KGRN	Grinnell, Iowa	440
KGRO	Gresham, Ore.	575
KGRT	Las Cruces, N. M.	519
KGST	Fresno, Calif.	366
KGU	Honolulu, Hawaii	669
KGVL	Greenville, Tex.	624
KGVO	Missoula, Mont.	506
KGW	Portland, Ore.	577
KGWA	Enid, Okla.	570
KGY	Olympia, Wash.	649
KGYN	Guymon, Okla.	570
KGYW	Vallejo, Calif.	382
KHAM	Albuquerque, N. M.	517
KHAS	Hastings, Neb.	507
KHBC	Hilo, Hawaii	669
KHBG	Okmulgee, Okla.	572
KHEM	Monticello, Ark.	361
KHBR	Hillsboro, Tex.	624
KHCD	Clifton, Ariz.	354
KHEM	Big Spring, Tex.	616
KHEN	Henryette, Okla.	570
KHEP	Phoenix, Ariz.	355
KHEY	El Paso, Tex.	622
KHFH	Sierra Vista, Ariz.	356
KHJ	Los Angeles, Calif.	370
KHMO	Hannibal, Mo.	497
KHOB	Hobbs, N. M.	518
KHON	Honolulu, Hawaii	669
KHOT	Madera, Calif.	371
KHOZ	Harrison, Ark.	359
KHQ	Spokane, Wash.	651
KHSL	Chico, Calif.	365
KHUM	Eureka, Calif.	366
KHUZ	Borger, Tex.	617
KHVH	Honolulu, Hawaii	670
KIBE	Palo Alto, Calif.	374
KIBH	Seward, Alaska	668
KIBL	Beeville, Tex.	616
KIBS	Bishop, Calif.	364
KICA	Clovis, N. M.	518
KICD	Spencer, Iowa	442
KICK	Springfield, Mo.	502
KICO	Calexico, Calif.	365

Station	City—State	Page
KID	Idaho Falls, Idaho	419
KIDD	Monterey, Calif.	372
KIDO	Boise, Idaho	418
KIEM	Eureka, Calif.	366
KIEV	Glendale, Calif.	366
KIFI	Idaho Falls, Idaho	419
KIFN	Phoenix, Ariz.	355
KIFW	Sitka, Alaska	669
KIHN	Hugo, Okla.	570
KIHO	Sioux Falls, S. D.	604
KIHR	Hood River, Ore.	575
KIJV	Huron , S. D.	604
KIKI	Honolulu, Hawaii	670
KIKS	Sulphur-Lake Charles, La.	460
KILA	Hilo, Hawaii	669
KILO	Grand Forks, N. D.	557
KILT	Houston, Tex.	625
KIMA	Yakima, Wash.	653
KIMM	Denver, Colo.	384
KIMO	Independence, Mo.	497
KIMP	Mount Pleasant, Tex.	629
KIND	Independence, Kans.	444
KINE	Kingsville, Tex.	626
KING	Seattle, Wash.	650
KINY	Juneau, Alaska	668
KIOA	Des Moines, Iowa	439
KIOX	Bay City, Tex.	616
KIPA	Hilo, Hawaii	669
KIRO	Seattle, Wash.	650
KIRT	McAllen-Mission, Tex.	628
KIRX	Kirksville, Mo.	499
KISD	Sioux Falls, S. D.	605
KIST	Santa Barbara, Calif.	380
KIT	Yakima, Wash.	654
KITE	San Antonio, Tex.	632
KITI	Chehalis-Centralia, Wash.	648
KITN	Olympia, Wash.	649
KITO	San Bernardino, Calif.	377
KIUL	Garden City, Kans.	443
KIUN	Pecos, Tex.	630
KIUP	Durango, Colo.	385
KIVY	Crockett, Tex.	619
KIWW	San Antonio, Tex.	632
KIXL	Dallas, Tex.	620
KIXX	Provo, Utah	636
KIYI	Shelby, Mont.	506
KJAN	Atlantic, Iowa	437
KJAY	Topeka, Kans.	446
KJBC	Midland, Tex.	629
KJBS	San Francisco, Calif.	378
KJCF	Festus, Mo.	497
KJCK	Junction City, Kans.	444
KJEF	Jennings, La.	455
KJET	Beaumont, Tex.	616
KJFJ	Webster City, Iowa	442
KJIM	Fort Worth, Tex.	623
KJLT	North Platte, Neb.	508
KJNO	Juneau, Alaska	668
KJOE	Shreveport, La.	459
KJOY	Stockton, Calif.	380
KJR	Seattle, Wash.	650
KJRG	Newton, Kans.	445
KJSK	Columbus, Neb.	506
KJUN	Redmond, Ore.	578
KKEY	Vancouver, Wash.	653
KKOG	Ogden, Utah	636
KLAC	Hollywood, Calif.	367
KLAD	Klamath Falls, Ore.	576

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

Evaluations **Financial Advisers**

THESE CONVENIENT OFFICES READY TO SERVE YOU

WASHINGTON	1625 Eye St. N.W.	NAtional 8-1990
NEW YORK	60 East 42nd St.	MUrray Hill 7-4242
CHICAGO	35 East Wacker Dr.	RAndolph 6-6760
DENVER	1700 Broadway	AComa 2-3623

Station	City—State	Page
KLAK	Lakewood, Colo.	386
KLAM	Cordova, Alaska	668
KLAN	Renton, Wash.	650
KLAS	Las Vegas, Nev.	510
KLBM	La Grande, Ore.	576
KLCB	Libby, Mont.	505
KLCN	Blytheville, Ark.	358
KLCO	Poteau, Okla.	572
KLEA	Lovington, N. M.	519
KLEC	Jonesville, La.	455
KLEE	Ottumwa, Iowa	441
KLEM	Le Mars, Iowa	440
KLEN	Killeen, Tex.	626
KLFT	Golden Meadow, La.	455
KLGA	Algona, Iowa	437
KLGN	Logan, Utah	636
KLGR	Redwood Falls, Minn.	487
KLIC	Monroe, La.	456
KLIE	Galveston, Tex.	624
KLIF	Dallas, Tex.	620
KLIK	Jefferson City, Mo.	497
KLIL	Estherville, Iowa	439
KLIN	Lincoln, Neb.	508
KLIQ	Portland, Ore.	577
KLIR	Denver, Colo.	384
KLIX	Twin Falls, Idaho	420
KLIZ	Brainerd, Minn.	483
KLKC	Parsons, Kans.	445
KLLA	Leesville, La.	456
KLLL	Lubbock, Tex.	628
KLMO	Longmont, Colo.	386
KLMR	Lamar, Colo.	386
KLMS	Lincoln, Neb.	508
KLMX	Clayton, N. M.	518
KLO	Ogden, Utah	636
KLOG	Kelso, Wash.	648
KLOH	Pipestone, Minn.	486
KLOK	San Jose, Calif.	379
KLOO	Corvallis, Ore.	574
KLOQ	Yakima, Wash.	654
KLOS	Albuquerque, N. M.	517
KLOU	Lake Charles, La.	456
KLOV	Loveland, Colo.	386
KLPL	Lake Providence, La.	456
KLPM	Minot, N. D.	558
KLPR	Oklahoma City, Okla.	571
KLPW	Union, Mo.	503
KLRA	Little Rock, Ark.	360
KLRS	Mountain Grove, Mo.	499
KLTF	Little Falls, Minn.	485
KLTI	Longview, Tex.	627
KLTR	Blackwell, Okla.	569
KLTZ	Glasgow, Mont.	504
KLUB	Salt Lake City, Utah	637
KLUE	Shreveport, La.	459
KLUK	Evanston, Wyo.	666
KLVC	Leadville, Colo.	386
KLVL	Pasadena, Tex.	630
KLVT	Levelland, Tex.	627
KLWN	Lawrence, Kans.	444
KLWT	Lebanon, Mo.	499
KLX	Oakland, Calif.	372
KLYK	Spokane, Wash.	651
KLYN	Amarillo, Tex.	615
KLZ	Denver, Colo.	384
KMA	Shenandoah, Iowa	441
KMAC	San Antonio, Tex.	632
KMAE	McKinney, Tex.	628
KMAK	Fresno, Calif.	366
KMAN	Manhattan, Kans.	445
KMAP	Bakersfield, Calif.	364
KMAR	Winnesboro, La.	460
KMBC	Kansas City, Mo.	498
KMBL	Junction, Tex.	626
KMBY	Monterey, Calif.	372
KMCM	McMinnville, Ore.	576
KMCO	Conroe, Tex.	618
KMDO	Fort Scott, Kans.	443
KMED	Medford, Ore.	576
KMEL	Wenatchee, Wash.	653
KMHL	Marshall, Minn.	485
KMHT	Marshall, Tex.	628
KMIL	Cameron, Tex.	618
KMJ	Fresno, Calif.	366
KMLB	Monroe, La.	456
KMLW	Marlin, Tex.	628
KMMJ	Grand Island, Neb.	507
KMMO	Marshall, Mo.	499
KMNS	Sioux City, Iowa	441
KMO	Tacoma, Wash.	652
KMON	Great Falls, Mont.	504
KMOP	Tucson, Ariz.	357
KMOR	Oroville, Calif.	373
KMOX	St. Louis, Mo.	500
KMPC	Los Angeles, Calif.	371
KMRC	Morgan City, La.	457
KMRS	Morris, Minn.	486
KMUR	Murray, Utah	636
KMUS	Muskogee, Okla.	571
KMVI	Wailuku-Maui, Hawaii	671
KMYC	Marysville, Calif.	371
KMYR	Denver, Colo.	384
KNAF	Fredericksburg, Tex.	623
KNAK	Salt Lake City, Utah	637
KNAL	Victoria, Tex.	635
KNBC	San Francisco, Calif.	378
KNBX	Kirkland, Wash.	649
KNBY	Newport, Ark.	361
KNCK	Concordia, Kans.	443
KNCM	Moberly, Mo.	499
KNCO	Garden City, Kans.	443
KNDC	Hettinger, N. D.	558
KNDY	Marysville, Kans.	445
KNEA	Jonesboro, Ark.	360
KNEB	Scottsbluff, Neb.	509
KNED	McAlester, Okla.	570
KNET	Brady, Tex.	617
KNEM	Nevada, Mo.	499
KNET	Palestine, Tex.	630
KNEW	Spokane, Wash.	651
KNEX	McPherson, Kans.	445
KNGS	Hanford, Calif.	367
KNIM	Marysville, Mo.	499
KNIT	Abilene, Tex.	614
KNLR	North Little Rock, Ark.	361
KNOC	Natchitoches, La.	457
KNOE	Monroe, La.	457
KNOG	Nogales, Ariz.	355
KNOK	Fort Worth, Tex.	623
KNOR	Norman, Okla.	571
KNOT	Prescott, Ariz.	356
KNOW	Austin, Tex.	615
KNOX	Grand Forks, N. D.	557
KNPT	Newport, Ore.	576
KNUJ	New Ulm, Minn.	486
KNUZ	Houston, Tex.	625
KNX	Hollywood, Calif.	367
KOA	Denver, Colo.	384

Station	City—State	Page
KOAL	Price, Utah	636
KOAM	Pittsburg, Kans.	445
KOB	Albuquerque, N. M.	517
KOBE	Las Cruces, N. M.	519
KOBY	San Francisco, Calif.	378
KOCA	Kilgore, Tex.	626
KOCS	Ontario, Calif.	373
KOCY	Oklahoma City, Okla.	571
KODE	Joplin, Mo.	497
KODI	Cody, Wyo.	666
KODL	The Dalles, Ore.	574
KODY	North Platte, Neb.	508
KOEL	Oelwein, Iowa	441
KOFA	Yuma, Ariz.	358
KOFE	Pullman, Wash.	650
KOFI	Kalispell, Mont.	505
KOFO	Ottawa, Kans.	445
KOGA	Ogallala, Neb.	508
KOGT	Orange, Tex.	630
KOH	Reno, Nev.	511
KOHU	Hermiston, Ore.	575
KOIL	Omaha, Neb.	508
KOIN	Portland, Ore.	577
KOJM	Havre, Mont.	505
KOKA	Shreveport, La.	459
KOKO	Warrensburg, Mo.	503
KOKX	Keokuk, Iowa	440
KOKY	Little Rock, Ark.	360
KOL	Seattle, Wash.	650
KOLD	Tucson, Ariz.	357
KOLE	Port Arthur, Tex.	631
KOLJ	Quanah, Tex.	631
KOLO	Reno, Nev.	511
KOLR	Sterling, Colo.	387
KOLS	Pryor, Okla.	572
KOLT	Scottsbluff, Neb.	509
KOLY	Mobridge, S. D.	604
KOMA	Oklahoma City, Okla.	571
KOMB	Cottage Grove, Ore.	574
KOME	Tulsa, Okla.	572
KOMO	Seattle, Wash.	651
KOMW	Omak, Wash.	649
KOMY	Watsonville, Calif.	382
KONE	Reno, Nev.	511
KONG	Visalia, Calif.	382
KONI	Phoenix, Ariz.	355
KONO	San Antonio, Tex.	632
KONP	Port Angeles, Wash.	650
KOOK	Billings, Mont.	503
KOOL	Phoenix, Ariz.	355
KOOO	Omaha, Neb.	509
KOOS	Coos Bay, Ore.	574
KOPR	Butte, Mont.	504
KOPY	Alice, Tex.	614
KORA	Bryan, Tex.	617
KORC	Mineral Wells, Tex.	629
KORD	Pasco, Wash.	649
KORE	Eugene, Ore.	575
KORK	Las Vegas, Nev.	510
KORN	Mitchell, S. D.	604
KORT	Grangeville, Idaho	419
KOSA	Odessa, Tex.	629
KOSE	Osceola, Ark.	361
KOSF	Nacogdoches, Tex.	629
KOSI	Denver, Colo.	384
KOSY	Texarkana, Ark.	363
KOTA	Rapid City, S. D.	604
KOTN	Pine Bluff, Ark.	362
KOTS	Deming, N. M.	518
KOVC	Valley City, N. D.	558
KOVE	Lander, Wyo.	666
KOVO	Provo, Utah	637
KOWB	Laramie, Wyo.	666
KOWH	Omaha, Neb.	509
KOWL	Bijou, Calif.	364
KOXR	Oxnard, Calif.	373
KOY	Phoenix, Ariz.	355
KOYN	Billings, Mont.	504
KOZE	Lewiston, Idaho	419
KOZI	Chelan, Wash.	648
KOZY	Grand Rapids, Minn.	484
KPAC	Port Arthur, Tex.	631
KPAL	Palm Springs, Calif.	374
KPAM	Portland, Ore.	577
KPAN	Hereford, Tex.	624
KPAS	Banning, Calif.	364
KPAT	Pampa, Tex.	630
KPAY	Chico, Calif.	365
KPBA	Pine Bluff, Ark.	362
KPBM	Carlsbad, N. M.	518
KPDN	Pampa, Tex.	630
KPDQ	Portland, Ore.	578
KPEG	Spokane, Wash.	651
KPEL	Lafayette, La.	455
KPEP	San Angelo, Tex.	631
KPER	Gilroy, Calif.	366
KPET	Lamesa, Tex.	626
KPHO	Phoenix, Ariz.	356
KPIG	Cedar Rapids, Iowa	437
KPIK	Colorado Springs, Colo.	383
KPIN	Casa Grande, Ariz.	354
KPKW	Pasco, Wash.	649
KPLC	Lake Charles, La.	456

HASKELL BLOOMBERG

Radio and Television Station

Business Broker

208 FAIRMOUNT STREET

LOWELL, MASSACHUSETTS

TELEPHONE GLENVIEW 5-5823

Station	City—State	Page
KPLK	Dallas, Ore.	574
KPLT	Paris, Tex.	630
KPMC	Bakersfield, Calif.	364
KPOA	Honolulu, Hawaii	670
KPOC	Pocahontas, Ark.	362
KPOJ	Portland, Ore.	578
KPOK	Scottsdale, Ariz.	356
KPOL	Los Angeles, Calif.	371
KPOP	Los Angeles, Calif.	371
KPOR	Quincy, Wash.	650
KPOW	Powell, Wyo.	667
KPQ	Wenatchee, Wash.	653
KPRC	Houston, Tex.	625
KPRK	Livingston, Mont.	505
KPRL	Paso Robles, Calif.	374
KPRO	Riverside, Calif.	375
KPRS	Kansas City, Mo.	498
KPSO	Falfurrias, Tex.	622
KPST	Preston, Idaho	420
KPTL	Carson City, Nev.	510
KPUG	Bellingham, Wash.	647
KQDY	Minot, N. D.	558
KQIK	Lakeview, Ore.	576
KQTY	Everett, Wash.	648
KQUE	Albuquerque, N. M.	518
KQV	Pittsburgh, Pa.	592
KRAI	Craig, Colo.	383
KRAK	Stockton-Sacramento, Calif.	381
KRAL	Rawlins, Wyo.	667
KRAM	Las Vegas, Nev.	510
KRAY	Amarillo, Tex.	615
KRBA	Lufkin, Tex.	628
KRBC	Abilene, Tex.	614
KRBI	St. Peter, Minn.	487
KRBO	Las Vegas, Nev.	510
KRCK	Ridgecrest, Calif.	375
KRCO	Prineville, Ore.	578
KRCT	Pasadena, Tex.	630
KRDG	Redding, Calif.	374
KRDO	Colorado Springs, Colo.	383
KRDU	Dinuba, Calif.	365
KRE	Berkeley, Calif.	364
KREH	Oakdale, La.	458
KREI	Farmington, Mo.	497
KREL	Baytown, Tex.	616
KREM	Spokane, Wash.	651
KREO	Indio, Calif.	367
KRES	St. Joseph, Mo.	500
KREW	Sunnyside, Wash.	652
KREX	Grand Junction, Colo.	385
KRFC	Rocky Ford, Colo.	387
KRFO	Owatonna, Minn.	486
KRGI	Grand Island, Neb.	507
KRGV	Weslaco, Tex.	635
KRHD	Duncan, Okla.	569
KRIB	Mason City, Iowa	440
KRIC	Beaumont, Tex.	616
KRIG	Odessa, Tex.	630
KRIO	McAllen, Tex.	628
KRIV	Camas, Wash.	647
KRIZ	Phoenix, Ariz.	356
KRKD	Los Angeles, Calif.	371
KRKO	Everett, Wash.	648
KRKS	Ridgecrest, Calif.	375
KRLC	Lewiston, Idaho	419
KRLD	Dallas, Tex.	621
KRLN	Canon City, Colo.	383
KRLW	Walnut Ridge, Ark.	363
KRMD	Shreveport, La.	459
KRMG	Tulsa, Okla.	573
KRMO	Monett, Mo.	499
KRMS	Osage Beach, Mo.	500
KRMW	The Dalles, Ore.	574
KRNO	San Bernardino, Calif.	377
KRNR	Roseburg, Ore.	578
KRNS	Burns, Ore.	574
KRNT	Des Moines, Iowa	439
KRNY	Kearney, Neb.	507
KROC	Rochester, Minn.	487
KROD	El Paso, Tex.	622
KROF	Abbeville, La.	453
KROG	Sonora, Calif.	380
KROP	Brawley, Calif.	364
KROS	Clinton, Iowa	438
KROW	Oakland, Calif.	372
KROX	Crookston, Minn.	484
KROY	Sacramento, Calif.	375
KRPL	Moscow, Idaho	419
KRRV	Sherman-Denison, Tex.	633
KRSD	Rapid City, S. D.	604
KRSL	Russell, Kans.	445
KRSN	Los Alamos, N. M.	519
KRTN	Raton, N. M.	519
KRTR	Thermopolis, Wyo.	667
KRUN	Ballinger, Tex.	616
KRUS	Ruston, La.	459
KRUX	Phoenix, Ariz.	356
KRVN	Lexington, Neb.	507
KRWC	Forest Grove, Ore.	575
KRWS	Post, Tex.	631
KRXK	Rexburg, Idaho	420
KRXL	Roseburg, Ore.	578
KRYS	Corpus Christi, Tex.	619
KSAL	Salina, Kans.	445
KSAM	Huntsville, Tex.	626
KSAN	San Francisco, Calif.	379
KSAY	San Francisco, Calif.	379
KSBW	Salinas, Calif.	377
KSCB	Liberal, Kans.	444
KSCJ	Sioux City, Iowa	441
KSCO	Santa Cruz, Calif.	380
KSD	St. Louis, Mo.	500
KSDA	Redding, Calif.	375
KSDN	Aberdeen, S. D.	604
KSDO	San Diego, Calif.	378
KSEI	Pocatello, Idaho	419
KSEK	Pittsburgh, Kans.	445
KSEL	Lubbock, Tex.	627
KSEM	Moses Lake, Wash.	649
KSEO	Durant, Okla.	569
KSET	El Paso, Tex.	622
KSEW	Sitka, Alaska	669
KSEY	Seymour, Tex.	633
KSFA	Nacogdoches, Tex.	629
KSFE	Needles, Calif.	372
KSFO	San Francisco, Calif.	379
KSGM	Ste. Genevieve, Mo.	500
KSIB	Creston, Iowa	438
KSID	Sidney, Neb.	509
KSIG	Crowley, La.	455
KSIJ	Gladewater, Tex.	624
KSIL	Silver City, N. M.	520
KSIM	Sikeston, Mo.	501
KSIS	Sedalia, Mo.	501
KSIW	Woodward, Okla.	573
KSIX	Corpus Christi, Tex.	619
KSJB	Jamestown, N. D.	558
KSJO	San Jose, Calif.	379

Station	City—State	Page
KSKY	Dallas, Tex.	621
KSL	Salt Lake City, Utah	637
KSLM	Salem, Ore.	579
KSLO	Opelousas, La.	458
KSLR	Oceanside, Calif.	373
KSLV	Monte Vista, Colo.	386
KSMA	Santa Maria, Calif.	380
KSML	Seminole, Tex.	633
KSMN	Mason City, Iowa	440
KSMO	Salem, Mo.	501
KSNY	Snyder, Tex.	633
KSO	Des Moines, Iowa	439
KSOK	Arkansas City, Kans.	442
KSON	San Diego, Calif.	378
KSOO	Sioux Falls, S. D.	605
KSOP	Salt Lake City, Utah	637
KSOX	Raymondville, Tex.	631
KSPA	Santa Paula, Calif.	380
KSPI	Stillwater, Okla.	572
KSPL	Diboll, Tex.	621
KSPR	Casper, Wyo.	666
KSPT	Sandpoint, Idaho	420
KSRO	Santa Rosa, Calif.	380
KSRV	Ontario, Ore.	577
KSST	Sulphur Springs, Tex.	633
KSTA	Coleman, Tex.	618
KSTB	Breckenridge, Tex.	617
KSTL	St. Louis, Mo.	501
KSTN	Stockton, Calif.	381
KSTP	St. Paul-Minneapolis, Minn.	487
KSTR	Grand Junction, Colo.	385
KSTT	Davenport, Iowa	438
KSTV	Stephenville, Tex.	633
KSUB	Cedar City, Utah	636
KSUE	Susanville, Calif.	381
KSUM	Fairmont, Minn.	484
KSUN	Bisbee, Ariz.	354
KSVC	Richfield, Utah	637
KSVP	Artesia, N. M.	518
KSWA	Graham, Tex.	624
KSWI	Council Bluffs, Iowa	438
KSWO	Lawton, Okla.	570
KSWS	Roswell, N. M.	520
KSYC	Yreka, Calif.	382
KSYD	Wichita Falls, Tex.	635
KSYL	Alexandria, La.	454
KTAC	Tacoma, Wash.	652
KTAE	Taylor, Tex.	633
KTAN	Sherman, Tex.	633
KTAR	Phoenix, Ariz.	356
KTAT	Frederick, Okla.	570
KTBB	Tyler, Tex.	634
KTBC	Austin, Tex.	615
KTCB	Malden, Mo.	499
KTEL	Walla Walla, Wash.	653
KTEM	Temple, Tex.	634
KTER	Terrell, Tex.	634
KTFI	Twin Falls, Idaho	420
KTFS	Texarkana, Tex.	634
KTFY	Brownfield, Tex.	617
KTHE	Thermopolis, Wyo.	667
KTHS	Little Rock, Ark.	360
KTHT	Houston, Tex.	625
KTIB	Thibodaux, La.	460
KTIL	Tillamook, Ore.	579
KTIM	San Rafael, Calif.	380
KTIP	Porterville, Calif.	374
KTIX	Seattle, Wash.	651
KTJS	Hobart, Okla.	570
KTKN	Ketchikan, Alaska	668
KTKR	Taft, Calif.	381
KTKT	Tucson, Ariz.	357
KTLD	Tallulah, La.	460
KTLN	Denver, Colo.	384
KTLO	Mountain Home, Ark.	361
KTLQ	Tahlequah, Okla.	572
KTLU	Rusk, Tex.	631
KTLW	Texas City, Tex.	634
KTMC	McAlester, Okla.	571
KTML	Marked Tree, Ark.	361
KTMS	Santa Barbara, Calif.	380
KTNC	Falls City, Neb.	507
KTNM	Tucumcari, N. M.	520
KTNT	Tacoma, Wash.	652
KTOE	Mankato, Minn.	485
KTOH	Lihue, Kauai, Hawaii	670
KTOK	Oklahoma City, Okla.	571
K-TOO	Henderson, Nev.	510
KTOP	Topeka, Kans.	446
KTOW	Oklahoma City, Okla.	571
KTRB	Modesto, Calif.	372
KTRC	Santa Fe, N. M.	520
KTRE	Lufkin, Tex.	628
KTRF	Thief River Falls, Minn.	487
KTRH	Houston, Tex.	625
KTRI	Sioux City, Iowa	442
KTRM	Beaumont, Tex.	616
KTRN	Wichita Falls, Tex.	635
KTRY	Bastrop, La.	454
KTSA	San Antonio, Tex.	632
KTSM	El Paso, Tex.	622
KTTN	Trenton, Mo.	502
KTTR	Rolla, Mo.	500
KTTS	Springfield, Mo.	502
KTUC	Tucson, Ariz.	357
KTUE	Tulia, Tex.	634
KTUL	Tulsa, Okla.	573
KTUR	Turlock, Calif.	382
KTUT	Tooele City, Utah	637
KTW	Seattle, Wash.	651
KTXC	Big Spring, Tex.	617
KTXJ	Jasper, Tex.	626
KTXL	San Angelo, Tex.	631
KTXN	Austin, Tex.	616
KTYL	Mesa, Ariz.	355
KUAM	Agana, Guam	669
KUBA	Yuba City, Calif.	382
KUBC	Montrose, Colo.	386
KUBE	Pendleton, Ore.	577
KUDI	Great Falls, Mont.	504
KUDL	Kansas City, Mo.	498
KUDU	Ventura, Calif.	382
KUEN	Wenatchee, Wash.	653
KUEQ	Phoenix, Ariz.	356
KUGN	Eugene, Ore.	575
KUIK	Hillsboro, Ore.	575
KUIN	Grants Pass, Ore.	575
KUJ	Walla Walla, Wash.	653
KUKI	Ukiah, Calif.	382
KUKU	Willow Springs, Mo.	503
KULA	Honolulu, Hawaii	670
KULE	Ephrata, Wash.	648
KULP	El Campo, Tex.	622
KUMA	Pendleton, Ore.	577
KUNO	Corpus Christi, Tex.	619
KUOA	Siloam Springs, Ark	362
KUPI	Idaho Falls, Idaho	419

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KURV	Edinburg, Tex.	622
KUSH	Cushing, Okla.	569
KUSN	St. Joseph, Mo.	500
KUTI	Yakima, Wash.	654
KUTY	Palmdale, Calif.	373
KUVR	Holdrege, Neb.	507
KUZN	West Monroe, La.	460
KVAN	Vancouver, Wash.	653
KVAS	Astoria, Ore.	573
KVBC	Farmington, N. M.	518
KVCK	Wolf Point, Mont.	506
KVCL	Winnfield, La.	460
KVCV	Redding, Calif.	375
KVEC	San Luis Obispo, Calif.	379
KVEL	Vernal, Utah	638
KVEN	Ventura, Calif.	382
KVET	Austin, Tex.	616
KVFC	Cortez, Colo.	383
KVFD	Ft. Dodge, Iowa	440
KVGB	Great Bend, Kans.	444
KVHC	O'Neill, Neb.	509
KVHL	Homer, La.	455
KVI	Seattle, Wash.	651
KVIC	Victoria, Tex.	635
KVIM	New Iberia, La.	457
KVIN	Vinita, Okla.	573
KVIP	Redding, Calif.	375
KVKM	Monahans, Tex.	629
KVLB	Cleveland, Tex.	618
KVLC	Little Rock, Ark.	361
KVLF	Alpine, Tex.	614
KVLH	Pauls Valley, Okla.	572
KVLV	Fallon, Nev.	510
KVMA	Magnolia, Ark.	361
KVMC	Colorado City, Tex.	618
KVNA	Flagstaff, Ariz.	355
KVNC	Winslow, Ariz.	358
KVNI	Coeur D'Alene, Idaho	419
KVNU	Logan, Utah	636
KVOA	Tucson, Ariz.	357
KVOC	Casper, Wyo.	666
KVOD	Denver, Colo.	384
KVOE	Emporia, Kans.	443
KVOG	Ogden, Utah	636
KVOL	Lafayette, La.	456
KVOM	Morrilton, Ark.	361
KVON	Napa, Calif.	372
KVOO	Tulsa, Okla.	573
KVOP	Plainview, Tex.	631
KVOR	Colorado Springs, Colo.	383
KVOS	Bellingham, Wash.	647
KVOU	Uvalde, Tex.	634
KVOW	Littlefield, Tex.	627
KVOX	Moorhead, Minn.	486
KVOY	Yuma, Ariz.	358
KVOZ	Laredo, Tex.	627
KVPI	Villa Platte, La.	460
KVRC	Arkadelphia, Ark.	358
KVRH	Salida, Colo.	387
KVRS	Rock Springs, Wyo.	667
KVSA	McGhee, Ark.	361
KVSF	Santa Fe, N. M.	520
KVSM	San Mateo, Calif.	379
KVSO	Ardmore, Okla.	569
KVWC	Vernon, Tex.	634
KVWM	Show Low, Ariz.	356
KVWO	Cheyenne, Wyo.	666
KWAD	Wadena, Minn.	488
KWAK	Stuttgart, Ark.	362
KWAL	Wallace-Kellogg, Idaho	420
KWAT	Watertown, S. D.	605
KWBB	Wichita, Kans.	446
KWBE	Beatrice, Neb.	506
KWBG	Boone, Iowa	437
KWBR	Oakland, Calif.	372
KWBW	Hutchinson, Kans.	444
KWBY	Colorado Springs, Colo.	383
KWCB	Searcy, Ark.	362
KWCO	Chickasha, Okla.	569
KWDM	Des Moines, Iowa	439
KWED	Seguin, Tex.	633
KWEI	Weiser, Idaho	420
KWEL	Midland, Tex.	629
KWEM	Memphis, Tenn.	610
KWEW	Hobbs, N. M.	519
KWFC	Hot Springs, Ark.	360
KWFR	San Angelo, Tex.	631
KWFT	Wichita Falls, Tex.	635
KWG	Stockton, Calif.	381
KWGB	Goodland, Kans.	444
KWHI	Brenham, Tex.	617
KWHK	Hutchinson, Kans.	444
KWHN	Ft. Smith, Ark.	359
KWHO	Salt Lake City, Utah	637
KWHW	Altus, Okla.	569
KWIK	Pocatello, Idaho	420
KWIL	Albany, Ore.	573
KWIN	Ashland, Ore.	573
KWIP	Merced, Calif.	371
KWIQ	Moses Lake, Wash.	649
KWIZ	Santa Ana, Calif.	380
KWJB	Globe, Ariz.	355
KWJJ	Portland, Ore.	578
KWK	St. Louis, Mo.	501
KWKC	Abilene, Tex.	614
KWKH	Shreveport, La.	459
KWKW	Pasadena, Calif.	374
KWLK	Longview, Wash.	649
KWLM	Willmar, Minn.	488
KWMT	Fort Dodge, Iowa	440
KWNA	Winnemucca, Nev.	511
KWNO	Winona, Minn.	488
KWOA	Worthington, Minn.	488
KWOC	Poplar Bluff, Mo.	500
KWOE	Clinton, Okla.	569
KWON	Bartlesville, Okla.	569
KWOR	Worland, Wyo.	667
KWOS	Jefferson City, Mo.	497
KWOW	Pomona, Calif.	374
KWPC	Muscatine, Iowa	441
KWPM	West Plains, Mo.	503
KWRC	Pendleton, Ore.	577
KWRD	Henderson, Tex.	624
KWRE	Warrenton, Mo.	503
KWRF	Warren, Ark.	363
KWRL	Riverton, Wyo.	667
KWRO	Coquille, Ore.	574
KWRT	Boonville, Mo.	495
KWRW	Guthrie Okla.	570
KWSD	Mt. Shasta, Calif.	372
KWSH	Wewoka, Okla.	573
KWSK	Pratt, Kans.	445
KWSO	Wasco, Calif.	382
KWTC	Barstow, Calif.	364
KWTO	Springfield, Mo.	502
KWTX	Waco, Tex.	635

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KWYO	Sheridan, Wyo.	667
KWYR	Winner, S. D.	605
KXA	Seattle, Wash.	651
KXAR	Hope, Ark.	359
KXEL	Waterloo, Iowa	442
KXEO	Mexico, Mo.	499
KXGI	Ft. Madison, Iowa	440
KXGN	Glendive, Mont.	504
KXIC	Iowa City, Iowa	440
KXIT	Dalhart, Tex.	619
KXJK	Forrest City, Ark	359
KXL	Portland, Ore.	578
KXLA	Pasadena, Calif.	374
KXLE	Ellensburg, Wash.	648
KXLF	Butte, Mont.	504
KXLJ	Helena, Mont.	505
KXLK	Great Falls, Mont.	505
KXLL	Missoula, Mont.	506
KXLO	Lewistown, Mont.	505
KXLQ	Bozeman, Mont.	504
KXLR	N. Little Rock, Ark.	361
KXLW	St. Louis, Mo.	501
KXLY	Spokane, Wash.	652
KXO	El Centro, Calif.	365
KXOA	Sacramento, Calif.	377
KXOK	St. Louis, Mo.	501
KXOL	Fort Worth, Tex.	623
KXOX	Sweetwater, Tex.	633
KXRA	Alexandria, Minn.	483
KXRJ	Russellville, Ark.	362
KXRO	Aberdeen, Wash.	647
KXRX	San Jose, Calif.	379
KXXX	Colby, Kans.	443
KXYZ	Houston, Tex.	625
KYA	San Francisco, Calif.	379
KYCA	Prescott, Ariz.	356
KYES	Roseburg, Ore.	578
KYJC	Medford, Ore.	576
KYME	Boise, Idaho	418
KYNG	Coos Bay, Ore.	574
KYNO	Fresno, Calif.	366
KYNT	Yankton, S. D.	605
KYOK	Houston, Tex.	625
KYOR	Blythe, Calif.	364
KYOS	Merced, Calif.	371
KYOU	Greeley, Colo.	386
KYSM	Mankato, Minn.	485
KYTE	Pocatello, Idaho	420
KYUM	Yuma, Ariz.	358
KYW	Cleveland, Ohio	563
KZEE	Weatherford, Tex.	635
KZIP	Amarillo, Tex.	615
KZUN	Spokane, Wash.	652
WAAA	Winston-Salem, N. C.	556
WAAB	Worcester, Mass.	472
WAAF	Chicago, Ill.	423
WAAG	Adel, Ga.	407
WAAT	Newark, N. J.	515
WABA	Aguadilla, P. R.	671
WABB	Mobile, Ala.	350
WABC	New York, N. Y.	529
WABG	Greenwood, Miss.	490
WABI	Bangor, Me.	460
WABJ	Adrian, Mich.	473
WABL	Amite, La.	454
WABM	Houlton, Me.	461
WABO	Waynesboro, Miss.	494
WABR	Winter Park, Fla.	406
WABV	Abbeville, S. C.	598
WABY	Albany, N. Y.	520
WABZ	Albemarle, N. C.	545
WACA	Camden, S. C.	599
WACB	Kittanning, Pa.	586
WACE	Chicopee-Springfield, Mass.	468
WACL	Waycross, Ga.	417
WACO	Waco, Tex.	635
WACR	Columbus, Miss.	489
WADC	Akron, Ohio	559
WADE	Wadesboro, N. C.	555
WADK	Newport, R. I.	597
WADP	Kane, Pa.	586
WADS	Ansonia-Derby, Conn.	389
WAEB	Allentown, Pa.	581
WAEL	Mayaguez, P. R.	671
WAEW	Crossville, Tenn.	607
WAFC	Staunton, Va.	646
WAGA	Atlanta, Ga.	407
WAGC	Chattanooga, Tenn.	606
WAGF	Dothan, Ala.	348
WAGG	Franklin, Tenn.	608
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WAGR	Lumberton, N. C.	551
WAGS	Bishopville, S. C.	599
WAHR	Miami Beach, Fla.	401
WAIL	Baton Rouge, La.	454
WAIM	Anderson, S. C.	598
WAIN	Columbia, Ky.	447
WAIP	Prichard, Ala.	352
WAIR	Winston-Salem, N. C.	556
WAIT	Chicago, Ill.	423
WAJF	Decatur, Ala.	348
WAJR	Morgantown, W. Va.	657
WAKE	Atlanta, Ga.	407
WAKN	Aiken, S. C.	598
WAKR	Akron, Ohio	559
WAKU	Latrobe, Pa.	587
WALA	Mobile, Ala.	351
WALB	Albany, Ga.	407
WALD	Walterboro, S. C.	603
WALE	Fall River, Mass.	468
WALK	Patchogue, N. Y.	540
WALL	Middletown, N. Y.	527
WALM	Albion, Mich.	473
WALT	Tampa, Fla.	405
WALY	Herkimer-Ilion, N. Y.	525
WAMI	Opp, Ala.	352
WAML	Laurel, Miss.	492
WAMM	Flint, Mich.	476
WAMO	Homestead-Pittsburgh, Pa.	586
WAMP	Pittsburgh, Pa.	591
WAMS	Wilmington, Del.	393
WAMV	East St. Louis, Ill.	425
WAMW	Washington, Ind.	436
WAMY	Amory, Miss.	488
WANA	Anniston, Ala.	346
WANB	Waynesburg, Pa.	594
WAND	Canton, Ohio	561
WANE	Ft. Wayne, Ind.	432
WANN	Annapolis, Md.	463
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WAPG	Arcadia, Fla.	395
WAPI	Birmingham, Ala.	346
WAPL	Appleton, Wis.	659
WAPO	Chattanooga, Tenn.	606
WAPX	Montgomery, Ala.	351
WARA	Attleboro, Mass.	467
WARB	Covington, La.	455
WARD	Johnstown, Pa.	586
WARE	Ware, Mass.	471
WARF	Jasper, Ala.	350
WARK	Hagerstown, Md.	465
WARL	Arlington, Va.	639
WARM	Scranton, Pa.	593
WARN	Fort Pierce, Fla.	398
WARU	Peru, Ind.	435
WASA	Havre De Grace, Md.	465
WASK	Lafayette, Ind.	434
WATA	Boone, N. C.	546
WATC	Gaylord, Mich	477
WATE	Knoxville, Tenn.	609
WATG	Ashland, Ohio	559
WATH	Athens, Ohio	559
WATK	Antigo, Wis.	659
WATM	Atmore, Ala.	346
WATN	Watertown, N. Y.	543
WATO	Oak Ridge, Tenn.	612
WATR	Waterbury, Conn.	392
WATS	Sayre, Pa.	593
WATT	Cadillac, Mich.	475
WATW	Ashland, Wis.	659
WATZ	Alpena, Mich.	473
WAUD	Auburn, Ala.	346
WAUG	Augusta, Ga.	408
WAUX	Waukesha, Wis.	665
WAVE	Louisville, Ky.	450
WAVI	Dayton, Ohio	564
WAVL	Apollo, Pa.	581
WAVN	Stillwater, Minn.	487
WAVP	Avon Park, Fla.	395
WAVU	Albertville, Ala.	346
WAVY	Portsmouth, Va.	644
WAVZ	New Haven, Conn.	391
WAWK	Kendallville, Ind.	433
WAXE	Vero Beach, Fla.	406
WAYB	Waynesboro, Va.	646
WAYE	Dundalk, Md.	465
WAYN	Rockingham, N. C.	554
WAYS	Charlotte, N. C.	546
WAYX	Waycross, Ga.	417
WAYZ	Waynesboro, Pa.	594
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WAZL	Hazleton, Pa.	586
WBAB	Babylon, N. Y.	521
WBAC	Cleveland, Tenn.	606
WBAL	Baltimore, Md.	464
WBAM	Montgomery, Ala.	351
WBAP	Fort Worth, Tex.	623
WBAR	Bartow, Fla.	395
WBAT	Marion, Ind.	434
WBAW	Barnwell, S. C.	598
WBAX	Wilkes-Barre, Pa.	595
WBAY	Green Bay, Wis.	660
WBBA	Pittsfield, Ill.	429
WBBB	Burlington, N. C.	546
WBBC	Flint, Mich.	476
WBBF	Rochester, N. Y.	541
WBBM	Chicago, Ill.	423
WBBN	Perry, Ga.	415
WBBO	Forest City, N. C.	548
WBBQ	Augusta, Ga.	408
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WBBZ	Ponca City, Okla.	572
WBCA	Bay Minette, Ala.	346
WBCB	Levittown-Fairless, Pa.	587
WBCK	Battle Creek, Mich.	473
WBCM	Bay City, Mich.	473
WBCO	Bessemer, Ala.	346
WBCR	Christianburg, Va.	640
WBCU	Union, S. C.	603
WBEC	Pittsfield, Mass.	470
WBEE	Chicago, Ill.	423
WBEJ	Elizabethton, Tenn.	607
WBEL	Beloit, Wis.	659
WBEN	Buffalo, N. Y.	521
WBET	Brockton, Mass.	468
WBEU	Beaufort, S. C.	598
WBEV	Beaver Dam, Wis.	659
WBEX	Chillicothe, Ohio	561
WBFC	Fremont, Mich.	477
WBFD	Bedford, Pa.	582
WBGR	Jesup, Ga.	413
WBHB	Fitzgerald, Ga.	412
WBHC	Hampton, S. C.	601
WBHF	Cartersville, Ga.	410
WBHP	Huntsville, Ala.	350
WBIA	Augusta, Ga.	408
WBIE	Marietta, Ga.	414
WBIG	Greensboro, N. C.	549
WBIP	Booneville, Miss.	489
WBIR	Knoxville, Tenn.	609
WBIS	Bristol, Conn.	389
WBIW	Bedford, Ind.	431
WBIZ	Eau Claire, Wis.	659
WBKH	Hattiesburg, Miss.	491
WBKV	West Bend, Wis.	665
WBLA	Elizabethtown, N. C.	547
WBLE	Batesville, Miss.	488
WBLJ	Dalton, Ga.	412
WBLO	Evergreen, Ala.	349
WBLR	Batesburg, S. C.	598
WBLT	Bedford, Va.	639
WBLY	Springfield, Ohio	567
WBMA	Beaufort, N. C.	545
WBMC	McMinnville, Tenn.	610
WBMD	Baltimore, Md.	464
WBML	Macon, Ga.	414
WBNC	Conway, N. H.	512
WBNL	Boonville, Ind.	431
WBNS	Columbus, Ohio	563
WBNX	New York, N. Y.	529
WBNY	Buffalo, N. Y.	521
WBOB	Galax, Va.	641
WBOC	Salisbury, Md.	466
WBOF	Virginia Beach, Va.	646
WBOK	New Orleans, La.	457
WBOP	Pensacola, Fla.	403
WBOS	Boston, Mass.	468
WBOW	Terre Haute, Ind.	436
WBOY	Clarksburg, W. Va.	655
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WBRN	Big Rapids, Mich.	475
WBRO	Waynesboro, Ga.	418
WBRT	Bardstown, Ky.	447
WBRV	Boonville, N. Y.	521
WBRX	Berwick, Pa.	582
WBRY	Waterbury, Conn.	392
WBSC	Bennettsville, S. C.	598
WBSE	Hillsdale, Mich.	478
WBSM	New Bedford, Mass.	470
WBSR	Pensacola, Fla.	403
WBT	Charlotte, N. C.	546
WBTA	Batavia, N. Y.	521
WBTH	Williamson, W. Va.	659
WBTM	Danville, Va.	640
WBTN	Bennington, Vt.	638
WBTO	Linton, Ind.	434
WBUD	Trenton, N. J.	516
WBUT	Butler, Pa.	582
WBUX	Doylestown, Pa.	584
WBUY	Lexington, N. C.	551
WBVL	Barbourville, Ky.	447
WBVP	Beaver Falls, Pa.	582
WBYS	Canton, Ill.	421
WBZ-WBZA	Boston-Springfield, Mass.	467
WCAE	Pittsgurgh, Pa.	591
WCAM	Camden, N. J.	513
WCAO	Baltimore, Md.	464
WCAP	Lowell, Mass.	469
WCAR	Detroit, Mich.	475
WCAS	Gadsden, Ala.	349
WCAT	Orange, Mass.	470
WCAU	Philadelphia, Pa.	590
WCAW	Charleston, W. Va.	654
WCAX	Burlington, Vt.	638
WCAZ	Carthage, Ill.	421
WCBA	Corning, N. Y.	523
WCBC	Anderson, Ind.	431
WCBD	Zion, Ill.	430
WCBG	Chambersburg, Pa.	583
WCBI	Columbus, Miss.	489
WCBL	Benton, Ky.	447
WCBM	Baltimore, Md.	464
WCBS	New York, N. Y.	529
WCBT	Roanoke Rapids, N. C.	554
WCBY	Cheboygan, Mich.	475
WCCC	Hartford, Conn.	389
WCCM	Lawrence, Mass.	469
WCCN	Neillsville, Wis.	663
WCCO	Minneapolis, Minn.	485
WCCP	Savannah, Ga.	415
WCDJ	Edenton, N. C.	547
WCDL	Carbondale, Pa.	583
WCDT	Winchester, Tenn.	614
WCEC	Rocky Mount, N. C.	554
WCED	Dubois, Pa.	584
WCEF	Parkersburg, W. Va.	657
WCEH	Hawkinsville, Ga.	413
WCEM	Cambridge, Md.	464
WCEN	Mt. Pleasant, Mich.	481
WCER	Charlotte, Mich.	475
WCFL	Chicago, Ill.	423
WCFV	Clifton Forge, Va.	640
WCGA	Calhoun, Ga.	409
WCGC	Belmont, N. C.	545
WCHA	Chambersburg, Pa.	583
WCHB	Inkster, Mich.	479
WCHF	Chippewa Falls, Wis.	659
WCHI	Chillicothe, Ohio	561
WCHJ	Brookhaven, Miss.	489
WCHK	Canton, Ga.	410
WCHL	Chapel Hill N. C.	546
WCHN	Norwich, N. Y.	539
WCHO	Washington Court House, Ohio	568
WCHS	Charleston, W. Va.	654
WCHV	Charlottesville, Va.	640
WCIL	Carbondale, Ill.	421
WCIN	Cincinnati, Ohio	561
WCJU	Columbia, Miss.	489
WCKB	Dunn, N. C.	547
WCKI	Greer, S. C.	601
WCKR	Miami, Fla.	400
WCKY	Cincinnati, Ohio	561
WCLB	Camilla, Ga.	410
WCLC	Jamestown, Tenn.	608
WCLD	Cleveland, Miss.	489
WCLE	Cleveland, Tenn.	606
WCLG	Morgantown, W. Va.	657
WCLI	Corning, N. Y.	523
WCLO	Janesville, Wis.	660
WCLS	Columbus, Ga.	410
WCLT	Newark, Ohio	566
WCMA	Corinth, Miss.	490
WCMB	Harrisburg, Pa.	585
WCMC	Wildwood, N. J.	517
WCME	Brunswick, Me.	461
WCMI	Ashland, Ky.	447
WCMN	Arecibo, P. R.	671
WCMP	Pine City, Minn.	486
WCMR	Elkhart, Ind.	431
WCMS	Norfolk, Va.	643
WCMT	Martin, Tenn.	610
WCMW	Canton, Ohio	561
WCMY	Ottawa, Ill.	428
WCNB	Connersville, Ind.	431
WCNC	Elizabeth City, N. C.	547
WCNG	Canonsburg, Pa.	583
WCNH	Quincy, Fla.	404
WCNR	Bloomsburg, Pa.	582
WCNT	Centralia, Ill.	421
WCNU	Crestview, Fla.	395
WCNX	Middletown, Conn.	390
WCOA	Pensacola, Fla.	403
WCOC	Meridian, Miss.	493
WCOG	Greensboro, N. C.	549
WCOH	Newnan, Ga.	415
WCOJ	Coatesville, Pa.	583
WCOL	Columbus, Ohio	563
WCOM	Parkersburg, W. Va.	657
WCON	Cornelia, Ga.	412
WCOP	Boston, Mass.	467
WCOR	Lebanon, Tenn.	610
WCOS	Columbia, S. C.	599
WCOU	Lewiston, Me.	461
WCOV	Montgomery, Ala.	351
WCOW	Sparta, Wis.	664
WCOY	Columbia, Pa.	584
WCPA	Clearfield, Pa.	583
WCPC	Houston, Miss.	491
WCPH	Etowah, Tenn.	607
WCPM	Cumberland, Ky.	448
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WCPS	Tarboro, N. C.	555
WCRA	Effingham, Ill.	425
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WCRE	Cheraw, S. C.	599
WCRI	Scottsboro, Ala.	352
WCRK	Morristown, Tenn.	611
WCRL	Oneonta, Ala.	352
WCRO	Johnstown, Pa.	586
WCRS	Greenwood, S. C.	601
WCRT	Birmingham, Ala.	347
WCRV	Washington, N. J.	517
WCRW	Chicago, Ill.	423
WCRY	Macon, Ga.	414
WCSC	Charleston, S. C.	599
WCSH	Portland, Me.	462
WCSI	Columbus, Ind.	431
WCSS	Amsterdam, N. Y.	520
WCTA	Andalusia, Ala.	346
WCTC	New Brunswick, N. J.	515
WCTT	Corbin, Ky.	448
WCUB	Manitowoc, Wis.	661
WCUE	Akron, Ohio	559
WCUM	Cumberland, Md.	465
WCVA	Culpeper, Va.	640
WCVI	Connellsville, Pa.	584
WCVS	Springfield, Ill.	430
WCWC	Ripon, Wis.	664
WCYB	Bristol, Va.	640
WCYN	Cynthiana, Ky.	448
WDAD	Indiana, Pa.	586
WDAE	Tampa, Fla.	405
WDAF	Kansas City, Mo.	498
WDAK	Columbus, Ga.	410
WDAN	Danville, Ill.	424
WDAS	Philadelphia, Pa.	590
WDAT	South Daytona, Fla.	405
WDAX	McRae, Ga.	414
WDAY	Fargo, N. D.	557
WDBC	Escanaba, Mich.	476
WDBF	Delray Beach, Fla.	397
WDBJ	Roanoke, Va.	645
WDBL	Springfield, Tenn.	614
WDBM	Statesville, N. C.	555
WDBO	Orlando, Fla.	402
WDBQ	Dubuque, Iowa	439
WDCF	Dade City, Fla.	396
WDCL	Tarpon Springs, Fla.	406
WDDT	Greenville, Miss.	490
WDDY	Gloucester, Va.	641
WDEB	Gulfport, Miss.	490
WDEC	Americus, Ga.	407
WDEF	Chattanooga, Tenn.	606
WDEH	Sweetwater, Tenn.	614
WDEL	Wilmington, Del.	393
WDEV	Waterbury, Vt.	639
WDEW	Westfield, Mass.	471
WDGY	Minneapolis, Minn.	485
WDIA	Memphis, Tenn.	611
WDIG	Dothan, Ala.	348
WDIX	Orangeburg, S. C.	602
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WDKN	Dickson, Tenn.	607
WDLA	Walton, N. Y.	543
WDLB	Marshfield, Wis.	661
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WDLP	Panama City, Fla.	403
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WDMG	Douglas, Ga.	412
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WDNC	Durham, N. C.	547
WDNE	Elkins, W. Va.	655
WDNT	Dayton, Tenn.	607
WDOB	Canton, Miss.	489
WDOC	Prestonburg, Ky.	452
WDOD	Chattanooga, Tenn.	606
WDOE	Dunkirk, N. Y.	523
WDOG	Marine City, Mich.	480
WDOK	Cleveland, Ohio	562
WDOL	Athens, Ga.	407
WDON	Wheaton, Md.	466
WDOR	Sturgeon Bay, Wis.	664
WDOS	Oneonta, N. Y.	539
WDOT	Burlington, Vt.	638
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WDSC	Dillon, S. C.	600
WDSG	Dyersburg, Tenn.	607
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WEAU	Eau Claire, Wis.	660
WEAV	Plattsburg, N. Y.	540
WEAW	Evanston, Ill.	425
WEBB	Dundalk, Md.	465
WEBC	Duluth, Minn.	484
WEBJ	Brewton, Ala.	347
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WEBR	Buffalo, N. Y.	521
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WELY	Ely, Minn.	484
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WEMP	Milwaukee, Wis.	662
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WENA	Bayamon, P. R.	671
WENC	Whiteville, N. C.	556
WENE	Binghamton, N. Y.	521
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WENO	Nashville, Tenn.	612
WENT	Gloversville, N. Y.	525
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WEOA	Evansville, Ind.	431
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WEPM	Martinsburg, W. Va.	656
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WEYE	Sanford, N. C.	554
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WFTR	Front Royal, Va.	641
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WGAW	Gardner, Mass.	469
WGAY	Silver Spring, Md.	466
WGBA	Columbus, Ga.	410
WGBB	Freeport, N. Y.	525
WGBF	Evansville, Ind.	431
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WGBI	Scranton-Wilkes Barre, Pa.	593
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WGCB	Red Lion, Pa.	592
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WGEA	Geneva, Ala.	349
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WGR	Buffalo, N. Y.	523
WGRA	Cairo, Ga.	409
WGRC	Louisville, Ky.	450
WGRD	Grand Rapids, Mich.	478
WGRM	Greenwood, Miss.	490
WGRV	Greeneville, Tenn.	608
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WGSA	Ephrata, Pa.	584
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WGST	Atlanta, Ga.	408
WGSV	Guntersville, Ala.	350
WGSW	Greenwood, S. C.	601
WGTA	Summerville, Ga.	416
WGTC	Greenville, N. C.	550
WGTL	Kannapolis, N. C.	551
WGTM	Wilson, N. C.	556
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WGUY	Bangor, Me.	461
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WGVM	Greenville, Miss.	490
WGWC	Selma, Ala.	353
WGWR	Asheboro, N. C.	545
WGY	Schenectady, N. Y.	542
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WHAB	Baxley, Ga.	409
WHAI	Greenfield, Mass.	469
WHAK	Rogers City, Mich.	482
WHAL	Shelbyville, Tenn.	613
WHAM	Rochester, N. Y.	541
WHAN	Charleston, S. C.	599
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WHAV	Haverhill, Mass.	469
WHAW	Weston, W. Va.	658
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WHB	Kansas City, Mo.	498
WHBB	Selma, Ala.	353
WHBC	Canton, Ohio	561
WHBF	Rock Island, Ill.	429
WHBG	Harrisonburg, Va.	642
WHBI	Newark, N. J.	515
WHBL	Sheboygan, Wis.	664
WHBN	Harrodsburg, Ky.	449
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WHBQ	Memphis, Tenn.	611
WHBS	Huntsville, Ala.	350
WHBT	Harriman, Tenn.	608
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WHBY	Appleton, Wis.	659
WHCC	Waynesville, N. C.	556
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WHCU	Ithaca, N. Y.	526
WHDF	Houghton, Mich.	478
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WHDL	Olean, N. Y.	539
WHDM	McKenzie, Tenn.	610
WHEB	Portsmouth, N. H.	513
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WHED	Washington, N. C.	555
WHEE	Martinsville, Va.	643
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WHER	Memphis, Tenn.	611
WHFB	Benton Harbor-St. Joseph, Mich.	475
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WHGR	Houghton Lake, Mich.	478
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WHKY	Hickory, N. C.	550
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WHLS	Port Huron, Mich.	482
WHLT	Huntington, Ind.	433
WHMA	Anniston, Ala.	346
WHMI	Howell, Mich.	479
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WHRV	Ann Arbor, Mich.	473
WHSC	Hartsville, S. C.	601
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WHTB	Talladega, Ala.	353
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WHUB	Cookeville, Tenn.	607
WHUC	Hudson, N. Y.	526
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WIBB	Macon, Ga.	414
WIBC	Indianapolis, Ind.	433
WIBG	Philadelphia, Pa.	590
WIBM	Jackson, Mich.	479
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WINE	Buffalo, N. Y.	523
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WINS	New York, N. Y.	531
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WION	Ionia, Mich.	479
WIOU	Kokomo, Ind.	434
WIP	Philadelphia, Pa.	589
WIPA	Annapolis, Md.	463
WIPC	Lake Wales, Fla.	400
WIPS	Ticonderoga, N. Y.	543
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WIRY	Plattsburg, N. Y.	540
WIS	Columbia, S. C.	599
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WISH	Indianapolis, Ind.	433
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WJBB	Haleyville, Ala.	350
WJBC	Bloomington, Ill.	421
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WJBK	Detroit, Mich.	475
WJBL	Holland, Mich.	478
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WJCM	Sebring, Fla.	405
WJDA	Quincy, Mass.	470
WJDB	Thomasville, Ala.	353
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WJMA	Orange, Va.	644
WJMB	Brookhaven, Miss.	489
WJMC	Rice Lake, Wis.	664
WJMJ	Philadelphia, Pa.	590
WJMO	Cleveland, Ohio	563
WJMR	New Orleans, La.	457
WJMS	Ironwood, Mich.	479
WJMW	Athens, Ala.	346
WJMX	Florence, S. C.	600
WJNC	Jacksonville, N. C.	550
WJNO	West Palm Beach, Fla.	406
WJOB	Hammond, Ind.	433
WJOC	Jamestown, N. Y.	526
WJOI	Florence, Ala.	349
WJOL	Joliet, Ill.	426
WJON	St. Cloud, Minn.	487
WJOT	Lake City, S. C.	602
WJOY	Burlington, Vt.	638
WJPA	Washington, Pa.	594
WJPG	Green Bay, Wis.	660
WJPR	Greenville, Miss.	490
WJPS	Evansville, Ind.	432
WJPF	Herrin, Ill.	426
WJPD	Ishpeming, Mich.	479
WJQS	Jackson, Miss.	492
WJR	Detroit, Mich.	476
WJRD	Tuscaloosa, Ala.	353
WJRI	Lenoir, N. C.	551
WJSB	Crestview, Fla.	396
WJTN	Jamestown, N. Y.	526
WJUN	Mifflintown, Pa.	589
WJVA	South Bend, Ind.	435
WJW	Cleveland, Ohio	563
WJWL	Georgetown, Del.	393
WJWS	South Hill, Va.	646
WJXN	Jackson, Miss.	492
WJZM	Clarksville, Tenn.	606
WKAB	Mobile, Ala.	351
WKAI	Macomb, Ill.	427
WKAL	Rome, N. Y.	541
WKAM	Goshen, Ind.	432
WKAN	Kankakee, Ill.	427
WKAP	Allentown, Pa.	581
WKAQ	Santurce, P. R.	673
WKAT	Miami Beach, Fla.	401
WKAY	Glasgow, Ky.	449
WKBC	North Wilkesboro, N. C.	553
WKBH	La Crosse, Wis.	660
WKBI	St. Marys, Pa.	593
WKBJ	Milan, Tenn.	611
WKBL	Covington Tenn.	607
WKBN	Youngstown, Ohio	568
WKBO	Harrisburg, Pa.	585
WKBR	Manchester, N. H.	512
WKBV	Richmond, Ind.	435
WKBW	Buffalo, N. Y.	523
WKBX	Corinth, Miss.	490
WKBZ	Muskegon, Mich.	481
WKCB	Berlin, N. H.	511
WKCT	Bowling Green, Ky.	447
WKDA	Nashville, Tenn.	612
WKDK	Newberry, S. C.	602
WKDL	Clarksdale, Miss.	489
WKDN	Camden, N. J.	515
WKDX	Hamlet, N. C.	550
WKEI	Kewanee, Ill.	427
WKEN	Dover, Del.	393
WKEU	Griffin, Ga.	413
WKEY	Covington, Va.	640
WKGN	Knoxville, Tenn.	609
WKHM	Jackson, Mich.	480
WKIC	Hazard, Ky.	449
WKID	Champaign-Urbana, Ill.	423
WKIK	Leonardtown, Md.	465
WKIN	Kingsport, Tenn.	609
WKIP	Poughkeepsie, N. Y.	540
WKIS	Orlando, Fla.	402
WKIT	Garden City, N. Y.	525
WKIX	Raleigh, N. C.	553
WKJB	Mayaguez, P. R.	671
WKJG	Ft. Wayne, Ind.	432
WKKO	Cocoa, Fla.	395
WKLA	Ludington, Mich.	480
WKLC	St. Albans, W. Va.	658
WKLE	Washington, Ga.	417

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WKLF	Clanton, Ala.	348
WKLK	Cloquet, Minn.	484
WKLM	Wilmington, N. D.	556
WKLO	Louisville, Ky.	450
WKLV	Blackstone, Va.	639
WKLX	Paris, Ky.	452
WKLY	Hartwell, Ga.	413
WKLZ	Kalamazoo, Mich.	480
WKMC	Roaring Spring, Pa.	592
WKMF	Flint, Mich.	476
WKMH	Detroit-Dearborn, Mich.	475
WKMI	Kalamazoo, Mich.	480
WKMT	Kings Mountain, N. C.	551
WKNB	New Britain, Conn.	390
WKNE	Keene, N. H.	512
WKNX	Saginaw, Mich.	482
WKNY	Kingston, N. Y.	526
WKOA	Hopkinsville, Ky.	449
WKOK	Sunbury, Pa.	594
WKOP	Binghamton, N. Y.	521
WKOV	Wellston, Ohio	568
WKOW	Madison, Wis.	661
WKOX	Framingham, Mass.	469
WKOY	Bluefield, W. Va.	654
WKOZ	Kosciusko, Miss.	492
WKPA	New Kensington, Pa.	589
WKPT	Kingsport, Tenn.	609
WKRC	Cincinnati, Ohio	562
WKRC	Mobile, Ala.	351
WKRM	Columbia, Tenn.	607
WKRO	Cairo, Ill.	421
WKRS	Waukegan, Ill.	430
WKRT	Cortland, N. Y.	523
WKRZ	Oil City, Pa.	589
WKSB	Milford, Del.	393
WKSR	Pulaski, Tenn.	613
WKST	New Castle, Pa.	589
WKTG	Thomasville, Ga.	416
WKTM	Mayfield, Ky.	451
WKTQ	South Paris, Me.	463
WKTX	Atlantic Beach, Fla.	395
WKTY	La Crosse, Wis.	661
WKUL	Cullman, Ala.	348
WKVA	Lewistown, Pa.	587
WKVM	San Juan, P. R.	673
WKWF	Key West, Fla.	399
WKWK	Wheeling, W. Va.	658
WKXL	Concord, N. H.	511
WKXV	Knoxville, Tenn.	609
WKXY	Sarasota, Fla.	404
WKY	Oklahoma City, Okla.	572
WKYB	Paducah, Ky.	452
WKYR	Keyser, W. Va.	656
WKYW	Louisville, Ky.	450
WKZO	Kalamazoo, Mich.	480
WLAC	Nashville, Tenn.	612
WLAD	Danbury, Conn.	389
WLAF	Lafollette, Tenn.	609
WLAG	La Grange, Ga.	413
WLAK	Lakeland, Fla.	400
WLAM	Lewiston, Me.	461
WLAN	Lancaster, Pa.	587
WLAP	Lexington, Ky.	449
WLAQ	Rome, Ga.	415
WLAR	Athens, Tenn.	605
WLAS	Jacksonville, N. C.	551
WLAT	Conway, S. C.	600
WLAU	Laurel, Miss.	492

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WLAV	Grand Rapids, Mich.	478
WLAY	Muscle Shoals, Ala.	352
WLBA	Gainesville, Ga.	413
WLBB	Carrollton, Ga.	410
WLBC	Muncie, Ind.	434
WLBE	Leesburg, Fla.	400
WLBG	Laurens, S. C.	602
WLBH	Mattoon, Ill.	427
WLBJ	Bowling Green, Ky.	447
WLBK	De Kalb, Ill.	425
WLBN	Lebanon, Ky.	449
WLBR	Lebanon, Pa.	587
WLBS	Birmingham, Ala.	347
WLBZ	Bangor, Me.	461
WLC	La Crosse, Wis.	661
WLCM	Lancaster, S. C.	602
WLCO	Eustis, Fla.	397
WLCR	Torrington, Conn.	391
WLCS	Baton Rouge, La.	454
WLDB	Atlantic City, N. J.	513
WLDS	Jacksonville, Ill.	426
WLDY	Ladysmith, Wis.	661
WLEA	Hornell, N. Y.	525
WLEC	Sandusky, Ohio	567
WLEE	Richmond, Va.	644
WLET	Toccoa, Ga.	417
WLEU	Erie, Pa.	585
WLEW	Bad Axe, Mich.	473
WLEX	Lexington, Ky.	449
WLFA	Lafayette, Ga.	413
WLFH	Little Falls, N. Y.	526
WLIB	New York, N. Y.	533
WLIK	Newport, Tenn.	612
WLIL	Lenoir City, Tenn.	610
WLIP	Kenosha, Wis.	660
WLIS	Old Saybrook, Conn.	391
WLLH	Lowell-Lawrence, Mass.	469
WLLY	Richmond, Va.	644
WLMJ	Jackson, Ohio	565
WLNA	Peekskill, N. Y.	540
WLNH	Laconia, N. H.	512
WLOA	Braddock, Pa.	582
WLOB	Portland, Me.	462
WLOC	Munfordville, Ky.	451
WLOE	Leaksville, N. C.	551
WLOF	Orlando, Fla.	402
WLOG	Logan, W. Va.	656
WLOH	Princeton, W. Va.	658
WLOI	La Porte, Ind.	434
WLOK	Memphis, Tenn.	610
WLOL	Minneapolis, Minn.	486
WLON	Lincolnton, N. C.	551
WLOS	Asheville, N. C.	545
WLOU	Louisville, Ky.	450
WLOW	Norfolk, Va.	643
WLOX	Biloxi-Gulfport, Miss.	488
WLPM	Suffolk, Va.	646
WLPO	La Salle, Ill.	427
WLRP	New Albany, Ind.	435
WLS	Chicago, Ill.	424
WLSD	Big Stone Gap, Va.	639
WLSE	Wallace, N. C.	555
WLSH	Lansford, Pa.	587
WLSI	Pikeville, Ky.	452
WLSM	Louisville, Miss.	492
WLSV	Wellsville, N. Y.	544
WLTC	Gastonia, N. C.	548
WLVA	Lynchburg, Va.	642

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WLW	Cincinnati, Ohio	562
WLYC	Williamsport, Pa.	595
WLYN	Lynn, Mass.	469
WMAB	Munising, Mich.	481
WMAF	Madison, Fla.	400
WMAG	Forrest, Miss.	490
WMAJ	State College, Pa.	594
WMAK	Nashville, Tenn.	612
WMAL	Washington, D. C.	394
WMAM	Marinette, Wis.	661
WMAN	Mansfield, Ohio	565
WMAP	Monroe, N. C.	552
WMAQ	Chicago, Ill.	424
WMAS	Springfield, Mass.	471
WMAX	Grand Rapids, Mich.	478
WMAY	Springfield, Ill.	430
WMAZ	Macon, Ga.	414
WMBC	Macon, Miss.	492
WMBD	Peoria, Ill.	429
WMBG	Richmond, Va.	645
WMBH	Joplin, Mo.	498
WMBL	Morehead City, N. C.	552
WMBM	Miami Beach, Fla.	402
WMBN	Petoskey, Mich.	482
WMBO	Auburn, N. Y.	521
WMBR	Jacksonville, Fla.	399
WMBS	Uniontown, Pa.	594
WMC	Memphis, Tenn.	611
WMCA	New York, N. Y.	533
WMCD	Welch, W. Va.	658
WMCH	Church Hill, Tenn.	606
WMCK	McKeesport, Pa.	589
WMCW	Harvard, Ill.	426
WMDC	Hazlehurst, Miss.	491
WMDD	Fajardo, P. R.	671
WMDN	Midland, Mich.	481
WMEG	Eau Gallie, Fla.	397
WMEN	Tallahassee, Fla.	405
WMEV	Marion, Va.	642
WMEX	Boston, Mass.	467
WMFC	Monroeville, Ala.	351
WMFD	Wilmington, N. D.	556
WMFG	Hibbing, Minn.	485
WMFJ	Daytona Beach, Fla.	396
WMFR	High Point, N. C.	550
WMFS	Chattanooga, Tenn.	606
WMFT	Terre Haute, Ind.	436
WMGA	Moultrie, Ga.	415
WMGE	Madison, Ga.	414
WMGM	New York, N. Y.	535
WMGR	Bainbridge, Ga.	409
WMGW	Meadville, Pa.	589
WMGY	Montgomery, Ala.	351
WMIA	Arecibo, P. R.	671
WMIC	Monroe, Mich.	481
WMID	Atlantic City, N. J.	513
WMIE	Miami, Fla.	401
WMIK	Middlesboro, Ky.	451
WMIL	Wilwaukee, Wis.	662
WMIN	St. Paul, Minn.	487
WMIQ	Iron Mountain, Mich.	479
WMIS	Natchez, Miss.	493
WMIX	Mt. Vernon, Ill.	428
WMJM	Cordele, Ga.	410
WMLF	Pineville, Ky.	452
WMLP	Milton, Pa.	589
WMLS	Sylacauga, Ala.	353
WMLT	Dublin, Ga.	412
WMLV	Millville, N. J.	515
WMMA	Miami, Fla.	401
WMMB	Melbourne, Fla.	400
WMMH	Marshall, N. C.	552
WMMN	Fairmont, W. Va.	655
WMMS	Bath, Me.	461
WMMT	McMinnville, Tenn.	610
WMMW	Meriden, Conn.	389
WMNA	Gretna, Va.	641
WMNB	North Adams, Mass.	470
WMNC	Morganton, N. C.	552
WMNE	Menomonie, Wis.	662
WMNS	Olean, N. Y.	539
WMOA	Marietta, Ohio	566
WMOD	Moundsville, W. Va.	657
WMOG	Brunswick, Ga.	409
WMOH	Hamilton, Ohio	565
WMOK	Metropolis, Ill.	427
WMON	Montgomery, W. Va.	657
WMOO	Milford, Mass.	470
WMOP	Ocala, Fla.	402
WMOR	Morehead, Ky.	451
WMOX	Meridian, Miss.	493
WMOZ	Mobile, Ala.	351
WMPA	Aberdeen, Miss.	488
WMPL	Hancock, Mich.	478
WMPM	Smithfield, N. C.	554
WMPS	Memphis, Tenn.	611
WMPT	South Williamsport, Pa.	594
WMRB	Greenville, S. C.	601
WMRE	Monroe, Ga.	414
WMRF	Lewistown, Pa.	587
WMRI	Marion, Ind.	434
WMRN	Marion, Ohio	566
WMRO	Aurora, Ill.	421
WMRP	Flint, Mich.	476
WMSA	Massena, N. Y.	527
WMSC	Columbia, S. C.	600
WMSJ	Sylva, N. C.	555
WMSL	Decatur, Ala.	348
WMSN	Raleigh, N. C.	553
WMSR	Manchester, Tenn.	610
WMT	Cedar Rapids, Iowa	437
WMTA	Central City, Ky.	447
WMTC	Vancleve, Ky.	453
WMTE	Manistee, Mich.	480
WMTM	Moultrie, Ga.	415
WMTN	Morristown, Tenn.	611
WMTR	Morristown, N. J.	515
WMTS	Murfreesboro, Tenn.	612
WMUS	Muskegon, Mich.	481
WMUU	Greenville, S. C.	601
WMVA	Martinsville, Va.	643
WMVG	Milledgevile, Ga.	414
WMVO	Mt. Vernon, Ohio	566
WMYB	Myrtle Beach, S. C.	602
WMYR	Ft. Myers, Fla.	398
WNAB	Bridgeport, Conn.	389
WNAC	Boston, Mass.	467
WNAE	Warren, Pa.	594
WNAG	Grenada, Miss.	490
WNAH	Nashville, Tenn.	612
WNAM	Neenah, Wis.	663
WNAR	Norristown, Pa.	589
WNAT	Natchez, Miss.	493
WNAU	New Albany, Miss.	493
WNAV	Annapolis, Md.	464
WNAX	Yankton, S. D.	605

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WNBF	Binghamton, N. Y.	521
WNBH	New Bedford, Mass.	470
WNBP	Newburyport, Mass.	470
WNBS	Murray, Ky.	451
WNBT	Wellsboro, Pa.	594
WNBZ	Saranac Lake, N. Y.	541
WNCA	Siler City, N. C.	554
WNCC	Barnsboro, Pa.	582
WNDB	Daytona Beach, Fla.	396
WNDR	Syracuse, N. Y.	543
WNDU	South Bend, Ind.	435
WNEB	Worcester, Mass.	472
WNEG	Toccoa, Ga.	417
WNEL	Caguas, P. R.	671
WNER	Live Oak, Fla.	400
WNES	Central City, Ky.	447
WNEW	New York, N. Y.	535
WNEX	Macon, Ga.	414
WNGO	Mayfield, Ky.	451
WNHC	New Haven, Conn.	391
WNIA	Buffalo, N. Y.	523
WNIL	Niles, Mich.	481
WNIX	Springfield, Vt.	639
WNJR	Newark, N. J.	515
WNKY	Neon, Ky.	451
WNLA	Indianola, Miss.	491
WNLC	New London, Conn.	391
WNLK	Norwalk, Conn.	391
WNMP	Evanston, Ill.	425
WNNC	Newton, N. C.	553
WNNJ	Newton, N. J.	515
WNNT	Warsaw, Va.	646
WNOE	New Orleans, La.	458
WNOG	Naples, Fla.	402
WNOK	Columbia, S. C.	600
WNOP	Newport, Ky.	451
WNOR	Norfolk, Va.	643
WNOS	High Point, N. C.	550
WNOW	York, Pa.	596
WNOX	Knoxville, Tenn.	609
WNPT	Tuscaloosa, Ala.	353
WNRC	New Rochelle, N. Y.	527
WNRG	Grundy, Va.	641
WNRI	Woonsocket, R. I.	597
WNRV	Narrows, Va.	643
WNSL	Laurel, Miss.	492
WNVA	Norton, Va.	644
WNXT	Portsmouth, Ohio	567
WNYS	Salamanca, N. Y.	541
WOAI	San Antonio, Tex.	632
WOAP	Owosso, Mich.	481
WOAY	Oak Hill, W. Va.	657
WOBS	Jacksonville, Fla.	399
WOBT	Rhinelander, Wis.	664
WOC	Davenport, Iowa	438
WOCB	West Yarmouth, Mass.	471
WOCH	North Vernon, Ind.	435
WOHI	East Liverpool, Ohio	564
WOHO	Toledo, Ohio	567
WOHP	Bellefontaine, Ohio	559
WOHS	Shelby, N. C.	554
WOIC	Columbia, S. C.	600
WOKE	Oak Ridge, Tenn.	613
WOKJ	Jackson, Miss.	492
WOKK	Meridian, Miss.	493
WOKO	Albany, N. Y.	520
WOKY	Milwaukee, Wis.	662
WOKZ	Alton, Ill.	421
WOL	Washington, D. C.	394
WOLF	Syracuse, N. Y.	543
WOLS	Florence, S. C.	600
WOMI	Owensboro, Ky.	452
WOMT	Manitowoc, Wis.	661
WOND	Pleasantville, N. J.	516
WONE	Dayton, Ohio	564
WONG	Oneida, N. Y.	539
WONN	Lakeland, Fla.	400
WONW	Defiance, Ohio	564
WOOD	Grand Rapids, Mich.	478
WOOF	Dothan, Ala.	348
WOOK	Washington, D. C.	394
WOOO	DeLand, Fla.	397
WOPA	Oak Park, Ill.	428
WOPI	Bristol, Tenn.	605
WOR	New York, N. Y.	535
WORA	Mayaguez, P. R.	671
WORC	Worcester, Mass.	472
WORD	Spartanburg, S. C.	603
WORK	York, Pa.	596
WORL	Boston, Mass.	468
WORM	Savannah, Tenn.	613
WORX	Madison, Ind.	434
WOSA	Wausau, Wis.	665
WOSC	Fulton, N. Y.	525
WOSH	Oshkosh, Wis.	663
WOTR	Corry, Pa.	584
WOTW	Nashua, N. H.	513
WOV	New York, N. Y.	537
WOW	Omaha, Neb.	509
WOWL	Florence, Ala.	349
WOWO	Ft. Wayne, Ind.	432
WOXF	Oxford, N. C.	553
WOZK	Ozark, Ala.	352
WPAB	Ponce, P. R.	672
WPAC	Patchogue, N. Y.	540
WPAD	Paducah, Ky.	452
WPAG	Ann Abor, Mich.	473
WPAL	Charleston, S. C.	599
WPAM	Pottsville, Pa.	592
WPAQ	Mt. Airy, N. C.	552
WPAR	Parkersburg, W. Va.	657
WPAT	Paterson, N. J.	516
WPAW	Pawtucket, R. I.	597
WPAX	Thomasville, Ga.	416
WPAY	Portsmouth, Ohio	567
WPAZ	Pottstown, Pa.	592
WPBB	Jackson, Ala.	350
WPBC	Minneapolis, Minn.	486
WPCF	Panama City, Fla.	403
WPCO	Mount Vernon, Ind.	434
WPCT	Putnam, Conn.	391
WPDM	Potsdam, N. Y.	540
WPDQ	Jacksonville, Fla.	399
WPDR	Portage, Wis.	663
WPDX	Clarksburg, W. Va.	655
WPEG	Arlington, Fla.	395
WPEN	Philadelphia, Pa.	590
WPEO	Peoria, Ill.	429
WPEP	Taunton, Mass.	471
WPET	Greensboro, N. C.	549
WPFA	Pensacola, Fla.	403
WPFB	Middletown, Ohio	566
WPFD	Darlington, S. C.	600
WPFP	Park Falls, Wis.	663
WPGC	Morningside, Md.	465
WPGW	Portland, Ind.	435
WPIC	Sharon, Pa.	593

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WPIK	Alexandria, Va.	639
WPIN	St. Petersburg, Fla.	404
WPIT	Pittsburgh, Pa.	591
WPKE	Pikeville, Ky.	452
WPKO	Waverly, Ohio	568
WPKY	Princeton, Ky.	452
WPLA	Plant City, Fla.	404
WPLH	Huntington, W. Va.	656
WPLM	Plymouth, Mass.	470
WPLY	Plymouth, Wis.	663
WPME	Punxsutawney, Pa.	592
WPMP	Pascagoula, Miss.	493
WPNF	Brevard, N. C.	546
WPNX	Phenix City, Ala.	352
WPON	Pontiac, Mich.	482
WPOP	Hartford, Conn.	389
WPOR	Portland, Me.	462
WPOW	New York, N. Y.	537
WPPA	Pottsville, Pa.	592
WPRA	Mayaguez, P. R.	671
WPRC	Lincoln, Ill.	427
WPRE	Prairie du Chien, Wis.	663
WPRO	Providence, R. I.	597
WPRP	Ponce, P. R.	672
WPRS	Paris, Ill.	428
WPRW	Manassas, Va.	642
WPRY	Perry, Fla.	403
WPTF	Raleigh, N. C.	553
WPTR	Albany, N. Y.	520
WPTS	Pittston, Pa.	592
WPTW	Piqua, Ohio	566
WPTX	Lexington Park, Md.	465
WPUV	Pulaski, Va.	644
WPVA	Petersburg, Va.	644
WPVL	Painesville, Ohio	566
WQAM	Miami, Fla.	401
WQBC	Vicksburg, Miss.	494
WQIK	Jacksonville, Fla.	399
WQOK	Greenville, S. C.	601
WQSN	Charleston, S. C.	599
WQUA	Moline, Ill.	427
WQUB	Galesburg, Ill.	426
WQXI	Atlanta, Ga.	408
WQXR	New York, N. Y.	539
WQXT	Palm Beach, Fla.	403
WRAC	Racine, Wis.	663
WRAD	Radford, Va.	644
WRAG	Carrollton, Ala.	348
WRAJ	Anna, Ill.	421
WRAK	Williamsport, Pa.	596
WRAL	Raleigh, N. C.	553
WRAM	Monmouth, Ill.	428
WRAP	Norfolk, Va.	643
WRAW	Reading, Pa.	592
WRAY	Princeton, Ind.	435
WRBC	Jackson, Miss.	492
WRBL	Columbus, Ga.	410
WRC	Washington, D. C.	394
WRCA	New York, N. Y.	539
WRCD	Dalton, Ga.	412
WRCO	Richland Center, Wis.	664
WRCS	Ahoskie, N. C.	545
WRCV	Philadelphia, Pa.	590
WRDB	Reedsburg, Wis.	663
WRDO	Augusta, Me.	460
WRDW	Augusta, Ga.	409
WREB	Holyoke, Mass.	469
WREC	Memphis, Tenn.	611
WREL	Lexington, Va.	642
WREN	Topeka, Kans.	446
WREV	Reidsville, N. C.	553
WRFC	Athens, Ga.	407
WRFD	Worthington, Ohio	568
WRFS	Alexander City, Ala.	346
WRFW	Eau Claire, Wis.	660
WRGA	Rome, Ga.	415
WRGS	Rogersville, Tenn.	613
WRHC	Jacksonville, Fla.	399
WRHI	Rock Hill, S. C.	603
WRIB	Providence, R. I.	597
WRIC	Richlands, Va.	644
WRIO	Rio Piedras, P. R.	672
WRIS	Roanoke, Va.	645
WRIT	Milwaukee, Wis.	662
WRIV	Riverhead, N. Y.	540
WRJN	Racine, Wis.	663
WRJW	Picayune, Miss.	494
WRKD	Rockland, Me.	463
WRKH	Rockwood, Tenn.	613
WRLD	West Point, Ga.	418
WRMA	Montgomery, Ala.	351
WRMF	Titusville, Fla.	406
WRMN	Elgin, Ill.	425
WRNB	New Bern, N. C.	552
WRNL	Richmond, Va.	645
WROB	West Point, Miss.	494
WROD	Daytona Beach, Fla.	397
WROK	Rockford, Ill.	429
WROM	Rome, Ga.	415
WRON	Ronceverte, W. Va.	658
WROS	Scottsboro, Ala.	352
WROV	Roanoke, Va.	645
WROW	Albany, N. Y.	520
WROX	Clarksdale, Miss.	489
WROY	Carmi, Ill.	421
WRPB	Warner Robbins, Ga.	417
WRR	Dallas, Tex.	620
WRRF	Washington, N. C.	555
WRRR	Rockford, Ill.	429
WRRZ	Clinton, N. C.	547
WRSA	Saratoga Springs-Glens Falls, N. Y.	541
WRSW	Warsaw, Ind.	436
WRTA	Altoona, Pa.	581
WRUF	Gainesville, Fla.	398
WRUM	Rumford, Me.	463
WRUN	Utica, N. Y.	543
WRUS	Russellville, Ky.	453
WRVA	Richmond, Va.	645
WRVK	Renfro Valley, Ky.	453
WRVM	Rochester, N. Y.	541
WRWB	Kissimmee, Fla.	399
WRWJ	Selma, Ala.	353
WRXO	Roxboro, N. C.	554
WSAC	Ft. Knox, Ky.	448
WSAI	Cincinnati, Ohio	561
WSAL	Logansport, Ind.	434
WSAM	Saginaw, Mich.	482
WSAN	Allentown, Pa.	581
WSAR	Fall River, Mass.	468
WSAT	Salisbury, N. C.	554
WSAU	Wausau, Wis.	665
WSAV	Savannah, Ga.	416
WSAY	Rochester, N. Y.	541
WSAZ	Huntington, W. Va.	656
WSB	Atlanta, Ga.	408

Station	City—State	Page
WSBA	York, Pa.	596
WSBB	New Smyrna Beach, Fla.	402
WSBC	Chicago, Ill.	424
WSBS	Great Barrington, Mass.	469
WSBT	South Bend, Ind.	435
WSCR	Scranton, Pa.	593
WSDB	Homestead, Fla.	398
WSDR	Sterling, Ill.	430
WSEV	Sevierville, Tenn.	613
WSFB	Quitman, Ga.	415
WSFC	Somerset, Ky.	453
WSFT	Thomaston, Ga.	416
WSGA	Savannah, Ga.	416
WSGC	Elberton, Ga.	412
WSGN	Birmingham, Ala.	347
WSGW	Saginaw, Mich.	482
WSHE	Sheboygan, Wis.	664
WSIC	Statesville, N. C.	555
WSID	Baltimore, Md.	464
WSIG	Mount Jackson, Va.	643
WSIP	Paintsville, Ky.	452
WSIR	Winter Haven, Fla.	406
WSIV	Pekin, Ill.	428
WSIX	Nashville, Tenn.	612
WSIZ	Douglas, Ga.	412
WSJC	Magee, Miss.	493
WSJM	Saint Joseph, Mich.	482
WSJS	Winston-Salem, N. C.	556
WSKI	Montpelier, Vt.	638
WSKN	Saugerties, N. Y.	542
WSKP	Miami, Fla.	401
WSKY	Asheville, N. C.	545
WSLB	Ogdensburg, N. Y.	539
WSLI	Jackson, Miss.	492
WSLM	Salem, Ind.	435
WSLS	Roanoke, Va.	645
WSM	Nashville, Tenn.	612
WSMB	New Orleans, La.	458
WSME	Sanford, Me.	463
WSMI	Litchfield, Ill.	427
WSMT	Sparta, Tenn.	613
WSNJ	Bridgeton, N. J.	513
WSNT	Sandersville, Ga.	415
WSNW	Seneca, S. C.	603
WSNY	Schenectady, N. Y.	542
WSOC	Charlotte, N. C.	546
WSOK	Nashville, Tenn.	612
WSON	Henderson, Ky.	449
WSOO	Sault Ste. Marie, Mich.	482
WSOY	Decatur, Ill.	425
WSPA	Spartanburg, S. C.	603
WSPB	Sarasota, Fla.	405
WSPD	Toledo, Ohio	567
WSPN	Saratoga Springs, N. Y.	541
WSPR	Springfield, Mass.	471
WSPT	Stevens Point, Wis.	664
WSRC	Durham, N. C.	547
WSRS	Cleveland Heights, Ohio	563
WSRW	Hillsboro, Ohio	565
WSSB	Durham, N. C.	547
WSSC	Sumter, S. C.	603
WSSO	Starkville, Miss.	494
WSSV	Petersburg, Va.	644
WSTA	St. Thomas, V. I.	673
WSTC	Stamford, Conn.	391
WSTL	Eminence, Ky.	448
WSTN	St. Augustine, Fla.	404
WSTP	Salisbury, N. C.	554
WSTR	Sturgis, Mich.	483
WSTU	Stuart, Fla.	405
WSTV	Steubenville, Ohio	567
WSUH	Oxford, Miss.	493
WSUN	St. Petersburg, Fla.	404
WSUX	Seaford, Del.	393
WSVA	Harrisonburg, Va.	642
WSVS	Crewe, Va.	640
WSWN	Belle Glade, Fla.	395
WSWW	Platteville, Wis.	663
WSYB	Rutland, Vt.	638
WSYD	Mount Airy, N. C.	552
WSYL	Sylvania, Ga.	416
WSYR	Syracuse, N. Y.	543
WTAB	Tabor City, N. C.	555
WTAC	Flint, Mich.	477
WTAD	Quincy, Ill.	429
WTAG	Worcester, Mass.	472
WTAL	Tallahassee, Fla.	405
WTAM	Atlanta, Ga.	408
WTAN	Clearwater, Fla.	395
WTAO	Cambridge, Mass.	468
WTAQ	La Grange, Ill.	427
WTAR	Norfolk, Va.	643
WTAW	Bryan, Tex.	617
WTAX	Springfield, Ill.	430
WTAY	Robinson, Ill.	429
WTBC	Tuscaloosa, Ala.	354
WTBF	Troy, Ala.	353
WTBO	Cumberland, Md.	465
WTCB	Flomaton, Ala.	349
WTCH	Shawano, Wis.	664
WTCJ	Tell City, Ind.	436
WTCM	Traverse City, Mich.	483
WTCN	Minneapolis-St. Paul, Minn.	486
WTCO	Campbellsville, Ky.	447
WTCR	Ashland, Ky.	447
WTCS	Fairmont, W. Va.	655
WTCW	Whitesburg, Ky.	453
WTEL	Philadelphia, Pa.	590
WTHE	Spartanburg, S. C.	603
WTHI	Terre Haute, Ind.	436
WTHR	Panama City, Fla.	403
WTIC	Hartford, Conn.	389
WTIG	Massillon, Ohio	566
WTIK	Durham, N. C.	547
WTIL	Mayaguez, P. R.	672
WTIM	Taylorville, Ill.	430
WTIP	Charleston, W. Va.	655
WTIV	Titusville, Pa.	594
WTIX	New Orleans, La.	458
WTJH	East Point, Ga.	412
WTJS	Jackson, Tenn.	608
WTKM	Hartford, Wis.	660
WTKO	Ithaca, N. Y.	526
WTLB	Utica, N. Y.	543
WTLG	Bowling Green, Ohio	559
WTLS	Tallassee, Ala.	353
WTMA	Charleston, S. C.	599
WTMC	Ocala, Fla.	402
WTMJ	Milwaukee, Wis.	662
WTNC	Thomasville, N. C.	555
WTND	Orangeburg, S. C.	602
WTNJ	Trenton, N. J.	516
WTNS	Coshocton, Ohio	563
WTNT	Tallahassee, Fla.	405
WTOB	Winston-Salem, N. C.	556

Station	City—State	Page
WTOC	Savannah, Ga.	416
WTOD	Toledo, Ohio	567
WTOE	Spruce Pine, N. C.	555
WTOL	Toledo, Ohio	568
WTON	Staunton, Va.	646
WTOP	Washington, D. C.	394
WTOR	Torrington, Conn.	392
WTOW	Towson, Md.	466
WTPR	Paris, Tenn.	613
WTPS	New Orleans, La.	458
WTRA	Latrobe, Pa.	587
WTRB	Ripley, Tenn.	613
WTRC	Elkhart, Ind.	431
WTRL	Bradenton, Fla.	395
WTRN	Tyrone, Pa.	594
WTRO	Dyersburg, Tenn.	607
WTRP	LaGrange, Ga.	414
WTRR	Sanford, Fla.	404
WTRU	Muskegon, Mich.	481
WTRW	Two Rivers, Wis.	665
WTRX	Bellaire, Ohio	559
WTRY	Troy, N. Y.	543
WTSA	Brattleboro, Vt.	638
WTSB	Lumberton, N. C.	552
WTSL	Lebanon, N. H.	512
WTSN	Dover, N. H.	512
WTSP	St. Petersburg, Fla.	404
WTSV	Claremont, N. H.	511
WTTB	Vero Beach, Fla.	406
WTTH	Port Huron, Mich.	482
WTTL	Madisonville, Ky.	451
WTTM	Trenton, N. J.	516
WTTN	Watertown, Wis.	665
WTTR	Westminster, Md.	466
WTTS	Bloomington, Ind.	431
WTUC	Union City, Tenn.	614
WTUP	Tupelo, Miss.	494
WTUS	Tuskegee, Ala.	354
WTUX	Wilmington, Del.	393
WTVB	Coldwater, Mich.	475
WTVL	Waterville, Me.	463
WTVN	Columbus, Ohio	563
WTWA	Thomson, Ga.	416
WTWN	St. Johnsbury, Vt.	639
WTXL	West Springfield, Mass.	471
WTYC	Rock Hill, S. C.	603
WTYM	Springfield, Mass.	471
WTYN	Tryon, N. C.	555
WTYS	Marianna, Fla.	400
WULA	Eufaula, Ala.	349
WUSJ	Lockport, N. Y.	526
WUST	Washington, D. C.	394
WVAM	Altoona, Pa.	581
WVCG	Coral Gables, Fla.	395
WVCH	Chester, Pa.	583
WVEC	Hampton, Va.	642
WVET	Rochester, N. Y.	541
WVIM	Vicksburg, Miss.	494
WVJP	Caguas, P. R.	671
WVJS	Owensboro, Ky.	452
WVKO	Columbus, Ohio	563
WVLK	Lexington, Ky.	450
WVLN	Olney, Ill.	428
WVMC	Mount Carmel, Ill.	428
WVMI	Biloxi, Miss.	488
WVNA	Tuscumbia, Ala.	354
WVNJ	Newark, N. J.	515
WVOK	Birmingham, Ala.	347
WVOP	Vidalia, Ga.	417
WVOS	Liberty, N. Y.	526
WVOT	Wilson, N. C.	556
WVOW	Logan, W. Va.	656
WVPO	Stroudsburg, Pa.	594
WVSC	Somerset, Pa.	593
WVVW	Grafton-Fairmont, W. Va.	655
WWBC	Bay City, Mich.	473
WWBD	Bamberg, S. C.	598
WWBZ	Vineland, N. J.	517
WWCA	Gary, Ind.	432
WWCO	Waterbury, Conn.	392
WWDC	Washington, D. C.	394
WWEZ	New Orleans, La.	458
WWGP	Sanford, N. C.	554
WWGS	Tifton, Ga.	417
WWHG	Hornell, N. Y.	526
WWIL	Ft. Lauderdale, Fla.	398
WWIN	Baltimore, Md.	464
WWIT	Canton, N. C.	546
WWJ	Detroit, Mich.	476
WWKY	Winchester, Ky.	453
WWL	New Orleans, La.	458
WWNC	Asheville, N. C.	545
WWNH	Rochester, N. H.	513
WWNR	Beckley, W. Va.	654
WWNS	Statesboro, Ga.	416
WWNY	Watertown, N. Y.	544
WWOD	Lynchburg, Va.	642
WWOK	Charlotte, N. C.	547
WWOL	Buffalo, N. Y.	523
WWON	Woonsocket, R. I.	598
WWPA	Williamsport, Pa.	596
WWPF	Palatka, Fla.	403
WWRI	West Warwick, R. I.	597
WWRL	Woodside, N. Y.	545
WWSC	Glens Falls, N. Y.	525
WWSR	St. Albans, Vt.	638
WWST	Wooster, Ohio	568
WWSW	Pittsburgh, Pa.	592
WWTB	Tampa, Fla.	405
WWVA	Wheeling, W. Va.	658
WWWB	Jasper, Ala.	350
WWWF	Fayette, Ala.	349
WWWR	Russellville, Ala.	352
WWWW	Rio Piedras, P. R.	672
WWXL	Manchester, Ky.	451
WWYO	Pineville, W. Va.	658
WXAL	Demopolis, Ala.	348
WXGI	Richmond, Va.	645
WXLW	Indianapolis, Ind.	433
WXOK	Baton Rouge, La.	454
WXRF	Guayama, P. R.	671
WXXX	Hattiesburg, Miss.	491
WXYZ	Detroit, Mich.	476
WYCL	York, S. C.	603
WYDE	Birmingham, Ala.	347
WYLD	New Orleans, La.	457
WYMB	Manning, S. C.	602
WYOU	Newport News, Va.	643
WYSE	Lakeland, Fla.	400
WYSR	Franklin, Va.	641
WYTI	Rocky Mount, Va.	645
WYVE	Wytheville, Va.	647
WYZE	Atlanta, Ga.	408
WZIP	Covington, Ky.	448
WZOB	Ft. Payne, Ala.	349
WZOK	Jacksonville, Fla.	399
WZRO	Jacksonville Beach, Fla.	399
WZYX	Cowan, Tenn.	607

Alabama

Pop. March 1 (Est.)—3,237,000; Families—832,000; Lic. Stations—100, Sta. CP's—5; Radio Homes—796,000; TV Homes—492,000

WAVU—Albertville—1947

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sand Mt. Bcstg. Service
Business-Studio Address.....P. O. Box 411
Tel.: 830.....News Service, UP
Transcription Service .....World
Gen. Mgr. .....Pat M. Courington
Comm. Mgr.....Bill Hagler
Sales Prom. Mgr.....John Culp

WRFS—Alexander City—1947 KBS

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By..Piedmont Service Corp.
Business-Studio Address .....12 Main St.
News Service .....UP
Transcription Service.....Thesaurus
Representative ....Sears & Ayers, Dixieland
Membership .....NAB, RAB
General Mgr. .....Jim Whatley

WCTA—Andalusia—1946 KBS

Frequency: 920 Kc..Power: 5 Kw. d., 500 W. n.
Owned-Oper. By....Andalusia Bcstg. Co., Inc.
Address .....Sanford Rd.
Tel.: 1340.....News Service, AP
Transcription Service.....RCA
Membership .....NAB, RAB
Pres., Gen. Mgr.....J. Dige Bishop
Sales Prom. Manager .....Don Cooke
Program Director.....Jeanette Powell

WANA—Anniston—1954—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Gadsden Radio Co.
Address.....Box 509
Tel.: AD 7-1627.....News Service: UP
Rep. .....McGillvra, Inc.
Owner.....C. L. Graham
General Mgr.....Mac M. Thomas

WHMA—Anniston—1938—ABN

Frequency: 1390 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By..Anniston Bcstg. Co., Inc.
Business-Studio Address.....Radio Bldg.
Tel.: AD 6-7545.....News Service, UP
Newspaper Affil.....Anniston Star
Transcription Service.....World-Langworth
Representative .....Walker
Membership .....NAB
President.....Harry M. Ayers
Gen.-Sta. Mgr.....Malcolm Street
Program Director.....Rosamond Ponder
Publicity Director.....E. Cody Hall
Sales Prom. Mgr.....W. Hall Wray
Chief Engineer.....James A. Hudson

WJMW—Athens—1948

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By...Athens Bcstg. Co., Inc.
Business-Studio Address.....Hine St.
Tel.: 565.....News Service: AP
Trans. Ser.....SESAC
Pres.-Gen. Mgr.....Homer F. Dunnavant
Program Dir.....Robt. V. Dunnavant
Chief Eng.....William G. Mitchell

WATM—Atmore—1949

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Southland Bcstg. Co.
Address.....P. O. Box 59
Tel.: 50.....News Service, UP
Transcription Service .....World
Gen. Mgr., Ch. Eng.....T. C. Miniard
Comm. Mgr.,.....Julia Miniard

WAUD—Auburn—1947—ABN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Auburn Bcstg. Co.
Address .....Box 391
Tel.: 1240.....News Service, AP
Pres., Gen.-Sta. Mgr.....Elmer G. Salter
Sales Prom. Mgr.....Bob Sanders
Chief Engineer.....George Murphy

WBCA—Bay Minette—1957 KBS

Frequency: 1150 Kc.....Power: 1 Kw., d.
Owned.....SW Alabama Bcstg. Co., Inc.
Address .....Box 426
Tel.: 2281.....News Service: UP
Representative .....Best
Gen. Mgr.....Jim Stewart
Prog. Dir.....Al Perkins

WBCO—Bessemer—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Bessemer Bcstg. Co., Inc.
Business Address.....Box 510
Telephone .....HA 5-2182
Representative.....Stars National, Inc.
Membership .....NAB
Pres.....J. E. Lanier
General Manager.....Dean R. Upson

WAPI—Birmingham—1922 NBC

Frequency: 1070 Kc.....Power: 10,000 Watts
Oper. By.....Central N. Y. Broadcasting
Address.....P. O. Box 2553
Tel.: 4-2466.....News Service: AP
Newspaper Affil.....Birmingham News

Representative.....John Blair
Membership .....NAB, RAB
Gen. Mgr.....Charles F. Grisham
VP Programming.....Ray A. Furr
Sales Dir.....Albert J. Gillen
Publicity Director.....James Chenoweth
Chief Engineer.....J. V. Sanderson

WBRC—Birmingham—1925
CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....WBRC, Inc.
Address .....1729 2nd Ave., N.
Tel.: AL 2-3172.....News Service, AP
Transcription Service .....Standard
Representative .....Katz
Membership .....NAB, RAB
Gen. Mgr.....R. L. Bevington
Merchandising Mgr.....Rena Webb
Nat. Sales Mgr.....G. O. Privett
Prog. Dir.....Fox Lightfoot
Chief Engineer.....Robert L. DuPriest

WCRT—Birmingham—1953

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chapman Radio-TV Co.
Business Address.....725 S. 22nd St.
Tel.: AL 2-3019.....News Service: UP
Membership .....NAB
Owners.....W. A. & G. K. Chapman
Gen., Com., Mgr.....Rudy C. Clark

WEDR—Birmingham—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Edwin H. Estes
Business Address.....1417 Fourth Ave. N.
Tel.: 4-0925.....News Service: UP
Representaiive.....John E. Pearson
Owner.....Edwin H. Estes
Gen. Mgr.....William R. Kennedy

WEZB—Birmingham—1953

Frequency: 1320 Kc.....Power: 1 Kw. d.
Owned:.....Gene Newman Radio, Inc.
Address .....Dinkler-Tutwiler Hotel
Tel.: FA 2-4641.....News Service: UP
Membership .....NAB
Gen., Comm. Mgr.....Gene Newman
Local Sales.....Gaines Allen
Prog. Dir.....Ward McIntyre

WJLD—Birmingham—1942

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Johnston Bcstg. Co.
Business Address.....Box 5767, Birmingham
Tel.: FA 4-3466.....News Service, UP
Representative .....Forjoe
President.....George Johnston, Jr.
Gen. Manager.....James Connolly
Program Director.....Jean Davis
Sales Prom., Comm. Mgr.....Otis Dodge
Pub. Dir.....Rena Harris
Chief Engineer.....Cliff Goggins

WLBS—Birmingham—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WLBS, Inc.
Address.....710 S. 22nd St.
Tel.: FA 4-2541.....News Service: UP
Representative .....Walker
Pres. .....Faye N. Puett
Gen., Comm. Mgr.....Bob Bingham
Pub. Dir.....W. L. Steadman
Program Dir.....Grady Puett
Chief Eng.....Gordon Bishop

WSGN—Birmingham—1927
ABN

Frequency: 610 Kc..Power: 5Kw. d., 1 Kw. n.
Owned.....Winston-Salem Broadcasting Co.
Address .....2320 7th Avenue South
Tel.: FA 2-3434.....News Service, UP
Transcription Service .....World
Rep.....Venard, Rintoul & McConnell; Ayers
President.....James W. Coan
Gen. Mgr.....Ben K. McKinnon
Comm. Mgr.....Henry Sullivan
Prog. Dir.....Horace D. Pumphrey
Pub. Dir.....Sylvia J. Moore
Chief Engineer.....Emmett J. Smith

WVOK—Birmingham—1947

Frequency: 690 Kc....Power: 50,000 Watts d.
Owned-Oper. By.....Voice of Dixie, Inc.
Address .....P. O. Box 2468
Tel.: ST 7-2601.....News Service: UP
Representative .....Radio-TV Reps., Inc.
Membership .....NAB
Pres., Gen., Sta. Mgr.....Iralee W. Benns
Comm., Sales Mgr., Prog., Pub. Dir..Ira Leslie
Chief Engineer.....R. G. Blaskow

WYDE—Birmingham—1946
MBS

Frequency: 850 Kc..Power: 10 Kw. d., 1 Kw. n.
Owned-Oper. By.....The Bartell Group
Address.....1901 Montgomery Hi-way
News Service .....UP
Transcription Service .....Langworth
Representative .....Weed, Clarke Brown
Exec. V.P.....Morton J. Wagner
Gen. Mgr.....T. W. Thuman
Program Director.....William Burns
Publicity Director.....Arthur Plaut
Chief Engineer.....Ray Lowery

WEBJ—Brewton—1947
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Brewton Bcstg. Co.
Business Address.....Brewton, Ala.
Tel.: 1000.....News Service, AP
Membership .....NAB
Representative .....Dora-Clayton
Pres. .....W. Emmett Brooks
Station Mgr.....John Raines

WRAG—Carrollton—1951

Frequency: 590 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Pickens County Bcstg. Co.
Address.....Box 71
Tel.: 2364.....News Service: UP
Representative .....Continental
President.....R. E. Hook
Sta. Mgr.....Carl Sauceman
Treasurer .....W. E. Farrar

WKLF—Clanton—1947—KBS

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southeastern Bcstg. Co.
Address.....P. O. Box 110
Tel.: 448.....News Service: AP
Transcription Service .....World
Representative.....Continental Radio Sales
Membership .....NAB
General Mgr.....L. L. Hudson
Pgm. Dir. .....Helen Parrish

WFMH—Cullman—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By....The Voice of Cullman
Address.....206 Second Ave. E.
Tel.: 910.....News Service: AP
Transcription Service.....Associated
Membership .....NAB
General Mgr.....B. C. Eddins
Commercial Mgr.....James Miller

WKUL—Cullman—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Hudson C. Millar, Jr.
Address.....Drawer 620
Tel.: 864.....News Service, AP
Pres., Gen., Sta. Mgr.....Hudson C. Millar, Jr.
Pgm. Dir.....Peter Hiett
Chief Eng.....Art Bachman

WAJF—Decatur—1953

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....J. B. Falt, Jr.
Business Address.....112 Grant St.
Tel.: 4016.....News Service: UP
Station Representative.....Dixieland
Manager.....J. B. Falt, Jr.
Comm. Mgr.....Jerry Griggs

WHOS—Decatur—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned.....John H. & Jeffie Jones
Address .....Box 1127
Tel.: EL 3-1810.....News Service, AP
Representative .....T. F. Clarke
Transcription Service.....World, Thesaurus
Membership .....NAB
Gen. Mgr.....Charles H. Skinner
Comm. Mgr.....Nancy Throneberry
Chief Eng.....David Vanzandt

WMSL—Decatur—1935
KBS-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Tennessee Valley Bcstg. Co.
Address.....511 Bank St.
Tel.: 802.....News Service: AP
Membership .....NAB
Representative.....Dora-Clayton, Jack Masla
President .....Frank Whisenant
Sta. Mgr.....L. Blizzard
Pgm. Dir.....Elice Mullican
Chief Engineer .....Alvin Millwood

WXAL—Demopolis—1948
MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Demopolis Bcstg. Co.
Address.....Radio Bldg., U.S. Hwy. 80
Tel.: 1400.....News Service: AP
Transcription Service.....World
General Manager.....W. M. Jordan
Sales Mgr.....Henry J. Bley

WAGF—Dothan—1932—NBC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Dothan Bcstg. Co.
Address.....204½ E. Main Street
Tel.: 2-9100.....News Service: AP
Transcription..... World
Representative .....Walker
Membership .....NAB
General Manager.....Fred C. Moseley

WDIG—Dothan—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Houston Bcsters.
Business-Studio Address.....208 N. Oates St.
Tel.: 3-4100.....News Service: UP
Representative.....Hil F. Best
Gen. Mgr.....Jess Swicegood
Prog. Dir.....John Harris

WOOF—Dothan—1947—KBS

Frequency: 560 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....The WOOF Trust
Business-Studio Address.....Dothan, Ala.
Tel.: 30560.....News Service: AP
Representative .....Thomas F. Clark
Membership .....NAB
General Manager.....Agatha Gay
Sta., Sls., Prog. Dir.....R. A. Dowling, Jr.
Commercial Mgr.....Don Culbreth
Chief Engineer.....J. Hubbard

WIRB—Enterprise—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Wiregrass Bcstg. Co.
Address.....Dothan Highway
News Service .....AP
Transcription Service.....World
Gen. Mgr.....R. E. James
Comm. Mgr.....Fred S. Watson

WULA—Eufaula—1948 MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Christian & McClure
Address.....Box 301
Tel.: 745.....News Service: UP
Gen. Mgr., Co-Owner.....C. A. McClure
Co-Owner.....L. H. Christian

WBLO—Evergreen—1957 KBS

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned.....Clayton W. Mapoles
Address.....Main St.
Tel.: 500.....News Service: UP
General Mgr.....Earl Williford
Program Dir.....Wyndell Tolbert

WWWF—Fayette—1949—KBS

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Operated By.Bankhead Bcstg. Co., Inc.
Address.....505 Temple Ave.
News Service.....UP
Gen. Mgr.....Jack Black

WTCB—Flomaton—1955

Frequency: 990 Kc.....Power: 500 Watts d.
Owned.....Tri-City Broadcasting Co., Inc.
Address.....P. O. Box 386
Tel.: 246.....News Service: UP
Representative.....Hil F. Best
Gen. Mgr.....Sam B. Ford
Comm. Mgr.....Glen Roberts
Program Director.....Paul S. Wood

WJOI—Florence—1945 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Florence Bcstg. Co., Inc.
Address.....850 S. Court St.
Tel.: 2608.....News Service: AP
Transcription Service.....SESAC
Pres., Comm. Mgr.....Joe T. Van Sandt
Prog. Dir.....G. Manush
Chief Engineer.....Paul Shannon

WOWL—Florence—1945—ABN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Muscle Shoals, Inc.
Business Address.....840 Cypress Mill Rd.
Tel.: AT 2-7711.....News Service: AP
Representative...Rambeau and Dora Clayton
Membership.....NAB
President.....Richard B. Biddle
General Mgr.....R. S. Walker, Sr.
Commercial Manager.....R. Fuller
Sales Prom. Mgr.....Dennis Jones
Program Director.....Bill Wynne
Chief Engineer.....Mel G. Hunt

WHEP—Foley—1953

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Alabama Gulf Radio Inc.
Address.....P. O. Drawer F
Tel.: WH 3-7131.....News Service: AP
Representative.....Dixieland
Membership.....RAB
President.....Howard E. Pill
Program Dir.....Dick Killebrew
Sales Mgr.....George McKee

WFPA—Ft. Payne—1949

Frequency: 1400 Kc.....Power: 250 watts
Owned.....Gothberg Community Bdcstg.
Address.....Box 391
Telephone.....643
Representative.....Hil F. Best
Pres.....George Gothberg
Gen. Mgr.....Ozelle Gothberg
Sta. Mgr.....W. D. Holderfield
Sales Dir.....Adis Childers

WZOB—Ft. Payne—1950—KBS

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Glenn M. Gravitt
Address.....P. O. Box 255
Tel.: 1250.....News Service: UP
Transcription Service.....World
General Manager.....Glenn M. Gravitt
Comm. Mgr.....N. B. Haston
Program Dir.....Jack C. Dobbs

WCAS—Gadsden—1947 MBS

Frequency: 570 Kc.....Power: 5 Kw., d.
Owned-Oper. By.....Etowah Bdcstrs., Inc.
Address.....750 Forest Ave.
Tel.: LI 6-6301.....News Service: UP
Transcription.....Lang-Worth
Representative.....Grant Webb, Ayers
Gen. Mgr.....E. F. MacLeod

WETO—Gadsden—1950—KBS

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Gadsden Radio Co.
Address.....722 S. 12th St.
Tel.: LI 6-9201.....News Service: INS
Representative.....McGillvra
Owner.....Cary L. Graham
General Mgr.....Mac Thomas

WGAD—Gadsden—1947—ABN

Freq.: 1350 Kc.....Power: 5 Kw. D., 1 Kw. N.
Owned-Oper. By.....Coosa Bcstg. Co., Inc.
Address.....Box 351
Tel.: LI 6-1611.....News Service: AP
Representative.....Rambeau, D. Clayton
Gen. Mgr.....Bill Cornelius
Comm. Mgr.....A. Brooks
Chief Engineer.....H. Williams

WGEA—Geneva—1952—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned.....Radio South Alabama, Inc.
Address.....P. O. Box 5
Tel.: 456.....News Service: AP
Transcription Service.....World
Representative..Cont. Radio Sales, D. Clayton
Membership.....RAB

President .....Howard Pill
Gen. Mgr.....Emery Evans
Program, Pub. Dir.....Jimmy Helms

WGYV—Greenville—1948
KBS

Frequency: 1380 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....Greenville Bcstg. Corp.
Business Address.....P. O. Box 227
Tel.: 585.....News Service: UP
Representative .....Hil F. Best, Dixieland
Gen., Sta., Comm. Mgr.....W. H. Miller, Jr.
Prog. Dir.....L. S. Harrison
Chief Engineer.....J. D. Bell

WGSV—Guntersville—1950
KBS

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By....Guntersville Bcstg. Co.
Address.....P. O. Box 32
Tel.: JU 2-4131.....News Service: UP
Membership .....NAB
President.....H. E. Moore
Gen., Sta., Comm. Mgr.....Edward Z. Carrell
Prog. Dir.....Richard Godfrey
Chief Engineer.....Lavelle Jackson

WJBB—Haleyville—1949
MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Haleyville Bcstg. Co.
Address .....Box 191
Telephone .....HU 6-3720
Representative .....Dixieland
President.....W. P. Theilens
Gen. Sta. Mgr.....J. L. Slatton
Comm. Mgr.....Otis Williams
Chief Engineer.....Paul S. Slatton

WERH—Hamilton—1950
KBS

Frequency: 970 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Hugh J. Fite
Address .....Hamilton, Ala.
Tel.: 3481.....News Service: UP
Transcription Service.....SESAC
Representative.....Hill F. Best Co.
Owner, Gen. Mgr.....Hugh J. Fite
Comm. Mgr.....Kermit Minga
Publ., Prog. Dir.....Edgar L. Clayton
Chief Engineer.....Johnnie Lott

WBHP—Huntsville—1937
MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton H. Pollard
Bus.-Studio Address .....Fifth Avenue
Manager .....Fred Still
Program Dir.....Mary A. Wheatly

WFUN—Huntsville—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Huntsville Bcstg. Co., Inc.
Address.....410 W. Holmes
Tel.: JE 2-5641.....News Service: UP
Representative...Sears & Ayers, Dora-Clayton
Pres., Gen. Mgr.....J. B. Falt, Jr.
Sta. Mgr.....John Garrison

WHBS—Huntsville—1946
ABN

Freq.: 1550 Kc....Power: 5 Kw. d., 500 W. n.
Owned .....Huntsville Times
Address.....P. O. Box 986
Telephone .....Jefferson 2-8471
Rep.....Harry E. Cummings, Gill-Perna
Membership .....NAB, RAB
General Manager.....John F. Neal
Comm. Mgr.....James L. Garrett

WPBB—Jackson—1950—KBS
MBS

Frequency: 1290.....Power: 1000 Watts d.
Owned-Operated By.....Jackson Bcstg. Co.
Address .....Jackson, Ala.
Tel.: 2413.....News Service: AP
Representative.....Sears & Ayer
Pres., Gen. Mgr.....T. H. Gaillard, Jr.
Station Mgr.....Ben Haskew
Program Dir.....Fred Huggins

WARF—Jasper—1956

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Walker County Bcstg. Co.
Address.....1409B 4th Ave.
President.....Hudson C. Millar, Jr.
General Manager.....Wayne Sims
Comm. Manager.....James Atkins
Ch. Eng.....Arthur Bachman

WWWB—Jasper—1946

Frequency: 1360 Kc.....Power: 1 Kw. d.
Owned-Operated By.Bankhead Bcstg. Co., Inc.
Address.....Bankhead-Long Bldg.
Tel.: FU 4-3461.....News Service: UP
Representative.....Hil F. Best
President.....W. W. Bankhead
Gen. Mgr.....William C. Edgemon
Program Dir.....Marion B. Grant

WRLD—Lanett—1940
(See West Point, Ga.)

WJAM—Marion—1951

Frequency: 1310 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Neely Bcstg. Co.
Address .....Box 221
Tel.: MU 3-7111.....News Service: AP
Transcription Service .....Capitol
Representative .....Keller
Membership .....NAB
President .....Elizabeth H. Neely
Gen. Mgr.....George B. Warren
Comm. Mgr.....Robert O. Smith

WABB—Mobile—1948—ABN

Frequency: 1480 Kc.....Power: 5000 Watts

Owned-Oper. By...Mobile Press Register, Inc.
Business Address.....304 Government St.
Tel.: HE 3-1551.....News Service: UP
Transcription Service.....World
Representative.....Branham Co.
Membership .....RAB
President.....R. B. Chandler
Comm. Mgr.....Jay Troutman
Prog. Director.....Jack Bitterman
Chief Engineer.....William H. Murphree

WALA—Mobile—1930—NBC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....Pape TV Co., Inc.
Bus.-Studio Address.....210 Government St.
Tel.: HE 3-3754.....News Service: AP
Transcription Service .....Standard
Representative .....H-R
Membership .....RAB
President .....W. O. Pape
V. P., Gen. Mgr.....W. B. Pape
Sls. Promotion Mgr.....C. C. Badger
Pgm. Dir. .....Dick McMullen
Chief Engineer.....Raymond Hurley

WKAB—Mobile—1947

Frequency: 840 Kc.....Power: 1000 Watts
Owned....Pursley Broadcasting Service, Inc.
Address.....525 Donald Street
Tel.: GR 7-6345.....News Service: AP
Transcription Service .....RCA
Representative.....Young Reps, Inc.
President .....John Hopkinson
Sta. Mgr.....George Hopkinson
Nat. Sales Mgr.....Quentin C. Sturm
Program Director.....J. T. Jackson
Chief Engineer.....Cliff Sizemore

WKRG—Mobile—1946—CBS

Freq.: 710 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....WKRG-TV, Inc.
Address.....162 St. Louis St.
Tel.: HE 2-6789.....News Service: AP
Representative .....Avery-Knodel
Membership .....NAB
President.....Kenneth R. Giddens
Gen. Mgr.....W. S. Baskerville, Jr.
Sales Prom. Mgr.....Otis Parker

WMOZ—Mobile—1952

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Edwin H. Estes
Address.....St. Stephen Road
Tel.: GA 6-3456.....News Service: UP
Representative.....John E. Pearson
Prog. Dir.....Dorothy F. Benjamin

WMFC—Monroeville—1952
KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Monroe Bdcstg. Co.
Address.....H'way 84
Tel.: 1360.....News Service: AP
Transcription Service .....Thesaurus
Representative.....Cont. Radio Sales, Best
Gen. Mgr.....Tom Gardner
President.....W. M. Stewart

WAPX—Montgomery—1947
ABN-MBS

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Operated By.....United Bcstg. Co.
Business, Studio Address....116 Catoma St.
Tel.: AM 3-7569.....News Service: AP
Transcription Service.....Standard, World
Representative.....Walker Co.
Membership .....RAB
Pres., Gen., Sta. Mgr.....Thomas E. Martin
V.P., Comm. Manager.....Hoke Williford
Program Dir.....Lee Gooch
Chief Engineer.....M. K. Lock

WBAM—Montgomery—1953

Frequency: 740 Kc.....Power: 50 Kw. d.
Owned.....Deep South Bcstg. Co.
Address.....Highway 231
Representative.....Radio-TV Reps.
Gen. Mgr.....W. J. Brennan
Nat. Sales Mgr.....Ira Leslie

WCOV—Montgomery—1939
CBS

Freq.: 1170 Kc.....Power: 10 Kw. d., 1 Kw. n.
Owned-Oper. By.....Southern Bcstg. Co.
Address .....Adrian Lane
Tel.: 5-3561.....News Service: UP
Representative .....Adam Young
Membership .....NAB, RAB
President.....Oscar P. Covington
General Manager.....Hugh M. Smith
Station Manager.....Joe Petranka

WHHY—Montgomery—1930
NBC

Freq.: 560 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By...Bcstg. Serv. of Montgomery
Business Address.....Box 1841
Tel.: AM 4-2288.....News Service: UP
Representative ..... Headley-Reed
Membership .....RAB
Manager.....Robert Robinson
Program Mgr.....Tom Doron
Comm. Mgr.....Bill Stewart
Promotion Mgr.....Ann Collister
Chief Engineer.....Walter Stevenson

WMGY—Montgomery—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Dixie Bcstg. Co.
Address.....358 N. Capitol Pkwy.
Tel.: AM 2-5245.....News Service: UP
Rep.....Clark, Stars National
General Mgr.....L. D. Hargreaves
Mgr. .....Joe Petranka

WRMA—Montgomery—1953

Frequency: 950 Kw....Power: 1000 Watts d.
Owned-Oper. By.....WRMA Bcstg. Co.
Business Address.....135 Commerce St.
Telephone .....AM 4-6440
Membership .....NAB, RAB

Representative .....Everett-McKinney
Exec. V.P. & Gen. Mgr.....Gene Tibbett
Commercial Mgr.....Ed Creech
Chief Engineer.....C. E. Bryan

WLAY—Muscle Shoals—1933

Frequency: 1450 Kc.....Power: 250 Watts
Owned Oper. By...Latham, Watson & Thomas
Business Address.....Box 230, Sheffield
Tel.: EV 3-2525.....News Service: UP
Trans. Service.....World
Membership .....NAB
Rep.....Hil F. Best
Pres., Gen. Mgr.....M. C. Gregory
Sales Mgr.....Julian A. Flint

WCRL—Oneonta—1952 KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper...Blount County Bcstg. Serv., Inc.
Address .....H'way 75
Tel.: CB 4-2289.....News Service: AP
Trans. Service .....World
General Mgr.....L. D. Bentley, Jr.
Commercial Mgr.....Max G. Bynum
Program Dir.....Jerry Hagerty

WJHO—Opelika—1940 MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned Oper. By...Opelika-Auburn Bcstg. Co.
Address.....1400 Auburn Road
Tel.: AU 1800.....News Service: UP
Transcription Service .....World
Representative..Indie Sales, Inc., Dora-Clayton
Gen. Mgr., Ch. Eng.....John E. Smollon
Comm. Mgr.....Lurline M. Smollon
Program Director.....Edwin P. Rowell
Prom. Mgr.....Ennis Caldwell

WAMI—Opp—1953

Frequency: 860 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Opp Bcstg. Co.
Business Address.....Box 169
Tel.: 659.....News Service: UP
Gen. Mgr.....Bert F. Moore

WOZK—Ozark—1953

Frequency: 900 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Ozark Bcstg. Corp.
Address.....Box 742
Tel.: 655.....News Service: AP
Gen. Mgr., Ch. Eng.....Howard Parrish, Jr.
Commercial Mgr.....Wade Sullivan
Program Dir.....Miriam Brown

WPNX—Phenix City—1952 ABN

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By.....Community Bdcstg. Co.
Address.....Idle Hour Park
Tel.: CY 8-8787.....News Service: AP
Representative .....Clark
Pres.....Roy M. Greene
Gen. Mgr.....Sam Keel
Comm. Mgr.....L. M. Durden
Chief Engineer.....Arnold White

WPID—Piedmont—1952—KBS

Frequency: 1280 Kw....Power: 1000 watts d.
Owned-Oper. By.....C. L. Graham
Address .....Atlanta Hwy.
News Service.....UP
Membership .....NAB
President.....C. L. Graham
General Manager.....Mac M. Thomas
Station Mgr.....Hank Smith
Program Director.....Frances Howren

WAIP—Prichard—1954

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Prichard Bcstg. Co.
Address .....Box 3065
Tel.: GL 2-2202.....News Service: AP
Representative .....Walker
Membership .....NAB
President.....G. V. Dismukes
Gen. Mgr.....Herbert Johnson
Sales Prom. Mgr.....Jack Frost
Comm. Mgr.....John C. Smith
Chief Eng.....Eugene Miller

WELR—Roanoke—1949—KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Roanoke Bcstg. Co.
Address .....801 N. Main St.
Pres., Gen. Mgr.....J. W. Buttram
Prog. Dir., Chief Eng.....La Verne Foster

WWWR—Russellville—1949 KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Bankhead Bcstg. Co., Inc.
Address .....Underwood Rd.
Tel.: 647.....News Service: UP
Rep.....Hil F. Best
Membership ..... RAB
President.....W. W. Bankhead
Gen. Mgr.....Hal Kirby
Pgm. Dir.....Jim Elliott

WCRI—Scottsboro—1950

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Pat M. Courington
Address.....Lee Hwy., U.S. No. 72
Tel.: 123.....News Service: UP
Gen. Mgr.....Jim Thompson
Program Director.....Joan Minks
Sales Mgr.....K. H. Frazier

WROS—Scottsboro—1952

Frequency: 1330 Kw...Power: 1000 Watts d.
Owned-Oper. By.....Rose M. Kirby
Business Address.....717 Scott St.
Tel.: 156.....News Service: UP
Gen., Com. Mgr.....Rose M. Kirby
Program Dir.....Clyde R. Varner
Chief Engr.....Lonnie W. Prickett

WGWC—Selma—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Dallas Broadcasters, Inc.
Address .....Box 686
Tel.: TR 4-6687.....News Service: AP
Representative.....Hal Holman, Ayers
Membership .....NAB
President .....Oscar Covington
Station Manager .....Erle Hanna
Gen. Manager.....Al Simmons
Comm. Manager.....Dick Wood
Program Director.....Carolyn Perrin
Chief Eng.....Stanley Smith

WHBB—Selma—1935
NBC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Selma Bcstg., Inc.
Business Address.....P. O. Box 26
Representative .....Dixieland
Pres., Gen. Mgr.....John F. Townshend

WRWJ—Selma—1956

Frequency: 1570 Kc.....Power: 1 Kw. d.
Owned.....Central Alabama Bcstg. Co.
Address.....Hotel Albert Bldg.
Tel.: TR 4-9062.....News Service: UP
Representative .....Clark
Membership .....NAB
Owned & Mgr.....Roland Jordan, Jr.
Comm. Mgr.....John Frasier

WFEB—Sylacauga—1944
MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alabama Bcstg. Co.
Address.....527 No. Broadway
News Service .....UP
Membership .....NAB
President.....J. M. Forbes
Gen. Mgr.....G. W. Carr
Chief Engineer.....Conrad Pickren

WMLS—Sylacauga—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Marble City Bcstg. Co., Inc.
Business Address.....P. O. Box 511
Tel.: CH 5-4354.....News Service: AP
Membership .....NAB
Trans.....World, Thesaurus
Representative .....Best
Pres., Gen. Manager.....Curtis O. Liles, Jr.
Commercial Manager.....Marion W. McEwen
Prog. Dir.....Myron Craddock
Chief Engineer.....Walter Welch

WHTB—Talladega—1945
MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Voice of Talladega, Inc.
Address.....Fort Lashley Ave.
Tel.: 2205.....News Service: AP
Representative .....Continental
Owner.....Cecil Hornady
Gen. Mgr.....J. T. Leverette

WJHB—Talladega—1956

Frequency: 1580 Kc.....Power: 1000 Watts d.
Owned.....Confederate Broadcasting Co., Inc.
Address.....104 West Battle Street
Tel.: EM 2-4965.....News Service: UP
Transcription Service .....Lang-Worth
Representative ..... McGillvra
Pres., General Mgr.....Ned Butler
Station Manager.....James Hemphill
Commercial Manager.....W. K. Johnston
Program Director.....Wallace Hobgood

WTLS—Tallassee—1954

Frequency: 1300 Kc.....Power: 1 Kw. d.
Owned.....Confederate Bcstg. Co.
Address .....Hwy 14
Tel.: 8535.....News Service: AP
Gen. Mgr.....Ned Butler

WJDB—Thomasville—1956
KBS

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned.....WJDB Radio Inc.
Address .....Box 757
Tel.: 3438.....News Service: UP
Pres., Gen. Mgr.....Cecil Goodreau
Comm. Mgr.....Virgil Moore
Program Dir.....Patsy Reid

WTBF—Troy—1946
MBS-KBS

Freq.: 970 Kc.....Power: 5 Kw. d., 500 W., n.
Owned-Operated By.....Troy Bcstg. Corp.
Address .....College Drive
Tel.: 980.....News Service: AP
Transcription Service .....World
Membership .....NAB
Pres.....J. Roy Crow
Gen. Mgr.....Jess Jorden
Comm. Mgr.....Robert Tolbert
Prod. Mgr.....Asa Dudley
Ch. Eng.....Joe Gilchrist

WJRD—Tuscaloosa—1936
NBC

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Wilhelmina Echols
Business-Studio Address 2216½ Broad St.
Tel.: PL 4-4464.....News Service: UP
Representative .....Rambeau
Membership .....NAB
General Manager.....John C. Cooper Jr.
Station Manager.....Mercer L. King
Commercial Manager.....A. N. Kitchen
Chief Engineer .....Percy Sexton

WNPT—Tuscaloosa—1951
ABN

Freq.: 1280 Kc....Power: 5 Kw. 4., 500 W. n
Owned-Oper. By.....W. Alabama Bdcstg. Co.
Address.....P.O. Box 181
Tel.: PL 8-3311.....News Service: AP

Representative .....Dixieland
Trans. Ser.....Lang-Worth
General Manager.....Ruth Harris
Commercial Mgr.....Lehman M. Mayer

WTBC—Tuscaloosa—1946
MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Tuscaloosa Bcstg. Co.
Address.....Radio Center
Tel.: 8-5523.....News Service: AP
Transcription Service .....World
Representative.....Sears & Ayer, Forjoe
Membership .....NAB, RAB
Station Mgr.....Bert Bank
Comm. Mgr.....E. E. Manning, Jr.
Program Dir.....Jack Mock
Chief Engineer.....Jim Rutledge

WVNA—Tuscumbia—1955

Frequency: 1590 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....Elton H. Darby
Address .....112 S. Main St.
Tl.: EV 3-2727.....News Service: UP
Representative .....Masla
Transcription .....Thesaurus

Gen. Manager.....Eulus O. Whitehead
Sales Manager.....Stanley Walters
Promotion Manager.....Jean Pollard

WTUS—Tuskegee—1952
KBS

Frequency: 580 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Radio Tuskeegee, Inc.
Address.....Union Springs Road
Tel.: 580.....News Service: UP
Representative.....Cont. Radio Sales
Sta. Manager.....J. A. Bowers
Sales Dir.....Don Mitchell
Chief Engineer.....Bill Beatty

WETU—Wetumpka—1954
KBS

Frequency: 1250 Kc.....Power: 1000 Watts
Owned.....Elmore Service Corp.
Address .....Box 60
Tel.: 7369.....News Service: UP
Transcription Ser.....Thesaurus
Station Rep.....Sears & Ayers, Dixieland
President .....Lem Coley
General Mgr.....Ed Morgan
Chief Engineer.....David Conley

Arizona

Pop. March 1 (Est.)—1,163,000; Families—325,000; Lic. Stations—40, Sta. CP's—4; Radio Homes—316,000; TV Homes—198,000

KSUN—Bisbee—1933—MBS-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Carleton W. Morris
Address.....Drawer C, Lowell St.
Tel.: HE 2-2277.....News Service: UP
Representative.....Ayres, Bob Dore
President.....C. W. Morris
Gen., Sta., Comm. Mgr.....Arlo Woolery
Prog. Dir.....Ray Helgesen

KPIN—Casa Grande—1956

Frequency: 1260 Kc.....Power: 1 Kw., d.
Owned.....Pinal County Bcstg. Service
Address .....Box 66
Tel.: TE 6-7427.....News Service: AP
Representative.....Fred Crawford, Jr.
Gen., Sta. Mgr.....J. W. Parham
Comm. Mgr.....D. A. Garbe

KCLF—Clifton—1950—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Gila Bcstg. Co.
Address .....Box 1446
Tel.: UN 4-4114..News Services: UP, AP, INS
Gen. Mgr.....Paul Merrill
Sta. Mgr.....Tom Moore

KHCD—Clifton—1956

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Darwin Broadcasting Co.
Address.....P.O. Box 608
Tel.: UN 4-4185.....News Service: UP
Representative.....Grant Webb
Sta. Mgr.....Chet Darwin
Prog. Dir.....Jack Campbell

KCKY—Coolidge—1948
CBS-KBS

Frequency: 1150 Kc.....Power: 1,000 Watts
Owned-Oper. By.....Gila Bcstg. Co., Inc.
Address .....Box 1438
Telephone .....PA 3-5432
Transcription Service .....Thesaurus
Membership .....NAB
Representative.....Hil F. Best
President.....Louis F. Long
General Maanger.....Bill Parady
Comm. Mgr.....Wally Gunderson
Prog. Dir.....Ken Hooker
Chief Engineer.....Frank Hancock

KAWT—Douglas—1946
MBS-KBS—DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Carlton W. Morris
Address .....Drawer 1118
Transcription Service....Lang-Worth, World
Representative .....Best
Sta. Mgr.....Ed Williams

KCLS—Flagstaff—1950 NBC

Freq.: 600 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Operated By.....Saunders Bcstg. Co.
Address .....Box 1677
Telephone .....PR 4-4461
Transcription .....Thesaurus
Pres., Gen. Mgr.....Charles J. Saunders
Sta. Mgr.....Dorothy J. Saunders
Chief Engineer.....Miles Shepherd

KVNA—Flagstaff—1950 MBS-DON LEE

Freq.: 690 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By..Frontier Television Co., Inc.
Address.....P. O. Box 2671
Telephone .....AL 8-8181
Membership .....NAB
President.....John L. Hogg
Sta. Mgr.....Oliver G. Coburn
Comm., Prom. Mgr.....Anthony P. Scrivano
Prog. Dir.....Marlin A. Saline

KWJB—Globe—1938—NBC

Frequency: 1240 Kc.....Power: 250 Watts, d.
Owned-Operated By....Gila Bcstg. Co., Inc.
Address .....Globe, Ariz.
Telephone .....GA 5-4483
Representative .....KTAR, Phoenix
Gen. Manager.....Willard Shoecraft
Comm. Mgr.....Darrell Tucker

KDJI—Holbrook—1955—KBS

Frequency: 1270 Kc.....Power: 1000 W. d.
Owned-Oper. By....Northeastern Ariz. Bcstrs.
Address.....Box 31
Tel.: 40.....News Service: UP
Transcription .....Lang-Worth, SESAC
Representative.....Moore, Best
General Manager.....Donald E. Jacobs, Jr.
Program Director.....Bill Cross
Chief Engineer.....Bob McClendon

KAAA—Kingman—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.Stonybrook Broadcasting Co.
Business Address.....P. O. Box 1208
Tel.: BL 462.....News Service: AP
Membership .....NAB
Representative.....Harlan G. Oakes
Pres., Gen. Mgr.....Wallace E. Stone
Comm. Mgr., Ch. Eng.....Bernard Wilson
Program Director.....John F. Holbrook
Publicity Director.....W. E. Stone

KTYL—Mesa—1946

Freq.: 1310 Kc....Power: 5 kw. d.; 500 w. n.
Owned-Oper. By...Greater Phoenix Bcstg. Co.
Address .....P. O. Box 231
Tel.: WO 4-4422.....News Service: AP
Transcription Service .....Standard
Membership .....NAB
President.....Sherwood R. Gordon
Man. Director.....George H. Bush
Station Manager.....Jack Harris
Comm. Manager.....Martin Welch
Publicity Director.....Bonnie Netherton
Chief Engineer.....Ben Smith

KNOG—Nogales—1948—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....C. F. & A. B. Montano
Address .....Box 1681
Tel.: 770.....News Service: UP
Representative .....Best, Oakes
Gen., Comm. Mgr.....C. F. Montano
Asst. Mgr., Prog. Dir.....A. B. Montano
Chief Engineer.....Miles Shepherd

KHEP—Phoenix—1956

Frequency: 1280 Kc.....Power: 1000 Watts, d.
Owned.....Grand Canyon Bcstrs., Inc.
Address .....Box 646
Tel.: AP 8-5555.....News Service: AP
Representative .....Bolling
Membership .....RAB
Pres., Gen. Mgr.....Wm. P. Ledbetter
Comm. Mgr.....Don E. Jackson
Sales Prom. Mgr.....Marvin L. Young

KIFN—Phoenix—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Western Bcstg. Co.
Address.....Box 430
Tel.: AL 3-6155.....News Service: UP
Membership .....NAB
Station Representative.....Harlan Oakes, NTS
Gen. Mgr.....Frank P. Redfield
Commercial Mgr.....J. K. Redfield

KONI—Phoenix—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Anjo Bdcstrs. & Telecstrs. Inc.
Address .....Box 1977
Tel.: AL 8-8044.....News Service: UP
Sta. Rep.....Jack Masla
President.....Annie Dee Davis
General Manager.....James T. Ownby
Chief Engineer.....James C. Corn

KOOL—Phoenix—1947—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....KOOL Radio-TV Inc.
Business-Studio Address.....511 W. Adams
Tel.: AL 3-3121.....News Service: UP
Representative.....AM Radio Sales
Transcription .....Standard
Sales Mgr.....Kenneth Morton
Membership .....NAB, RAB
Board Chairman .....Gene Autry
Pres., Gen. Mgr.....Tom Chauncey
V.P.....Homer L. Lane
Sales Mgr.....Kenneth Morton
Chief Engineer.....Nelson Nichols

KOY—Phoenix—1922—MBS-DON LEE

Frequency: 550 Kc..Power: 5 Kw. d., 1 Kw. N.
Owned-Oper. By.....KOY Bcstg. Co.

Address.....840 N. Central Ave.
Tel.: AL 8-8181.....News Service: UP
Transcription Service .....World
Representative .....John Blair
Membership .....NAB, RAB
Pres., Gen. Mgr.....John L. Hogg
Comm. Mgr.....James W. Ross
Sales Prom. Mgr.....F. A. Higgins
Prog., Pub. Director.....John R. Williams
Chief Engineer.....Edward R. Janney

KPHO—Phoenix—1940

Frequency: 910 Kc.....Power: 5000 Watts
Owned.....Meredith Publishing Co.
Address.....631 No. 1st Ave.
Tel.: AL 8-4511.....News Service: UP, INS
Representative .....Katz
Membership .....NAB, RAB
Gen. Mgr.....Richard B. Rawls
Asst. Sta. Mgr.....Gene Spry
Commercial Mgr.....John R. Crowley
Sales Prom. Mgr.....Jo Hitchcock

KRIZ—Phoenix—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Phoenix
Address-Trans. Loc.....2345 Westward Blvd.
Tel.: AL 4-8436.....News Service: AP
Station Representative .....Burn-Smith
Membership .....NAB, RAB
Pres., Gen., Manager.....Richard B. Wheeler
Comm., Prom. Mgr.....Sheldon Engel
Program Dir.....Robert Townsend
Pub., Sales Prom. Dir.....Andy Lane
Chief Engineer.....James E. Shepler

KRUX—Phoenix—1956

Freq.: 1360 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By.....Bartell Broadcasters, Inc.
Bus.-Studio Address.....417 N. 1st St.
Tel.: AL 8-1551.....News Service: UP
Representative .....Adam Young
Membership .....NAB, RAB
President.....Gerald A. Bartell
Gen. Mgr.....Chuck Christianson

KTAR—Phoenix—1922—NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....KTAR Bcstg. Co.
Business Studio Address...1101 North Central
Tel.: AL 4-4161.....News Service: AP
Trans. Ser.....Standard, Capitol
Representative .....Avery-Knodel
Membership .....NAB
Chrman. of the Board.....John J. Louis
Pres., Gen. Mgr.....Richard O. Lewis
Commercial Manager.....E. W. Harvey
Prog. Director.....Jack Willis
Chief Engineer.....Harold Haughawout

KUEQ—Phoenix—1957

Frequency: 740 Kc.....Power: 1 Kw., d.
Owned.....Q Bcstg. Co., Inc.
Address .....Box 5282
Telephone .....BR 5-7003
Representative.....W. S. Grant
Pres., Gen. Mgr.....Frank S. Barc, Jr.
St., Comm. Mgr.....Ken Wilson
Prog. Dir.....Bob McNulty
Chief Engineer.....Gene Boos

KNOT—Prescott—1957

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Thunderbird Bcstg. Corp.
Address.....Box 151, Hassayampa Hotel
Tel.: 1450.....News Service: UP
Transcription .....Thesaurus
Representative .....Masla, O'Connell
Membership .....NAB
Pres., Gen. Mgr.....Roy L. Albertson, Jr.

KYCA—Prescott—1940—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Co.
Business-Studio Address.....East Gurley St.
Telephone 244
Representative .....Avery-Knodel
Pres., Gen. Mgr.....Harold Ritter

KGLU—Safford—1938—NBC

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Gila Bcstg. Co.
Business-Studio Address.....520 Main St.
Tel.: 15.....News Services: AP, UP
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer
General Mgr.....Paul Merrill
Station Mgr.....Harl Barnett
Commercial Mgr.....Tom Moore

KPOK—Scottsdale—1956

Frequency: 1440 Kc.....Power: 5 Kw.
Owned.....Scottsdale Bcstg. Co.
Address .....Box 182
Representative .....Best
News Service .....UP
Membership .....NAB
Pres., Gen. Mgr.....Dick Gilbert
Exec. V.P.....Saxie Dowell
Dir. Sales & Serv.....Irving S. Leon, Sr.

KVWM—Show Low—1957

Frequency: 1050 Kc.....Power: 250 Watts
Owned.....Peak Bcstg. Co.
Address .....Box 606
Tel.: 100.....News Service: UP
Representative .....Best
Pres., Gen. Mgr.....S. J. Woodworth

KHFH—Sierra Vista—1957

Frequency: 1420 Kc.....Power: 1 Kw.
Owned.....C. W. Morris
Address .....Sierra Vista
Representative.....Ayres, Bob Dore
Manager.....John Bonnett, Jr.

KAIR—Tucson—1956

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Pima Bcstg. Co.
Address .....Box 951
Tel.: MA 4-0401.....News Service: UP

Representative .....McGavren-Quinn
Membership .....NAB
V.P., Gen. Mgr.....Ralph Anderson
Sales Mgr.....Richard Grand

KCNA—Tucson—1946

Freq.: 580 Kc.....Power: 5 kw. d.; 500 w. n.
Owned-Operated By.....Catalina Bcstg. Co.
Business Address.....P. O. Box 2348
Tele.: MA 2-4664.....News Service: AP
Representative .....Gill-Perna
Pres., Gen. Mgr.....Harry B. Chambers
Comm. Mgr.....W. F. Riley, Jr.
Pub. Dir.....Pat Palmer
Chief Engineer.....Eugene E. Stough

KEVT—Tucson—1953

Frequency: 690 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Tucson Radio Inc.
Business Address.....57 W. Congress
Tel.: MA 4-5588.....News Service: UP
Representative.....Oakes, Nat. Time Sls.
Membership .....NAB
Transcription .....SESAC
General Manager.....Peter Trowbridge
Comm. Mgr.....De Witt Wray
Program Dir.....Oscar H. Stevens
Sales Manager.....Arturo Aguilar

KMOP—Tucson—1957

Frequency: 1330 Kc.....Power: 500 Watts, d.
Owned.....Bam-Ray Bcstg. Co.
Address.....101 W. Drachman
Tel.: MA 3-6663.....News Service: AP
Representative .....Bolling
Pres., Gen. Mgr.....Ray Odom

KOLD—Tucson—1947—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Old Pueblo Bcstg. Co.
Business-Studio Add.....115 W. Drachman St.
Tel.: 4-2511.....News Service: AP
Reprsentative.....AM Radio Sales
Membership .....NAB
President.....H. C. Tovrea
Managing Dir.....Tom Chauncey
Manager .....Stan Norman
Comm. Mgr. .....Bill Riley
Sales Mgr.....Robert N. Falks
Prog. Director .....Ed Tucker
Pub. Director.....Pat Wiener
Chief Engineer.....Verne Cimiotti

KTKT—Tucson—1949

Frequency: 990 Kc.....Power: 10,000 W., d.
Owned-Operated By.....Copper State Bcstg.
Business-Studio Address.....Box 5585
Tel.: MA 2-6711.....News Service: UP
Membership .....NAB
Representative .....Forjoe
General Mgr.....Thomas J. Wallace
Commercial Mgr.....Sid Harrell
Sales Prom. Mgr.....Frank Spezzano
Chief Eng.....Nat Talpis

KTUC—Tucson—1929
MBS-DON LEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Tucson Bcstg. Co.
Business-Studio Address....900 E. Broadway
Tel.: MA 2-3344.....News Service: UP
Trans. Service.....World, Associated, SESAC
Rep.....Radio-TV Reps
Membership .....NAB, RAB
Pres., Gen., Sta. Mgr., Pub. Dir.....Lee Little
Comm. Mgr.....Mac C. Matheson
Sales Mgr.....George Bradley
Chief Engineer.....Edgar N. Bouchard

KVOA—Tucson—1928
NBC

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By.....Arizona Bcstg. Corp.
Business-Studio Address.....209 W. Elm
Tel.: MA 3-2555.....News Service: AP
Transcription Service ..... Capitol
Representative .....Avery-Knodel
President.....C. D. McKinnon
Station Mgr.....Ray Owen
Chief Eng.....Ray Holsclaw

To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

KVNC—Winslow—1952—MBS-DON LEE

Freq.: 1010 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Gila Bdcstg. Co.
Address .....Box 373
Tel.: 1010.....News Service: AP, UP
Transcription .....Standard, Thesaurus
Gen. Mgr.....Paul Merrill
Sta., Comm. Mgr.....Chuck Mizner
Sales Prom. Mgr.....Warner Stensland
Program Dir.....Jerry Graham
Pub. Director.....Connie Mizner
Chief Engineer.....Woody Woodsworth

KOFA—Yuma—1952

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Broadcasters, Inc.
Address.....P. O. Box 1430
Telephone .....SU 3-8341
Representative .....Tracy Moore
President .....Henry Schechert
Gen., Sta. Mgr.....Fred A. Pelger, Sr.
Comm. Mgr.....Rose Anne Pelger
Program Dir.....Raymond B. Pelger
Publicity Dir.....Virginia Blinn

KVOY—Yuma—1950 MBS—DON LEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KYMA-YUMA, Inc.
Address.....P. O. Box 671
Telephone .....SU 3-7841
Representatives .....Radio-TV Reps.
Trans.....World, SESAC
Membership .....NAB, RAB
Pres., Gen Mgr.....William B. Lindsey

KYUM—Yuma—1940—NBC

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....Yuma Bcstg. Co.
Business Address.....P.O. Box 352
Telephone .....SU 3-3305
Transcription Service.....Thesaurus, Capitol
Representative.....Paul H. Raymer
Membership .....NAB
President.....R. O. Lewis
Gen., Sta. Mgr.....M. R. "Cy" Lower

Arkansas

Pop. Mar. 1 (Est.)—1,849,000; Families—524,000; Lic. Stations—59, Sta. CP's—2; Radio Homes—516,000; TV Homes—278,000

KVRC—Arkadelphia—1947 KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Arkadelphia Bcstg. Co.
Business-Studio Address.....506 Main St.
Tel.: 789.....News Service: AP
Representative.....Hil F. Best
President.....Cecil, Cupp, Sr.
Gen., Sta. Mgr.....Bill Deaton
Chief Engineer.....Ray Burns

KBTA—Batesville—1950 KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....White River Valley Bdcsts. Co.
Address .....Batesville, Ark.
Tel.: 1112.....News Service: AP
Representative .....Best
Transcription Service.....World
Pres., Gen. Mgr.....J. F. Higginbottom
Sales Prom. Mgr.....Murray Schroyer

KBBA—Benton—1953

Frequency: 690 Kc.....Power: 250 Watts, d.
Owned-Oper. By.....Benton Bcstg. Service
Business Address.....Box 294
Tel.: SP 8-2690.....News Service: AP
Pres., Gen. Mgr.....Lavelle Langley
Comm. Mgr., Chief Eng.....Preston Bridges

KLCN—Blytheville—1922

Frequency: 910 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Harold L. Sudbury
Address.....Sudbury Bldg., Main St.
Tel.: 2093.....News Service: AP
Station Representative.....John E. Pearson
Gen. Mgr.....Harold L. Sudbury
Sales Promotion Manager.....J. T. Sudbury
Program Director.....Carl Frame

KAMD—Camden—1946—MBS

Freq.: 910 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Camden Radio Inc.
Address.....674 California St.
Tel.: TE 6-5091.....News Service: AP
Membership .....NAB, RAB
President, Gen. Mgr.....Walter E. Hussman
Sta. Mgr.....Donald Cathey
Prog. Dir.....Cal Carter

KCON—Conway—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Conway Bcstg. Co.
Address.....ASTC Campus
Telephone 189
Transcription Service.....World, SESAC
Representative .....Best
Gen. Mgr.....James E. Clayton
Program Dir.....S. F. Morehead
Chief Engineer.....Edwin McClendon

KAGH—Crossett—1951—KBS

Frequency: 800 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Julian Haas
Address .....Box 32
Tel.: FO 4-2181.....News Service: AP
Representative .....Bogner-Martin
Gen. Mgr.....Julian Haas
Chief Engineer.....Preston Derryberry

KDQN—De Queen—1956

Frequency: 1390 Kc.....Power: 500 Watts, d.

Owned.....R. G. McKeever
Address.....1923 S. Fourth St.
Tel.: JU 4-2446.....News Service: AP
Representative .....Best
Gen. Mgr.....Cecil L. Boykin

KDMS—El Dorado—1950

Frequency: 1290 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....El Dorado Bcstg. Co.
Address.....208 N. Cleveland
Tel.: UN 3-5121.....News Service: UP
Transcription Service .....Thesaurus
Representative .....Rambeau
Membership .....NAB
Gen. Mgr.....E. R. Hall
Program Dir.....Bob Russel

KELD—El Dorado—1935 ABN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Radio Enterprises, Inc.
Business-Studio Address..208½ N. Washington
Tel.: UN 3-6126.....News Service: AP
Transcription Service .....World
Representative .....Bogner & Martin
Membership .....NAB
Pres., Gen. Mgr.....W. N. McKinney
Comm. Mgr.....J. R Duerson
Prog., Pub. Director.....Jerome Orr
Chief Engineer.....Troy B. Eddins

KFAY—Fayetteville—1957 MBS

Frequency: 1250 Kc.....Power: 500 Watts
Owned.....Stamps Radio Bcstg. Co.
Address .....Box 112
News Service .....UP
Gen. Mgr.....H. Weldon Stamps

KGRH—Fayetteville—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Fayetteville Bcstg. Co., Inc.
Business-Studio Address...103 West Mountain
Tel.: HI 2-2322.....News Service: AP
Representative .....Walker
President .....Hayden McIlroy
Gen. Mgr.....Fred J. Stevenson
Comm. Sls. Prom. Mgr.....Ed. Gideon
Program Director.....Wallie Ingalls
Chief Engineer.....Harold Lindsey

KXJK—Forrest City—1949 KBS

Frequency: 950 Kc.....Power: 5000 Watts, d.
Owned By.....Forrest City Bcstg. Co., Inc.
Address.....Natl. Bank Bldg.
Tel.: ME 3-1252.....News Service: UP
Transcription Service .....Lang-Worth
Membership .....NAB
Representative .....Burn-Smith
Gen., Sta. Mgr.....William Fogg
Sls., Comm. Mgr.....James Pearson
Chief Engineer.....Walter Smith, Jr.

KFPW—Fort Smith—1930 CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Tulsa Bcstg. Co.
Business Address.....Sta. B Box 98
Tel.: SU 3-4105.....News Service: UP, AP
Representative .....Avery-Knodel
Membership .....NAB
Sta., Sales Mgr.....J. Paul McCaslin

KFSA—Fort Smith—1947 ABN-CBS-NBC

Frequency: 950 Kc..Power: 1 Kk. d., 500 W. n.
Owned.....Fort Smith Broadcasting Co.
Address.....920 Rogers Ave.
Tel.: SU 2-9125.....News Service: UP
Newspaper Affiliation.....Times Record
Transcription ..... Thesaurus
Representative..Venard, Rintoul & McConnell
Membership .....NAB
President.....Donald W. Reynolds
General Manager.....J. W. Slates
Comm., Prom. Mgr., Pub Dir.....Leo House
Program Director Director....Harry Freeman
Chief Engineer.....Robert W. Platt, Jr.

KWHN—Ft. Smith—1947

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By...KWHN Bcstg. Co., Inc.
Business-Studio Add.....5th & Garrison Ave.
Tel.: SU 3-8967.....News Service: AP
Representative .....Rambeau
Gen. Mgr., Sec-Treas.....J. H. Friedman
Station Mgr.....Glenn A. O'Neal

KHOZ—Harrison—1946—KBS

Frequency: 900 Kc.....Power: 250 Watts, d.
Owned-Operated by....Harrison Bcstg. Corp.
Address .....P. O. Box 120
Tel.: 1240.....News Service; UP
Transcription Service .....Thesaurus
Membership .....NAB
President .....Betty Lou Wheeler
Gen. Mgr. .....Robert S. Wheeler, Jr.
Sta., Comm. Mgr.....Everett Horton
Prom. Mgr.....Marc Williams

KFFA—Helena—1947 MBS-KBS

Frequency: 1360.....Power: 1,000 Watts
Owned-Operated By.....Helena Bcstg. Co.
Address .....215 York St.
Tel.: HI 4-2361.....News Service: AP
Representative ..... Best
Membership .....NAB
Gen. Sta. Mgr.....Sam W. Anderson
Sales Prom. Mgr.....Katherine M. Kizer
Prog. Dir., Ch. Engr.....Earl Hodges
Publicity Dir.....Randolph Tardy

KXAR—Hope—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hope Bcstg. Co.
Address.....P. O. Box 138

Tel.: 7-3601.....News Service: UP
Gen. Mgr.....L. B. Tooley
Comm. Mgr.....Wes Ninemire

KBHS—Hot Springs—1953

Frequency: 590 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Resort Bdcstg. Co., Inc.
Address.....113 Third St.
Tel.: NA 3-6661.....News Service: UP
Transcription ..... World
Sta. Rep..... Sears & Ayer
President.....A. M. McGregor
V.P., General Mgr.....Gene Kelley
Station, Sales Prom. Mgr.....Ed Appler
Program Director.....Forrest Eddy
Chief Engineer.....Clint Norman

KBLO—Hot Springs—1953 MBS

Frequency: 1470.....Power: 1000 Watts d.
Owned-Oper. By.....Hot Springs Bcstg., Inc.
Address .....1011 Central
Tel.: NA 3-2553.....News Service: AP, UP
Representative ..... Rambeau
Membership .....NAB
Pres., Gen. Mgr.....C. J. "Gus" Dickson
Comm. Mgr.....Oscar Peden
Program Dir.....Steve Nichols
Publicity Dir.....Hank Sanders
Chief Engineer .....R. G. King

KWFC—Hot Springs—1941 ABN

Freq.: 1350 Kc.....Power: 1 Kw., d., 500 W. n.
Owned-Operated By.....Spa Bcstg. Co., Inc.
Business-Studio Address .....Box 1038
Tel.: NA 4-1225.....News Service: AP
Representative..Venard, Rintoul & McConnell
Membership .....NAB, RAB
President, Gen. Mgr.....Clyde E. Wilson
Comm. Mgr.....T. Dickson
Chief Engineer.....C. Mathis

KBTM—Jonesboro—1930 MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Patteson Brothers
Address .....WBTM Bldg.
Tel.: WE 5-5597.....News Service: AP
Representative .....Burn-Smith
Pres., Gen. Mgr.....A. G. Patteson, Jr.
Sta. Mgr.....Clarence Adams
Pub. Dir.....Marion Boyne

KNEA—Jonesboro—1950

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Jonesboro, Inc.
Address.....New Citizens Bank Bldg.
Tel.: WE 2-8381.....News Service: UP
Transcription Service.....World, Thesaurus
Representative .....Gill-Perna
President .....Ernest Farabee
General Manager.....Harold Gregson
Comm. Mgr.....Deloss Walker
Prog., Pub. Dir.....Mitch Odum
Chief Eng.....Wesley Bell

KARK—Little Rock—1928 NBC

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Oper. By..Arkansas Radio & Equip. Co.
Address.....10th & Spring Sts.
Tel.: FR 6-2481.....News Services: AP, UP
Representative .....Edward Petry
Membership .....NAB
Exec V.P., Gen. Mgr.....T. K. Barton
V.P., Sta. Mgr.....Douglas Romine
Commercial Mgr.....Ernest Howard
Prom. Dir.....Shirley Kennedy
Program Director.....Ernest M. Howard

KGHI—Little Rock—1927 MBS

Freq.: 1250 Kc.....Power: 1 Kw. d., 500 w n.
Owned-Oper. By.....Radio Arkansas
Address .....P. O. Box 3099
Tel.: FR 2-0166.....News Service: AP
Transcription Service .....World
Representative ..... Burn-Smith
Gen. Mgr.....Harold E. King
Sta. Mgr.....William J. Hart
Comm. Mgr.....Al Shirey
Sales Prom. Mgr.....Winnifred Shanks
Program Dir.....Marvin Heffington
Publicity Dir.....Barbara Park
Chief Engineer.....Bill Gabbert

KLRA—Little Rock—1927 ABN

Freq.: 1010 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.....WTCR Inc
Business-Studio
Address.....Box 426, Arlington, Va.
Tel.: JA 5-5087.....News Service: AP
Membership .....NAB
Representative.....Paul Raymer
President.....Jane E. Trimner
Sta., Comm. Mgr.....Kermit F. Tracy
General Mgr.....N. S. Twell

KOKY—Little Rock—1956

Frequency: 1440 Kc.....Power: 1 Kw. d.
Owned .....Ebony Radio
Address .....Box 1956
Tel.: FR 2-0391.....News Service: AP
Representative.....John E. Pearson
Gen. Mgr.....John M. McLendon
Sta. Mgr.....Kersh Walters

KTHS—Little Rock—1924 CBS

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Oper.....Radio Bcstg., Inc.
Business-Studio Address.....P. O. Box 269
Newspaper Affil.....Shreveport Times
Tel.: FR 4-3764.....News Service: AP, UP
Representative .....Christal

Membership .....NAB, RAB
President.....W. H. Bronson
Gen., Sta. Mgr.....B. G. Robertson
Comm. Manager.....A. C. Dowden
Sales Prom. Mgr.....R. Brown
Program Director.....George F. Moore
Chief Engineer.....Cecil L. Sultt

KVLC—Little Rock—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southwestern Bcstg. Co.
Address .....Southern Natl. Insurance Bldg.
Tel.: FR 5-5321.....News Service: AP
Representative.....Clarke Brown, O'Connell
Comm. Mgr.....Charlie Simms
General Mgr.....Dale Mahurin
Asst. Sta. Mgr.....Henry H. Steele

KNLR—North Little Rock—1957

Frequency: 1380 Kc.....Power: 1 Kw.
Owned.....Arkansas Valley Bcstg. Co.
Address.....16th & Main
Tel.: FR 6-1997.....News Service: UP
Representative.....W. S. Grant
Membership .....NAB, RAB
President .....Willis Eddins
Gen. Sta. Mgr.....Ray Bartlett
Comm. Mgr.....Philip Sklar

KXLR—N. Little Rock—1946

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Sanders Ark. Bcstg.
Address.....Cotton Belt Bldg.
Tel.: FR 2-2155.....News Service: AP
Representative.....Avery-Knodel
Membership .....NAB
Gen. Mgr.....George B. Faulder
Prog. Dir.....Roy Nichols

KVMA—Magnolia—1948 MBS

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Magnolia Bcstg. Co.
Business-Studio Address..212 N. Jefferson St.
Tel.: 630.....News Service: AP
Representative.....John E. Pearson
Membership .....NAB
President.....Dr. J. F. Rushton
Gen. Mgr.....William M. Bigley
Comm. Mgr.....W. D. Waller

KBOK—Malvern—1951—KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Malvern Bcstg. Co.
Address.....Young Insurance Bldg.
Tel.: 1800.....News Service: AP
Representative .....Devney, Melville
Gen., Comm. Mgr.....Kermit Richardson
Chief Engineer.....Tom Graves

KTML—Marked Tree—1956

Frequency: 1580 Kc.....Power: 250 Watts, d.
Owned .....KTML, inc.
Address .....Box 17
Telephone 1580
Representative .....Best
Gen. Mgr.....Carlton Garner

KVSA—McGehee—1953

Frequency: 1220 Kw.....Power: 1000 Watts d.
Owned-Oper. By...S. E. Arkansas Bcstrs. Inc.
Address .....Box 1220
Tel.: CA 2-2400.....News Service: AP
Representative .....Best
Transcription ..... Capitol
Pres., Gen. Mgr.....Abbott F. Kinney

KENA—Mena—1955—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....R. B. Bell
Address.....S. Reine St.
Tel.: 944.....News Service: AP
Representative.....Hil F. Best
General Mgr.....Larry Shephard
Comm. Mgr.....Bill Hughes
Ch. Eng.....O. D. Frederick

KHBM—Monticello—1955 KBS

Frequency: 1430 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....College Bcstg. Co.
Address .....Box 446
Tel.: 91.....News Service:UP
Representative .....Best
Transcription .....SESAC, Standard
Gen. Mgr.....Ted Woods
Comm. Mgr.....Betty Woods
Chief Engineer.....John Burdue

KVOM—Morrilton—1952

Frequency: 800 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Morrilton Bcstg. Co.
Address.....P. O. Box 541
Tel.: 506.....News Service: AP
Transcription Service.....Standard, World
Gen. Mgr.....J. C. Willis
Comm Mgr.....Bill Harper
Prog. Director.....Hugh C. Jones

KTLO—Mountain Home—1953 KBS

Frequency: 1490 Kw.....Power: 250 Watts
Owned-Oper. By..Mountain Home Bcstg. Corp.
Address.....Hwy 5, N.
Tel.: 1490.....News Service: UP
Representative .....Best
Transcription ..... World
Pres., Gen. Mgr.....A. Stricklen
Commercial Mgr.....Bob Pratt

KNBY—Newport—1949

Freq.: 1280 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Newport Bcstg. Co.
Business Address.....U.S. Hwy. 67
General Manager.....Gene Howe
Program Director.....Jerry Grojean

KOSE—Osceola—1949—KBS

Frequency: 860 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Osceola Bcstg. Corp.
Business Address.....P. O. Box 211
Tel.: LO 3-2641.....News Service: AP
Trans. ..... World
Representative.....Cont. Radio Sales
President.....H. F. Ohlendorf
General Manager.....Don Whitney
Commercial Manager.....Betty G. Woods

KDRS—Paragould—1947
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Progressive Bcstg. Co.
Business Address .....Box 491
Tel.: CE 2-7627.....News Service: AP
Membership .....NAB
General Manager.....T. Rand
Commercial Manager.....Doyne F. Bateman
Business Manager.....T. M. Self
Prog. Dir.....W. Wheelis
Chief Engineer.....William O. Driskell

KCLA—Pine Bluff—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Engineering Service
Business-Studio Address.....2900 W. 28th St.
Tel.: JE 5-1241.....News Service: AP
Station Representative.....Hil Best
General Mgr.....Kenneth Kesterson
Commercial Manager.....Clyde Martin
Pgm. Dir.....Charles Penix

KOTN—Pine Bluff—1934
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Universal Bcstg. Corp
Address.....Simmons Bank Bldg.
Tel.: JE 4-8732.....News Service: AP
Transcription Service.....Thesaurus, World
Representative .....Walker
Pres., Gen. Mgr., Chief Engr.....B. J. Parrish
Local Comm. Mgr.....J. Wallace
Program Director .....Hilda Matz
Pub. Director.....R. W. Etter

KPBA—Pine Bluff—1957

Frequency: 1590 Kc.....Power: 1 Kw. d.
Owned.....Radio Pine Bluff
Address.....1607 W. 6th St.
Tel.: 4-1523.....News Service: UP
Gen. Mgr.....Howard M. Peters

KPOC—Pocahontas—1950
KBS

Frequency: 1420 Kc....Power: 1,000 Watts d.
Owned-Operated By...Pocahontas Radio, Inc.
Address.....P. O. Box 250
Tel.: TW 2-5234.....News Service: AP
Transcription ..... World
Membership .....NAB
General Mgr.....Adrian L. White
Program Dir. .....Bill Nicholson
Sales Mgr.....Virgil Pace

KAMO—Rogers—1954

Frequency: 1390 Kc.....Power: 1000 Watts
Owned .....KAMO, Inc.
Address.....114 S. First
Telephone 1390
Station Rep. .....Walker
Transcription .....World
Pres., Gen. Mgr.....G. Don Thompson
Prog., Pub. Dir.....Chuck Davis
Chief Engineer.....Bud Williams

KXRJ—Russellville—1947
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....The Valley Broadcasters
Address.....Second and Commerce
Tel.: 299, 123.....News Service: AP
Gen., Sta. Mgr.....C. R. Horne
Comm. Mgr.....L. L. Bryan
Sales Prom. Mgr.....Don Sammons
Prog. Director.....Ora Mae Lee
Chief Engineer.....William C. McKenney

KWCB—Searcy—1951—KBS

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned.....White County Bcstg. Co., Inc.
Address.....P. O. Box 95
Tel.: 1281.....News Service: AP
Representative.....Hil F. Best
Membership .....NAB
Pres., Gen. Mgr.....Carl N. Dodd
Comm. Mgr.....Don P. Jones
Chief Eng.....Roy K. Cole

KUOA—Siloam Springs—1923
MBS-KBS

Frequency: 1290 Kc.....Power: 5,000 Watts d.
Owned-Operated By.....Kuoa, Inc.
Business-Studio Address.....Siloam Springs
Tel.: 777.....News Service: UP
Representative .....Dora-Clayton
Membership .....NAB
President.....Dr. John E. Brown, St.
Gen. Mgr.....Cecil Smith
Program Director .....Ralph Kennedy, Jr.
Chief Engineer.....John R. Flanagan

KBRS—Springdale—1949
ABN-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper...Northwest Ark. Bcstg. & TV Co.
Address .....P. O. Box 29
Telephone: PL 1-4675.....News Service: AP
Newspaper Affiliation..Southwestern Pub. Co.
Representative .....Hil F. Best
President .....Donald W. Reynolds
Gen., Sta. Mgr.....Roy J. Bowman
Comm. Manager.....Hubert Phillips
Chief Engineer.....William Ussery

KWAK—Stuttgart—1948
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Stuttgart Bcstg. Corp.
Business Address .....Stuttgart
Tel.: WA 2-5212.....News Service: AP
Representative.....Hil F. Best

Membership ..... NAB
Transcription ..... World, Standard
President ..... Beloit Taylor
Gen. Manager ..... Melvin P. Spann
Station Mgr. ..... June S. Spann
Chief Engineer ..... C. R. Sandine

KOSY—Texarkana—1951 MBS

Freq.: 790 Kc. ..... Power: 1 Kw. d., 500 w. n.
Owned-Operated By ..... Gateway Bcstg. Co.
Address ..... State Line Ave.
Representative ..... Pearson
Trans. ..... Thesaurus
Gen. Manager ..... Tom E. Dillahunty
Sales Manager ..... Herman Cecil

KRLW—Walnut Ridge—1951 KBS

Frequency: 1320 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Lawrence Co. Bcstg. Co.
Address ..... Walnut Ridge
Tel.: 980 ..... News Service: UP
Trans. ..... Thesaurus
Membership ..... NAB
Gen. Mgr. ..... Wm. H. Cate

KWRF—Warren—1953—KBS

Frequency: 860 Kc. ..... Power: 250 Watts d.
Owned ..... Pines Bcstg. Co.
Address ..... Box 480
Tel.: 353-354 ..... News Service: AP
Representative ..... Hil F. Best
Gen., Sta. Mgr. ..... Lee Reaves
Comm. Mgr. ..... H. M. Harris

KWYN—Wynne—1956

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned ..... E. Arkansas Bcstrs, Inc.
Address ..... Hwy. No. 1, N.
Tel.: 1188 ..... News Service: UP
Representative ..... Best
Trans. ..... World
Gen. Mgr. ..... Raymond O. Raley
Comm. Mgr. ..... Hiram Mayo
Prog. Dir. ..... Art Rogers

California

Pop. March 1 (Est.)—14,203,000; Families—4,537,000; Lic. Stations—174; Sta. CP's—10; Radio Homes—4,502,000; TV Homes—4,437,000

KCNO—Alturas—1951—ABN

Frequency: 570 Kc. ..... Power: 1000 Watts d.
Owned-Operated By .. Interstate Bcstg. Co., Inc.
Address ..... P. O. Box 1358
Tel.: 2531 ..... News Service: UP
Trans. Ser. ..... Standard, Capitol, Sesac
Representative ..... Best
Pres., Gen. Mgr. ..... H. J. Chandler
Sta. Mgr. ..... Dick Barrett
Chief Eng. ..... J. M. Condrey

KAVR—Apple Valley—1954

Frequency: 960 Kc. ..... Power: 5 Kw. d.
Owned ..... Apple Valley Bcstg. Co.
Address ..... Apple Valley Inn
Tel.: VI 7-7251 ..... News Service: UP
Membership ..... NAB
Transcription ..... World
Representative ..... McGavren-Quinn, Moore
President ..... Newton T. Bass
Managing Dir. ..... J. C. Thomas
Commercial Mgr. ..... R. T. McKenzie

KENL—Arcata—1956

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned ..... Humboldt Bcstrs.
Address ..... Box 515
Tel.: VA 2-2941 ..... News Service: AP
Transcription ..... SESAC, World
Representative ..... W. T. Grant
Gen., Sta. Mgr. ..... Vern Emmerson
Chief Engineer ..... Vince Lambert

KAHI—Auburn—1957

Frequency: 950 Kc. ..... Power: 500 Watts
Owned ..... Don C. Reeves
Address ..... Box 950
Tel.: TU 5-5636 ..... News Service: UP
Gen. Mgr. ..... Gene Ragle

KBIG—Avalon—1952

Frequency: 740 Kc. ..... Power: 10,000 Watts
Owned-Operated By ..... John Poole Bcstg. Co.
Address .... 6540 Sunset Blvd., Los Angeles 28
Tel.: HO 3-3205 ..... News Service: AP, UP
Representative ..... Weed
Membership ..... NAB, RAB
President, Gen. Mgr. ..... John Poole
V.P., Oper. Mgr. ..... Cliff Gill
V.P., Comm. Mgr. ..... R J McAndrews
Program Director ..... Alan Lisser

KAFY—Bakersfield—1946 MBS

Frequency: 550 Kc. ..... Power: 1000 Watts
Owned ..... Paschall, Tullis & Hearne
Address ..... 1669 Chester Ave.
Tel: FA 4-9861 ..... News Service: UP
Representative ..... McGavren-Quinn
Transcription ..... SESAC
Membership ..... NAB
Pres., Gen. Mgr. ..... Benton Paschall
Sales Promotion Manager ..... Lee Corbin
Comm. Mgr. ..... Glenn Lockhart
Publicity Director ..... Pat Baker
Chief Engineer ..... Lee Jones

KBIS—Bakersfield—1950

Frequency: 970 Kc. ..... Power: 1000 Watts
Owned-Oper. By
Eastern Electrosonic Industries
Studio Address ..... 2013 Chester Ave.
Tel.: FA 4-6093 ..... News Service: UP

Transcription Service .....Lang-Worth
Representative .....Young
Pres., Gen. Mgr.....Hal Brown
Station Mgr.....Don Hopkins
Comm. Mgr.....Jack Bankson
Prog. Dir.....Burt Hainline

KERN—Bakersfield—1932
CBS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By...McClatchy Bdcstg. Co.
Business Address.....1535 17th St.
Tel.: FA 5-7475.....News Service: UP
Transcription Service.....Capitol
Representative.....Paul H. Raymer
Membership .....NAB
President .....Eleanor McClatchy
Sta. Mgr.....Walter Bazluk
Chief Engineer.....Luverne Shatto

KGEE—Bakersfield—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....KGEE, Inc.
Business-Studio Address....1415 17th Street
Tel.: FA 7-3587.....News Service: UP
News Service .....UP
Representative .....Hollingbery
Membership .....RAB
Pres., Prom. Mgr.....C. Dexter Haywood
Gen., Sta., Comm. Mgr. ..Herbert H. Wixson
Program Director.....Thad Bulkeley
Chief Engineer.....Edwin Andreas

KMAP—Bakersfield—1955

Frequency: 1490 Kc.....Power: 250 Watts
Owned .....Morris Mindel
Address.....P.O. Box 693
Tel.: FA 7-3541.....News Service: UP
Representative ..... Forjoe
Membership .....NAB
Station Manager.....Morrie Mindel
Comm. Mgr.....Jack Shefrin

KPMC—Bakersfield—1932

Frequency: 1560 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Pioneer Mercantile Co.
Address.....20th & N Sts.
Tel.: FA 7-5121.....News Service: UP
Representative.....Headley-Reed
President.....F. G. R. Schamblin
Gen., Sta. Mgr.....L. A. Schamblin
Comm. Mgr.....Paul R. Biermann
Chief Eng.....Leo P. Jarvis

KPAS—Banning—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Stevens Bcstg. Inc.
Address.....4425 W. Ramsey St.
Tel.: VI 9-4557.....News Service: UP
Transcription Service..... World
Representative.....Grant Webb
Gen. Manager.....Edwin J. Stevens
Commercial Mgr.....Lewis F. Shank

KWTC—Barstow—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Mojave Valley Bcstg. Co.
Address .....Box 697
Tel.: 4001.....News Service: UP
Representative ..... O'Connell
President.....W. T. Brown
Sta. Mgr.....Harry White

KRE—Berkeley—1923

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Central Calif. Bcstrs., Inc
Address-Trans.....601 Ashby Avenue
Tel.: AS 3-7715.....News Service: AP
Representative .....W. S. Grant
Membership .....NAB
General Mgr.....Arthur Westlund
Sta. Mgr.....Don Hambly
Prog. Dir.....Les Avery
Chief Engineer.....Robert K. Morrison

KOWL—Bijou—1956

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Radio Station KOWL
Address.....Lake Tahoe, Bijou
Telephone .....KI 4-2400
General Sales Mgr.....Donald C. Brown

KIBS—Bishop—1953—KBS

Frequency: 1230 Kw.....Power: 250 Watts
Owned-Oper. By.....Inyo Bcstg. Co.
Address.....Box 757
Tel.: 4411.....News Service: UP
Representative.....Broadcast Time Sales
Pres., Gen. Mgr., Pub. Dir.....J. Oliver
Commercial Mgr., Prom. Mgr...R. S. Deming

KYOR—Blythe—1947—ABN

Frequency: 1450 Kc.....Power: 250 Watts
Owned...Imperial Broadcasting Systems, Inc.
Address .....Box 668
Tel.: 2231.....News Service: UP
Representative .....John E. Pearson
President, Gen. Mgr.....Frank K. Danzig
V.P., Gen. Sales Mgr.....A. Bartlett Ross, Jr.
Station Mgr.....Vic Lundberg
Commercial Mgr.....Sam Christie
Program Dir.....Lee Young
Chief Engineer.....Carl S. Johnson

KROP—Brawley—1946—ABN

Frequency: 1300 Kc....1000 Watts d., 500 n.
Owned-Oper. By.....Imperial Bcstg. System
Address .....6331 Hollywood Blvd.
Telephone: 1300.....News Service: UP
Representative.....John E. Pearson Co.
Station Manager.....Ed Silvera
Program Dir.....Chap Rollins

KBLA—Burbank—1952

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Bdcstrs. of Burbank
Address.....11516 Oxnard St., N. Hollywood
News Service .....UP
Station Representative.....Grant Webb
Transcription Service.....Capitol

KICO—Calexico—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Charles R. Love
Address.....Barbara Worth Hotel, El Centro
Tel.: EL 2-1490.....News Service: AP, INS
Station Representative....D. Cooke, O'Connel
Owner .....Charles R. Love
General Manager.....W. L. Gleeson
Prom. Dir.....Wally Blake

KHSL—Chico—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated....Golden Empire Bcstg. Co.
Address.....Box 303
Telephone .....FI 2-0141
Representative .....Avery-Knodel
Membership .....NAB
Pres., Gen. Mgr.....Mrs. H. McClung
Station Manager.....Charles H. Kinsley, Jr.

KPAY—Chico—1949—MBS

Frequency: 1060 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Rabell Enterprises
Address-Trans.....1060 Humbug Rd.
Tel.: FI 2-4211.....News Service: UP
Transcription Service .....Standard
Representative .....Hollingberry
Membership .....NAB
President .....Fred Rabell
Exec. V.P.....Dorothy Rabell
Sacramento Valley Sales.....R. Gheller
Oper. Mgr.....Ned Tollinger
Natl. Sales Mgr.....Pete Watts

KCHV—Coachella—1954

Frequency: 970 Kc.....Power: 1 Kw., d.
Owner .....Edward Gorges
Address.....1694 6th Ave.
Tel.: EX 8-5534.....News Service: AP
Representative .....Art Moore
Gen. Mgr.....I. E. Staples
Chief Eng.....Bill Buckingham
Sales Prom. Mgr.....Gus Duncan

KBMX—Coalinga—1950—KBS

Frequency: 1470 Kc.....Power: 500 W. d.
Owned-Oper. By.....Westside Bdcstg. Co.
Address .....Box 1179
Tel.: 136.....News Service: UP
Sta. Rep.....Grant Webb
Gen., Sta., Com. Mgr.....V. J. Stedry
Chief Engineer.....W. E. Long

KBUC—Corona—1948

Frequency: 1370 Kc. Power: 1 Kw. d., 500 W. n.
Owned.....Radio Broadcasting, Inc.
Business Address.....Box 368
Tel.: RE 7-1370.....News Service: UP
Trans. ..... Lang-Worth
Representative .....Gates
Pres., Gen. Mgr.....Henry Fritzen
Sta., Comm. Mgr.....Charles M. Ferguson
Chief Engineer.....Robert Cochems

KCRE—Crescent City—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Del Norte Bcstg. Co.
Address .....Box 248
News Services.....AP, INS
Representative .....Ayres
Transcription.....Standard, SESAC, World
Pres., Gen. Mgr., Sta. Mgr...Robert E. Grey
Business Mgr.....Peggy B. Gray

KCHJ—Delano—1950

Freq.: 1010 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Charles Herman Johnes
Address.....County Line Rd.
Tel.: 8676.....News Service: UP
Representative .....Ayres
General Mgr.....Jean J. Johnes
Program Dir.....Joe McFolin

KRDU—Dinuba—1946—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Dinuba Co.
Business-Studio Address.....Box 157
Tel.: DI 500.....News Service: AP
News Service .....AP
Representative...W. Ayres, Cont. Radio Sales
Membership .....RAB
Pres., Gen., Sta. Mgr.....Egon A. Hofer
V.P.....Dave Hofer, Jr.

KBAB—El Cajon—1954
ABN

Frequency: 910 Kc.....Power: 1 Kw.
Owned-Operated By.....Babcock Bcstg. Corp.
Address....Town & Country Hotel, San Diego
Tel.: CY 8-8371.....News Service: AP
Representative .....Bolling
Membership .....RAB
Transcription Service .....Thesaurus
President.....L. H. Kornik
Gen., Sta. Manager.....E. L. (Bud) Chase
Comm. Mgr.....Donald Chase
Program Dir.....Dick Thompson
Chief Engineer.....Ed Murphree

KXO—El Centro—1927
MBS-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Valradio Inc.
Business Address.....Box 140
Tel.: EL 2-1230.....News Service: UP
Representative.....Paul H. Raymer
Membership .....NAB
Pres., Gen. Mgr.....Riley R. Gibson
Commercial Manager.....Marc Hanan
Prog. Dir.....Bob Weaver

KDAN—Eureka—1956

Frequency: 790 Kc.....Power: 5 Kw.
Owned.....W. H. Hansen
Address .....Box 903
Tel.: HI 2-0611.....News Service: UP
Representative.....Bcst. Time Sales, Hall
Membership .....NAB
Mgr.....W. H. Hansen
Comm. Mgr.....Earl Madray

KHUM—Eureka—1947—CBS

Freq.: 980 Kc.....Power: 5 Kw., d., 500 W. n.
Owned-Oper. By.....Eureka Bcstg.
Address .....Box 1015
Tel.: HI 2-5744.....News Service: AP
Transcription Service .....Capitol
Representative .....McGavren-Quinn
Prog. Dir.....Doyle Seely
Comm., Prom. Mgr.....Frank M. Smith
Chief Engineer.....Dean Elliott

KIEM—Eureka—1933
MBS-DON LEE

Frequency: 1480 Kc.....Power: 5000 Watts
Owned Opr. By....Redwood Bdcstg. Co., Inc.
Address.....6th at E. Sts.
Telephone .....HI 3-1621
Membership .....NAB, RAB
Representative .....John Blair
President, Manager.....Wm. B. Smullin
General Manager.....J. Edwin Arnold
Commercial Mgr.....Robert Stach
Prom. Mgr.....B. Adams
Chief Engineer.....Don King

KDAC—Fort Bragg—1948
KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Mendocino Coast Bcstg. Co.
Address .....Box 616
Tel.: YO 4-3251.....News Service: AP
Owner .....Edward Mertle
General Manager.....Craig N. Smith
Sales Prom. Mgr.....Matthew V. Huber

KARM—Fresno—1938—ABN

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By .....KARM
Business-Studio Address..1333 Van Ness Ave.
Tel.: AM 4-2966.....News Service: AP
Representative .....Hollingbery
General-Station Manager.....Del Gore
Sales Mgr.....Glenn Rinker
Program Director.....Bill Dallas
Chief Engineer.....Elbert Dean

KBIF—Fresno—1947

Frequency: 900 Kc.....Power: 1000 Watts, d.
Owned .....KBIF, Inc.
Address.....857 Van Ness Ave.
Tel.: AM 6-0791.....News Service: UP
Transcription .....Lang-Worth
Representative .....McGavren-Quinn
Membership .....NAB, RAB
Pres., Gen. Mgr.....David T. Harris
Comm. Mgr.....Ethan Bernstein
Program Dir.....Jim Bailey

KEAP—Fresno—1957

Frequency: 980 Kc.....Power: 500 W. d.
Owned.....B. L. Golden
Address.....2344 S. Railroad Ave.
Tel.: AD 7-1871.....News Service: AP
Representative.....W. S. Grant
Mgr.....R. L. Golden

KFRE—Fresno—1937—CBS

Frequency: 940 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Calif. Inland Bcstg. Co.
Business-Studio Address..T. W. Patterson Bldg.
Telephone .....AM 8-6441
Representative .....John Blair
Pres., Gen. Mgr.....P. R. Bartlett
Com. Mgr.....Donald Barry
V. P. Eng.....Keith L. Mealey
Program Dir.....Robert Fulton

KGST—Fresno—1949—KBS

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By...Delle Broadcasting Co.
Address.....1244 'O' St.
Tel. .....AM 6-9901
Representative...Nat'l Time Sales, Hall, Gates
Gen. Mgr. .....Jeanne Bacher

KMAK—Fresno—1953

Frequency: 1340 Kw.....Power: 250 Watts
Owned-Oper. By.....McMahan Bcstg. Co.
Address.....2020 McKinley
Tel.: AM 6-9448.....News Service: AP
Representative .....McGavren-Quinn
President.....R. O. McMahan
Gen., Sta. Mgr.....Coyle Chambers
Chief Engineer.....Ed Nickels

KMJ—Fresno—1925—NBC

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....McClatchy Bcstg. Co.
Business-Studio Address..1515 Van Ness Ave.
Tel.: AM 8-5771.....News Service: UP
Transcription Service .....World
Representative.....Paul H. Raymer
Membership .....NAB
Station Manager.....Ramsey G. Elliott
Sales Mgr.....Roy Swanson
Program Dir.....Jeff Nagle

KYNO—Fresno—1947
MBS-DON LEE

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio KYNO
Address.....2125 N. Barton Ave.
Tel.: CL 5-8383.....News Service: UP
Transcription Service .....Thesaurus
Representative .....Headley-Reed
Membership .....NAB RAB
General Manager .....Gene Chenault
Sta. Mgr.....Jim Carroll
Chief Engineer.....Bert Williamson

KPER—Gilroy—1957

Frequency: 1290.....Power: 500 Watts, d.
Owned.....Bernard & Jobbins Bcstg. Co.
Address.....615 Swanston Lane
Tel.: VI 2-3155.....News Service: UP
Gen. Mgr.....Monte Guardino
Comm. Mgr.....Philip J. Martinez

KIEV—Glendale—1933

Frequency: 870 Kc.....Power: 250 Watts

Owned-Operated By.....Cannon System, Ltd.
Address.....102 N. Glendale Ave.
Tel.: CI 1-1133.....News Services: UP, AP
Transcription Service .....Standard
President.....David H. Cannon
Station Mgr.....Cal Cannon

KNGS—Hanford—1948

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Oper. By.....E. J. Fenston, Pres.
Business Address.....5424 E. Butler
Tel.: AD 7-7191.....News Service: UP
Trans. .....RCA
Membership .....NAB, RAB
Sta., Comm. Mgr.....Forrest Howard
Prog. Dir., Ch. Eng.....Stan Vestal

KFWB—Hollywood—1925

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....KFWB Bcstg.
Business-Studio Add....6419 Hollywood Blvd.
Tel.: HO 3-5151.....News Services: AP, UP
Representative .....Blair
Pres., Gen. Mgr.....Robert M. Purcell
Dir. of Oper.....Sydney Yallen
Sales Mgr.....Milton H. Klein
Prog. Dir.....Chuck Blore

(See Page 368)

KDAY—Hollywood—1947

(See Santa Monica For Listing)

KLAC—Hollywood—1924

Freq.: 570 Kc.....Power: 5 Kw. d.; 1 Kw. n
Owned-Operated By...Hall Broadcasting Co.
Address.....6363 Sunset Blvd
Telephone .....HO 2-7271
Representative.....Adam J. Young
Membership .....NAB
President.....M. W. Hall
V.P., Sta. Operations.....Felix Adams
Gen. Sales Manager.....Morton Sidley
Mdsg. Dir.....Armand La Pointe

KNX—Hollywood—1920
CBS

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Business-Studio Address....6121 Sunset Blvd.
Tel.: HO 9-1212.....News Service: AP, UP
Representative.....CBS Radio Spot Sales
Membership .....NAB, RAB
Pres.....Arthur H. Hayes
Gen. Mgr.....Fred Ruegg
Gen. Sales Mgr.....Maurie Webster
Prog. Dir.....Robert Sutton
Promotion Mgr.....Phil Hillman
Pub. Dir.....Lloyd Brownfield
Chief Engineer.....Ted Denton

KREO—Indio—1946—ABN

Frequency: 1400 Kc.....Power: 250 Watts
Owned....Imperial Broadcasting System, Inc.
Address .....Calhoun Dr.
Tel.: 7-3403.....News Service: UP
Representative.....John E. Pearson

When there's Big News Nobody covers it Like KNX Radio



On Friday, January 31 and Saturday, February 1, there were two explosions that shook Los Angeles. One was 2,900 miles away at Cape Canaveral. The other was only 40 minutes away at Norwalk.

CBS Radio, nationally, and KNX Radio, locally, covered both events with the **speed, flexibility** and **depth** that only responsible radio — and responsible network radio — can provide.

For what is required is far more than sound effects, a telephone and a couple of news tickers. What's required is a big news staff manned by experienced, aggressive and highly qualified reporters aware of their responsibilities to their listeners. Men like Murrow, Sevareid, Herman, Schorr and Smith nationally. Men like Alcott, Roby, Vaile, Kenneally, McCoy and the many others here at the KNX News Bureau.

That's how, on a weekend that shook Los Angeles, KNX Radio again set the standards against which all other news coverage must be judged.

That's one more reason why KNX advertisers are associated with the very best in radio!

KNX CBS RADIO LOS ANGELES

Represented by CBS RADIO SPOT SALES

COLOR RADIO

sells the new carriage trade



KFWB

7 CHANNEL 98 1

The new Carriage Trade wheels the market basket, and decides most expenditures. Whether she's on wheels in mobile Los Angeles or at home, she is tuned to KFWB Color Radio, for her seven friendly deejays. Proof of performance: over 50% of all time sold—consistently—is super-market goods. Add motion to promotion on KFWB.

National representatives: John Blair & Co.
President and General Manager: Robert M. Purcell

President, Gen. Mgr.....Frank K. Danzig
V.P., Gen. Sales Mgr.....A. Bartlett Ross, Jr.
Station Mgr.....Douglas Caplette
Commercial Mgr.....Bill Gibeau
Program Director.....Don Retz
Chief Engineer.....Cliff Lantz

KAVL—Lancaster—1950

Freq.: 610 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Antelope Bcstg. Co.
Address.....P. O. Box 1192
Tel.: WH 2-1121.....News Service: UP
Transcription Service.....Lang-Worth, World
Membership .....NAB, RAB
Station Representative..Broadcast Time Sales
President .....W. B. Carter
General Mgr.....H. L. Comstock
Chief Engineer.....Carl Pendergraft

KBVM—Lancaster—1956

Frequency: 1380 Kc.....Power: 1000 Watts
Owned.....Brocaw Broadcasting Co.
Address.....112 East Avenue "J"
Tel.: WH 2-8461.....News Service: AP
Representative .....Adam Young
Pres., Gen. Mgr.....Hal Brown
Station, Sales Mgr.....Frank Onstott
Prog. Dir.....Leo McElroy

KCVR—Lodi—1946—KBS

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....H. W. & D. A. Brown
Business Address.....P. O. Box 600
Tel.: EN 8-0628.....News Service: UP
Transcription Service .....Standard
Station Representative.....Wm. Ayres
Gen. Mgr.....Herbert W. Brown
Sta. Mgr., Prog. Dir.....Dedah M. Corlett
Chief Engineer.....George Sampson

KFOX—Long Beach—1924

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....Hogan Bcstg. Corp.
Address.....220 E. Anaheim Street
Tel.: HE 6-7281.....News Service: UP
Membership .....NAB, RAB
Representative .....Headley-Reed
President.....Arthur B. Hogan
Gen. Mgr.....Ira Laufer
Comm. Mgr.....Norman O. Dunshee
Chief Engineer.....George J. Merker

KGER—Long Beach—1926
KBS

Frequency: 1390 Kc.....Power: 5,000 Watts
Owned By...John Brown Schools of Calif., Inc.
Business-Studio Address.....3745 Atlantic
Tel.: GA 7-7907.....News Service: UP
Representative .....Bob Dare
Membership .....NAB
Gen., Sta., Comm. Mgr.....E. William George
Beverly Hills Sales Mgr. ..Cornelius O. Lee

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1st in Los Angeles
1st in the Nation
1st in service to listeners with
up-to-the-minute freeway reports



on the air with

NEWS

by award-winning newscasters,
hourly, 24 hours a day



on the air with

MUSIC

the best—the most



backed by vigorous
promotion—merchandising



The New KABC Radio

John H. Pace
Gen. Mgr.

Roy Cordell
Gen. Sales Mgr.

Represented Nationally by
The KATZ AGENCY, Inc.

❊ ❊ CALIFORNIA ❊ ❊

KABC—Los Angeles—1929
ABN

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....AB-PT, Inc.
Address.....1539 N. Vine St.
Tel.: NO 3-3311.....News Service: AP, INS
Representative .....Katz
Membership .....NAB, RAB
President .....Robert Eastman
General Manager.....John H. Pace
Commercial Mgr.....Roy L. Cordell
Program Director.....Dresser Dahlstead
Publicity Director.....Nell Cleary
Chief Engineer.....Ralph Denechaud

KFAC—Los Angeles—1931

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Los Angeles Bcstg. Co., Inc.
Bus.-Studio Address.....5773 Wilshire Blvd.
Tel.: WE 8-0161.....News Service: AP
Representative .....Bolling
Membership .....NAB
Pres.-Gen.-Sta. Mgr.....Calvin J. Smith
Publicity Dir.....Paul Price
Program Director.....Howard Rhines
Chief Engineer.....Ron Oakley

KFI—Los Angeles—1922
NBC

Frequency: 640 Kc.....Power: 50,000 Watts
Owned-Operated By..Earle C. Anthony, Inc.
Business-Studio Address..141 N. Vermont Ave.
Tel.: DU 2-2121.....News Services: AP, UP
Representative.....Henry I. Christal
Membership .....NAB
Pres.....Earle C. Anthony
Gen. Mgr.....Charles E. Hamilton
Comm. Mgr.....Myra Clark
Program Director.....Pat Kelly
Sales, Prom. Mgr., Pub. Dir...Edward H. Grigg
Co-Chief Engs...H. L. Blatterman, C. W. Mason

KGFJ—Los Angeles—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ben S. McGlashan
Business-Studio Address....6314 Sunset Blvd.
Tel.: HO 4-0201.....News Service: UP
Owner.....Ben S. McGlashan
General, Station Manager....Thelma Kirchner
Sales Mgr.....Molly C. Low
Sales Mgr.....Lee Roddy
Prog., Pub. Dir.....Dick Provensen
Chief Engineer.....Homer Obuchon

KHJ—Los Angeles—1922
MBS-DON LEE

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Oper. By.....RKO Teleradio Pictures
Address.....1313 N. Vine St., Hollywood
Tel.: HO 2-3133.....News Service: INS, UP
Representative .....H-R Reps.
Membership .....NAB, RAB
Pres., Don Lee Div.....Willet H. Brown

Gen. Mgr. ..... Norman Boggs
Comm. Mgr. ..... Terry Mann
Program Director ..... A. J. LaFrano
Chief Engineer ..... Robert Arne

KMPC—Los Angeles—1927

Freq.: 710 Kc. ..... Power: 50 Kw. d.; 10 Kw. n.
Owned-Oper. By ..... Golden West Bcsters.
Address ..... 5939 Sunset Boulevard
Tel.: 9-5341 ..... News Services: INS, UP
Representative ..... AM Radio Sales
Membership ..... NAB
Ch. of Board ..... Gene Autry
President ..... Robert O. Reynolds
V.P., Dir. Engineering ..... Lloyd C. Sigmon
Gen. Sales Mgr. ..... Stanley Spero
Mgr., Sls. Prom. ..... John M. Asher
Prog. Dir. ..... Robert H. Forward
Chief Engineer ..... L. C. Sigmon

KPOL—Los Angeles—1952

Frequency: 1540 Kc. ..... Power: 10,000 Watts
Owned-Oper. By ..... Coast Radio Bdcstg. Corp.
Address ..... 4628 Wilshire Blvd.
Tel.: WE 8-2345 ..... News Service: AP
Transcription Service ..... Lang-Worth
Representative ..... Forjoe
Membership ..... RAB
President, Gen. Mgr. ..... Hugh R. Murchison
Station, Comm. Mgr. ..... Frederick Custer
Program Dir. ..... R. Scott
Chief Engineer ..... Floyd Hall

FOR
SOUTHERN CALIFORNIA
REACTION
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KPOP
1020 KC
"THE POPULAR STATION"
Broadcast Times Sales —
New York — Chicago
The Meeker Co.
San Francisco

KPOP—Los Angeles—1925

Frequency: 1020 Kc. ..... Power: 5,000 Watts
Owned-Operated By ..... Standard Bcstg. Co.
Business-Studio Add. ..... 338 S. Western Ave.
Tel.: DU 8-2345 ..... News Service: UP
Representative ..... Broadcast Time Sales
Membership ..... NAB
General Manager ..... Frank Burke, Jr.
Prog. Dir. ..... Clyde Cadwell
Comm. Manager ..... Vern Lindblade
Ch. Eng. ..... Leonard Reeves

KRKD—Los Angeles—1927

Frequency: 1150 Kc. .. Power: 5000 d.; 1000 n.
Owned-Operated By ..... Cont. Tele. Corp.
Business-Studio Address .. 1050 Montecito Drive
Tel. ..... CA 5-4116
President ..... Frank Oxarart
Gen. Mgr. ..... Jack Feldmann
Sta. Mgr. ..... Joyce Evans
Prog. Dir. ..... Charles A. Clifton
Ch. Eng. ..... Ben Brown

KHOT—Madera—1956

Frequency: 1250 Kw. ... Power: 500 Watts, d.
Owner ..... Bob L. Moran
Address ..... Box 67
Tel.: OR 4-8501 ..... News Service: AP
Representative ..... Ayres
Mgr. ..... Bob L. Moran
Sales Mgr. ..... Don L. Edwards

KMYC—Marysville—1940
MBS-DON LEE

Frequency: 1410 Kc. . Power: 5 Kw. d.; 1 Kw. n.
Owner-Oper. . Marysville-Yuba City Bcstrs., Inc.
Business Address ..... P. O. Box 631
Tel.: SH 2-2396 ..... News Service: AP
Transcription Service ..... World
Representative ..... W. S. Grant
Membership ..... NAB
President ..... H. E. Thomas
Gen.-Station Manager ..... Joe D. Carroll
Program Director ..... W. R. Cleveland
Sls. Prom. Mgr. ..... Gene Walker
Publicity Dir. ..... Ned Liebman
Chief Engineer ..... George "Ricks" Wyville

KWIP—Merced—1956

Frequency: 1580 Kc. ..... Power: 500 Watts, d.
Owned ..... Joseph Gamble Stations, Inc.
Address ..... Hotel Tioga
Tel.: RA 2-3838 ..... News Service: AP
Representative ..... McGavren-Quinn, Feltis
Pres., Gen. Mgr. ..... Joseph E. Gamble
Sta. Mgr. ..... Jack Blake

KYOS—Merced—1936
MBS-DON LEE

Frequency: 1480 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... KYOS, Inc.
Business Address ..... "G" Street Grade
Tel.: RA 2-6251 ..... News Service: UP

Representative .....Headley-Reed
Transcription .....Lang-Worth
Membership .....NAB, RAB
Pres., Gen. Sta. Mgr.....Robert S. Garrett
Commercial Manager.....Gene Bell
Program Director.....John McAdams
Sales Prom. Mgr.....G. Lorenson
Chief Engineer.....Cecil Lynch

KBEE—Modesto—1951

Frequency: 970 Kc.....Power: 1000 Watts
Owned .....McClatchy Blstg. Co.
Address.....14th & I Sts.
Tel.: LA 3-7756.....News Service: UP
Representative.....Paul Raymer
Manager .....Hugh Shelley

KFIV—Modesto—1950—ABN

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Modesto Bcstg.
Address .....Box 1360
Tel.: LA 4-1360.....News Service: AP
Representative .....Hollingberry
Membership .....RAB
President .....Ruth Finley
Gen. Mgr.....Ted Wolf
Comm. Manager.....Judd Sturtevant
Sales Prom. Mgr.....Harry Mitchell
Program Director.....Gene D'Accardo
Chief Engineer.....Mel Freedman

KTRB—Modesto—1933

Frequency: 860 Kc...Power: 10,000 d.; 1000 n.
Owned-Operated By.....KTRB Bcstg. Co., Inc.
Address .....P. O. Box 593
Tel.: LA 3-0737.....New Service: UP
Transcription Service .....Standard
Representative .....McGavren-Quinn
Membership .....NAB
Pres.-Gen.-Station Mgr....William H. Bates, Jr.
Comm., Sales Prom. Mgr.....Richard Brown
Prog., Pub. Dir.....W. C. Purviance

KIDD—Monterey—1955

Frequency: 630 Kc.....Power: 1 Kw.
Owned-Operated By....Pacific Ventures, Inc.
Address.....546 Hartnell Plaza
Tel.: FA 9-0621.....News Service: AP
Representative .....Hollingberry
Gen. Mgr.....Al Madden
Sales Prom. Mgr.....Robert G. Campbell
Chief Engineer.....Herman Stalberg

KMBY—Monterey—1949
CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KMBY Bcstg. Co.
Business Address.....468 Calle Principal
Tel.: FR 2-4541.....News Service: UP
Transcription Service .....World
Station Representative .....Pearson
Pres., Gen., Sta. Mgr.....B. P. Timothy
Prog. Dir.....Florence Timothy
Sales Mgr.....J. T. Timothy
Chief Engineer.....G. Hammond

KWSD—Mt. Shasta—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Shasta Cascade Bcstg. Corp.
Address .....E. Alma St.
Tel.: WA 6-2124.....News Service: UP
Representative.....Continental, McGavren
Membership .....NAB
President .....Vernita Adler
Co-Owner .....Arthur Adler
Co-Owner .....David H. Rees

KVON—Napa—1947

Frequency: 1440 Kc.....Power: 500 Watts
Owned-Oper. By.....J. L. & A. M. Powell
Address .....Foster Rd.
Rep. .....O'Connell
Membership ..... RAB
Owner, Gen. Mgr., ...J. L. Powell
Comm. Mgr. .....Burke Riley

KSFE—Needles—1952—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Needles Bdcstg. Co.
Address.....P. O. Box C-2
Tel.: 1234.....News Service: INS
Station Representative .....Continental
Transcription Service .....Thesaurus
Owner, Mgr.....B. J. Fitzpatrick

KLX—Oakland—1921

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By....Tribune Building Co.
Business Studio Address.....401 13th St.
Tel.: TE 2-6000.....News Service: AP
Newspaper Affiliation.....Oakland Tribune
Transcription Service .....World
Representative .....Weed
Membership .....NAB
President.....J. R. Knowland, Jr
Station Mgr.....Bud Foster
Prog. Dir.....Bill Laws
Publicity Director.....Bill Bell
Sales Prom. Mgr.....Max Reeder
Chief Eng. ..... Roswell S. Smith

KROW—Oakland—1925

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....KROW, Inc.
Address.....464 19th St.
Tel.: TW 3-9600.....News Service: UP
Representative .....Raymer
Transcription .....Thesaurus
Membership .....NAB, RAB
President.....Sheldon F. Sackett
General Manager.....Jack Irvine
Comm. Mgr.....Robert Weinmann

KWBR—Oakland—1920

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By.....Warner Bros.
Business-Studio Address.....327 22nd St.
Tel.: HI 4-1212.....News Service: UP
Representative .....Forjoe
Pres., Gen. Mgr.....E. N. Warner
Station Manager.....F. Wellington Morse
Program Director.....Jeane K. Kellberg
Chief Engineer.....Logan Z. Edwards

KSLR—Oceanside—1956

Frequency: 1320 Kc.....Power: 500 Watts
Owned.....San Luis Rey Bcstg. Co.
Address .....Box 779
Tel.: SA 2-8294.....News Service: AP
Representative .....Dore, Rogers
President .....Court Shancks
Gen. Mgr.....Morritz Zenoff
Sales Mgr.....Truman Hinkle

KOCS—Ontario—1947

Frequency: 1510 Kc.....Power: 250 Watts, d.
Owned-Operated By....The Daily Report Co.
Business-Studio Address.....222 East "B" St.
Tel.: YU 6-1111.....News Service: UP
Newspaper Aff.....Daily Report
Transcription Service .....World
Representative .....Hil F. Best
Membership .....NAB
President.....Mrs. Jerene A. Harnish
General Mgr.....Peter R. Odens

KMOR—Oroville—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oroville Bcstrs.
Address.....Arlin Rhine Dr.
Tel.: LE 3-0334.....News Service: UP
President.....Raymond D. Vargas
Sales, Prom. Mgr.....Harry Ebeling
Program Dir.....Vic Ives
Chief Engineer.....W. F. Banks

KOXR—Oxnard—1955

Frequency: 910 Kc.....Power: 1 Kw., d.
Owned-Oper. By..Oxnard Broadcasting Corp.
Address.....1280 So. Oxnard Blvd.
Tel.: HU 3-2303.....News Service: UP
Representative .....Tracy Moore
President.....Paul R. Schneider
General Manager.....Charles A. Farmer
Sales Manager .....Robert F. Brown

KUTY—Palmdale—1957

Frequency: 1470 Kc.....Power: 1 Kw.
Owned.....Harold C. Singleton
Address .....Box 5
News Service .....AP
Representative.....W. S. Grant
Gen. Mgr.....Allan A. Speare
Sales Mgr.....Gerald Critchfield

KCMJ—Palm Springs—1946
CBS

Frequency: 1010 Kc.....1 Kw., d.; 500 W., n.
Owned-Operated By..Palm Springs Bcstg. Co.
Business Address.....Box KK
Tel.: FA 5-2253.....News Service: UP
Representative .....McGavren
Transcription Service .....World
Membership .....RAB
President .....David H. Margolis
V.P. .....Robert D. Blashek
Gen. Mgr.....Norman Lofthus

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50 Rockefeller Plaza
New York 20, N. Y.

Comm. Mgr.....Howard Kaufman
Program Director.....Arthur Sipherd
Chief Engineer.....Del Davitt

KDES—Palm Springs—1956

Frequency: 920 Kc.....Power: 500 Watts
Owned.....Cameron Bcstg. Co.
Address.....Box 2898
Tel.: FA 4-1212.....News Service: UP
Representative.....W. S. Grant
Membership.....NAB
Gen. Mgr.....J. Ray Corliss
Comm. Mgr.....Harry Voelker

KPAL—Palm Springs—1954

Frequency: 1450 Kc.....Power: 250 Watts
Owner.....KPAL Bcstg. Corp.
Address.....Desert Inn Hotel
Tel.: 9171.....News Service: AP
Rep.....Radio-TV Reps
Membership.....NAB
Gen. Mgr.....Al Yallen

KIBE—Palo Alto—1949

Frequency: 1220 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....Sundial Bcstg. Corp.
Address.....P.O. Box 1151
Tel.: DA 3-1341.....News Service: UP
Trans.....Standard, London
Rep.....Good Music Bcstrs.
Membership.....RAB
General Mgr.....Edward Davis
Program Director.....Martin Cantisano

KALI—Pasadena—1950

Frequency: 1430 Kc.....Power: 5000 W., d.
Owned.....Tele-Broadcasters, Inc.
Address.....758 E. Colorado Blvd.
Tel.: RY 1-7148.....News Service: UP
Representative.....O'Connell
President.....H. Scott Kilgore
Gen. Mgr.....James Coyle
Chief Engineer.....Harvey E. Fritch

KWKW—Pasadena—1942

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By...Southern Calif. Bcstg. Corp.
Address.....800 Sierra Madre Villa
Tel.: RY 1-6744.....News Service: AP
Representative.....Nat'l Time Sales
Membership.....NAB
President.....Marshall S. Neal
Gen.-Station Mgr.....William J. Beaton
Program Dir.....Ernesto Cervera
Comm. Mgr.....Dan Curtin
Chief Engineer.....Paul W. Spargo

KXLA—Pasadena—1941

Frequency: 1110 Kc.....Power: 10,000 Watts
Owned-Operated By..Pacific Coast Bcstg. Co.
Business.....1401 So. Oak Knell Ave.
Tel.: RY 1-6991.....News Service: AP
Representative.....Bcst. Time Sales
Membership.....RAB
President-Gen. Sta. Mgr.....Loyal K. King
Sales Prom. Mgr.....Armond Lamont
Chief Engineer.....Jack Reeder

KPRL—Paso Robles—1946
MBS-KBS-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....D. J. & Bernard Schwartz
Business-Studio Address.....32nd & Oak Sts.
News Service.....AP
Representative.....W. S. Grant
Gen., Sta., Mgr., Chief Eng.....Dale Schwartz
Mdsg. Mgr.....Bernard Schwartz
Comm. Mgr.....Dorothy Schwartz

KAFP—Petaluma—1950
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Bcst. Assoc., Inc.
Address.....Box 590
Tel.: PO 3-1505.....News Service: UP
Representative.....Broadcast Time Sales
President.....Shelby Oliver
Gen. Mgr.....Charlie Powers
Chief Engineer.....Ken Phillips

KATT—Pittsburg—1949

Frequency: 990 Kc.....Power: 5 Kw.
Owned-Operated By.....KECC, Inc.
Business.....235 Railroad Ave.
Tel.: HE 2-2964.....News Service! UP
Representative.....W. S. Grant
Pres.....Les Malloy
V.P., Gen. Mgr.....Jack Grant

KWOW—Pomona—1947

Freq.: 1600 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Valley Bdcstg. Co.
Business-Studio Address.....So. Mills & Olive
Tel.: LY 2-1293.....News Service: UP
Representative.....W. S. Grant
General Mgr.....Dean H. Wickstrom
Comm., Prom. Mgr.....Jim Robertson
Chief Engineer.....Jim Flint

KTIP—Porterville—1947
ABN-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph F. Miller
Business-Studio Address.....Box 1312
Tel.: SU 4-1450.....News Service: UP
Representative.....O'Connell
Gen. Mgr., Owner.....Ralph F. Miller
Chief Engineer.....Bill White

KBLF—Red Bluff—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Tehama Broadcasting Co.
Address.....Box 431
Tel.: 880.....News Service: UP
Representative.....Tracy Moore
President.....W. W. Boone
Station Mgr.....W. F. Baumgarten

KRDG—Redding—1956
MBS-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts

Owned.....Redding Broadcasting Co.
Address.....1214 Locust Street
Tel.: CH 3-0343.....News Service: AP
Representative .....Tracy Moore
General Manager.....Howard N. Martineau
Comm. Manager.....Lee Craig
Program Director.....Edith Martineau
Sales Prom. Mgr.....William A. Zimlich

KSDA—Redding—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owner .....Valr, Inc.
Address .....Box 1400
Telephone .....CH 1-2626
Membership .....NAB
General Mgr.....P. Farrelle
Commercial Mgr.....Jerome Dreher
Prog. Dir.....Ronald S. Rose

KVCV—Redding—1939—CBS

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By....Golden Empire Bcstg. Co.
Address .....Box 511
Tel.: CH 3-1515.....News Service: UP
Representative .....Avery-Knodel
Membership .....NAB
Pres., Gen. Mgr.....Mrs. Hugh McClung
Station Manager.....Fred M. Stuelpnagel

KVIP—Redding—1957

Frequency: 540 Kc.....Power: 1 Kw.
Owned.....Shasta Bcstg. Corp.
Address .....Box 919
News Service .....AP
Representative .....Hollingbery
Sta. Mgr.....Ted Dooley

KCAL—Redlands—1954

Frequency: 1410 Kc.....Power: 1000 Watts
Owner.....Southwest Bcstg. Co., Inc.
Address.....223 E. State
Tel.: 3-2359.....News Service: AP
Representative ....Tracy Moore, Continental
Gen., Comm. Mgr.....R. C. Winkelman
Program Dir.....Ellen Winkelman
Sec'y. Treas.....A. M. Miller

KRCK—Ridgecrest—1957

Frequency: 1360 Kc.....Power: 1 Kw.
Owned.....Victor M. Farel
Address.....350 W. Ridgecrest Blvd.
Telephone .....RI 8-4061
Representative .....Grant Webb
Sales Manager.....Denny Lyons

KRKS—Ridgecrest—1956
KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Ian S. Lansdown
Address .....Box 696
Tel.: RI 8-9211.....News Service: UP
Representative.....Bcst. Time Sales
Sta. Mgr.....H. Carvalho

KACE—Riverside—1957

Frequency: 1570.....Power: 1 Kw., d.
Owned .....Ray Lapica
Address.....7351 Lincoln Ave.
Tel.: OV 8-1570.....News Service: AP
Representative.....Harlan G. Oakes
Comm. Mgr.....Chuck Ferguson
Sales Prom. Mgr.....Bill Geddes
Chief Engineer.....George Hobkirk

KPRO—Riverside—1941

Frequency: 1440 Kc.....Power: 1000 Watts
Owned....Imperial Broadcasting System, Inc.
Address.....3401 Russell Street
Tel.: OV 6-0260.....News Service: UP
Representative .....John E. Pearson
Membership .....NAB
Station Mgr.....John Wages
Gen., Sales Mgr.....George Corneal
Chief Engineer.....James Gardner

KCRA—Sacramento—1945
NBC

Freq.: 1320 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....KCRA, Inc.
Business Studio Address.....310 Tenth St.
Tel.: GI 1-4631.....News Service: UP
Representative .....Petry
President-General Mgr.....Ewing C. Kelly
Comm. Mgr.....Raymond J. Smith
Sta. Mgr.....Fred C. Beckwith
Prog. Dir.....Orel Phillips
Chief Engineer.....W. Herbert Hartman

KFBK—Sacramento—1922
ABN

Frequency: 1530 Kc.....Power: 50,000 Watts
Owned-Operated By...McClatchy Bcstg. Co.
Business Studio Address Twenty-First & Q
Tel.: GI 2-5011.....News Service: UP
Newspaper Affiliation..McClatchy Newspapers
Representative.....Paul H. Raymer
Membership .....NAB
President .....Eleanor McClatchy
Station Manager.....Frank Devaney
Sales Mgr.....A. C. Williams
Program Manager.....James McBride
Chief Engineer.....Stam Sronce

KGMS—Sacramento—1952
MBS

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By....Capitol Radio Enterprises
Address .....Hotel Senator
Tel.: GI 1-3133.....News Service: AP
Transcription Service .....Thesaurus
Representative .....Forjoe Co.
Membership .....NAB
General Manager.....Irving J. Schwartz
Station Manager.....J. Matranga
Sales Manager.....R. O'Brien
Chief Engineer.....Bob LaRue

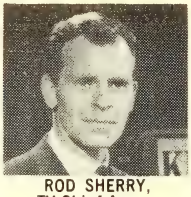
KROY—Sacramento—1937
CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KROY, Inc.

THESE GREAT PERSONALITIES ARE ANOTHER REASON FOR THE AMAZING GROWTH OF THE KFSD STATIONS



JEFF CLARK,
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Evening Movies



ROD SHERRY,
TV Chief Anncr
Host,
Movie Spectaculars



BUD HALEY, AM
Disc Jockey



LYNN TAYLOR,
TV Anncr.
Hostess,
Afternoon Movies



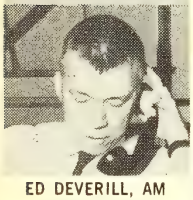
TONY KENT, AM
News Editor



LIONEL VAN DEERLIN,
AM
News Commentator



JOHN GENTRI, AM
Disc Jockey



ED DEVERILL, AM
News Editor



LORRAINE ELLIS, AM
Women's Director



JOHNNY DOWNS,
TV Anncr.
MC, Cartoons and
"Downs Express"



BILL BROTHERS,
TV Anncr.
Host, Late Movies



MASON INGRAM, FM
Program Director



LISA CLARK, TV Anncr.
Hostess,
Afternoon Movies



HOWARD KEDDIE, AM
Farm Director

In Billion-Dollar San Diego

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NBC Basic **Representatives: Katz Agency**

Highway 94 at 47th Street, San Diego • Telephone COngress 2-2421

Business-Studio Address.....1010 11th St.
Tel.: GI 3-2525.....News Service: AP
Representative .....Hollingbery
Pres., Gen. Mgr.....Robert W. Dunn
Gen. Mgr.....A. J. Richards
Prog. Dir.....Dean Seaton
Chief Engineer.....Doc Hall

KXOA—Sacramento—1945

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Cal-Val Radio
Business Address.....Box 3094
Tel.: WA 5-2717.....News Service: UP
Representative .....McGavren, Quinn
Pres., Gen. Mgr.....Riley R. Gibson
Station Mgr.....Howard Haman
Prog. Dir.....Jack Lawson
Chief Engineer.....Ewald Berger

KDON—Salinas—1935

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By.....KDON, Inc.
Business Address.....933 N. Main St.
Tel.: HA 2-6464.....News Service: UP
Representative.....Radio TV Reps.
Trans. ..... Capitol
Membership .....NAB
Gen. Mgr.....Glen M. Stadler
Comm. Mgr.....Gary Morano
Chief Engineer.....James R. Huntington

KSBW—Salinas—1947
MBS-DON LEE

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By..Salinas Valley Bcstg. Corp.
Business Address.....238 John St.
Tel.: HA 2-7484.....News Service: AP
Transcription Service.....World, Thesaurus
Representative .....McGavren-Quinn
Representative .....NAB
Pres., Gen. Mgr.....John C. Cohan
Sta., Comm. Mgr.....W. M. Oates
Sales Prom. Mgr.....Clarke Bradley
Prog. Dir.....Bob Funnell
Chief Engineer.....Bill Hargan

KCSB—San Bernardino—1947

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Oper. By.....Fred P. D'Angelo
Business Address.....770 Mill St.
Tel.: TU 8-0245.....News Service: UP
Transcription Service .....Standard
Representative.....W. S. Grant
Pres., Gen. Mgr.....F. P. D'Angelo
Comm. Mgr.....Joe Klaas
Prog. Dir., Chief Engr.....Don Smith

KFXM—San Bernardino—1929
MBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned.....KFXM Broadcasting Co.
Address.....512 Fifth Street
Tel.: TU 9-3636.....News Service: UP
Transcription ..... World
Representative .....McGavren-Quinn
Membership .....NAB, RAB
Pres., Gen. Mgr.....Benton Paschall
Sales Ggr.....Norman Keats
Program Dir.....Jack Charles
Chief Engineer.....Lyle Kilgore

KITO—San Bernardino—1947
ABN

Frequency: 1290 Kc.....Power: 5000 Watts
Owned.....Cosmopolitan Bcstg. Corp.
Address.....Box 889
Tel.: GL 8-8183.....News Service: UP
Representative .....Hollingbery
General Mgr.....Ed Jansen

KRNO—San Bernardino—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Assoc
Address.....990 Colton Ave
Tel.: TU 8-0771.....News Service: UP
Representative .....Bolling
Pres., Gen. Mgr.....Norman H. Rogers
Station Manager.....George W. Brock
Sls. Prom., Comm. Mgr.....John Staples
Program Director.....Chuck Palmer
Chief Engineer.....George W. Brock

KCBQ—San Diego—1946

Freq.: 1170 Kc.....Power: 5 Kw. d; 1 Kw. n.
Owned-Oper. By.....KCBQ, Inc.
Bus.-Studio Address.....P. O. Box 1629
Tel.: BE 2-7161.....News Service: UP
Representative .....Young
Membership .....NAB, RAB
Managing Dir.....Lee B. Bartell

KFMB—San Diego—1941
CBS

Frequency: 540 Kc.....Power: 5 Kw.
Owned.....Wrather-Alvarez Bcstng Co.
Bus.-Studio Address.....1405 Fifth Ave.
Tel.: BE 2-2114.....News Service: AP
Representative .....Petry
Membership .....NAB, RAB
President .....Jack Wrather
General Mgr.....George A. Whitney
Prog. Dir.....Collin Lowder
Gen. Sales Mgr.....Joe Miller
Promotion Dir.....Dan Bellus
Chief Engineer.....Charles Abel

KFSD—San Diego—1925—NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....KFSD, Inc.
Business-Studio Address.....U. S. Grant Hotel
Tel.: BE 3-6353.....News Service: INS, AP
Representative .....Katz Agency
Membership .....RAB
Exec V.P., Gen. Mgr.....W. E. Goetze
Prog. Dir.....Lee Ellis
Dir of Sales.....Ray Baker
Pub. Dir.....Bill Sunday
Chief Engineer.....Leroy Bellwood

KGB—San Diego—1922
MBS-DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts

Owned-Operated By.....KGB, Inc.
Address.....1017 First Ave.
Tel.: BE 3-6151.....News Service: UP, INS
Representative .....H-R
Transcription .....World
Membership .....RAB, NAB
President.....Marion R. Harris
Vice-Pres., Sales Mgr...Leonard W. Lundmark
Program Director.....Robert S. Regan
Chief Engineer.....Norman Duncan

KSDO—San Diego—1947

Freq.: 1130 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By...San Diego Bcstg. Co.
Bus.-Studio Address..304 U.S. Natl. Bank Bldg.
Tel.: BE 2-2041.....News Service: UP
Membership .....NAB
Representative .....McGavren-Quinn
Vice-Pres., Gen. Mgr.....Norman Kay
Program Dir.....Bob Austin
Comm. Mgr.....Peter McMahan
Chief Engineer.....Vern Milton

KSON—San Diego—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper By.....Broadmoor Bcstg. Corp.
Address.....U.S. Grant Hotel
Tel.: BE 3-3131.....News Service: UP
Membership .....NAB
Representative .....Forjoe
President.....Jack O. Gross
V.P., Gen. Mgr.....Laurence Gross
Comm. Mgr.....Miss Era Lewis

KGIL—San Fernando—1947

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By....Pierce Brooks Bcstg. Corp.
Business Address.....4919 Van Nuys Blvd.
Tel: ST 4-6291.....News Service: AP
Membership .....NAB
Trans...Capitol, World, Lang-Worth, Thesaurus
President.....Dr. Pierce B. Brooks
Gen., Comm., Sta. Mgr.....Howard P. Gray
Program Dir.....Jean Baker
Comm. Mgr.....Harold B. Arkoff
Chief Engineer.....Jay Rice

KCBS—San Francisco—1921 CBS

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Operated By..... CBS
Address.....Sheraton Palace Hotel
Tel.: YU 2-7000.....News Services: AP, UP
Representative .....CBS Radio Spot Sales
Transcription Service....ASCAP, SESAC, BMI
Membership .....NAB, RAB
President (CBS).....Frank Stanton
Gen., Sta. Mgr.....Henry Untermeyer
Sales Manager.....Richard Schutte
Promotion Mgr.....Evelyn Clark
Program Director.....Pede Worth
Publicity Director.....William Cullenward
Chief Engineer.....Alan Cormack

KFRC—San Francisco—1924 MBS-DON LEE

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....RKO Teleradio Pictures
Business-Studio Address..1000 Van Ness Ave.
Tel.: PR 6-0500.....News Service: UP, INS
Representative .....H-R
Membership .....NAB, RAB
Gen., Sta. Mgr.....Wendell B. Campbell
Commercial Manager.....William E. Nichols
Sales Prom. Mgr.-Pub. Dir.....Dink Templeton
Program Director.....Mel Venter
Chief Engineer.....E. G. Underwood

KGO—San Francisco—1924 ABN

Frequency: 810 Kc.....Power: 50,000 Watts
Owned-Oper. By.....ABC-PT
Business Address.....277 Golden Gate Ave.
News Service.....AP, INS
Representative .....John Blair
V P., ABC; Gen. Mgr.....John H. Mitchell
Mng. Dir.....John H. Pace
Commercial Mgr.....David E. Lundy
Sales Prom. Mgr., Pub. Dir.....Mildred Ramey
Program Director.....Hal Berger
Chief Engineer.....Harry N. Jacobs

KJBS—San Francisco—1924

Frequency: 1100 Kc.....Power: 1000 Watts
Owned-Operated By.....KJBS Bcstrs.
Business Studio Address.....1470 Pine St.
Tel: OR 3-4148.....News Service: AP, INS
Transcription .....All
Representative .....Young
Membership .....NAB
Gen. Mgr.....Edwin P. Franklin
Sta., Comm., Prom. Mgr.....Stanley G. Breyer
Merchand. Dir.....Audrey P. Hunt
Prog., Pub. Dir.....Charles F. Pendleton
Chief Engineer.....Roger Roberts

KNBC—San Francisco—1922 NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Operated By ....National Bcstg. Co.
Address.....420 Taylor St.
Tel.: GR 4-8700...News Service: AP, INS, UP
Trans. ..... Thesaurus
Representative.....NBC Spot Sales
Membership .....NAB, RAB
President (NBC).....Robert Sarnoff
Gen., Sta. Mgr.....George W. Fuerst
Sales Mgr.....Richard H Gravett
Program Director.....Jack Wagner
Publicity Director, Prom. Mgr...Jane Morrison
Chief Engineer.....J. W. Baker

KOBY—San Francisco—1947

Frequency: 1550 Kc.....Power: 10 Kw.
Owned-Oper. By....Mid-America Bdcstrs., Inc.
Address.....505 Geary St.
Tel.: OR 3-1666.....News Service: AP
Representative .....Petry
President .....David M. Segal
Bus Mgr.....Wallace Brazeal
Gen. Sales Mgr.....John McRae
Chief Engineer.....Veikko West

KSAN—San Francisco—1922

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Golden Gate Broadcasting Corp.
Address.....1111 Market Street
Tel.: MA 1-8171.....News Service: UP
Representative..Stars National, Tracy Moore
President.....Sherwood H. Patterson
Gen., Sta. Mgr.....Norwood J. Patterson
Program Dir.....O'Dessa Monroe
Publicity Dir.....Gail Perry
Chief Engineer.....Harry Wickersham

KSAY—San Francisco—1957

Frequency: 1010 Kc.....Power: 10 Kw.
Owned.....KSAY Broadcasting Co.
Address.....1550 California St.
News Service .....INS
Representative.....John E. Pearson
President .....Grant Wrathall
Gen. Mgr.....Walter Conway

KSFO—San Francisco—1925

Freq.: 560 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned By.....Golden West Bcsters.
Business Address.....950 California St.
Tel.: YU 2-5500.....News Service: UP
Transcription Service .....Standard
Representative .....AM Radio Sales
Membership .....NAB, RAB
President.....Robert Reynolds
Gen. Mgr.....William D. Shaw
Sales Asst. Gen. Mgr.....Bert S. West
Adv. & Prom. Mgr.....John M. Asher
Pub. Dir., Sales Prom. Mgr.....P. Ryan
Dir. of Engineering.....Loyd C. Sigmon

KYA—San Francisco—1927

Freq.: 1260 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned .....Bartell Bcstrs.
Business Studio Address.....Fairmont Hotel
Tel.: DO 2-2536.....News Service: UP
Representative.....Major Market Sales
Membership .....RAB, NAB
Gen. Mgr.....Lee Bartell
Sales Mgr.....Deane Banta
Prom. Mgr .....Dean Moxley
Prog. Dir.....Jim Crumpacker

KEEN—San Jose—1947

Frequency: 1370 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By.....United Bcstg. Co.
Business Studio Address.....Hotel De Anza
Tel.: CY 4-0344.....News Service: UP
Representative.....W. S. Grant
Membership .....NAB
President.....George M. Mardikian
V.P., Gen. Mgr.....Floyd Farr
Prog. Dir., Chief Eng.....G. Snell
Commercial Mgr.....Robert J. Blum
Sales Prom. Mgr.....Ray Hollingsworth

KLOK—San Jose—1946

Freq.: 1170 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Radio KLOK, Inc.
Business Address.....P. O. Box 327B
News Service .....UP
Membership .....RAB
Representative .....O'Connell; Pickens
President.....E. L. Barker
Gen., Sta. Mgr.....R. E. Ryan
Sls. Prom., Pub. Dir.....Lois Johnson
Comm. Mgr.....G. Anderson
Program Director.....Ruth Poindexter
Chief Engineer.....Bill Cunningham

KSJO—San Jose—1946

Freq.: 1590 Kc.....Power: 1 Kw. d., 500 w. n.
Owned-Operated By...Santa Clara Bcstg. Co.
Business Address.....P. O. Box 995
Tel.: CY 3-8030.....News Service: UP
Paper Affil...Los Gatos Times, Gilroy Dispatch,
Transcription Service.....Standard
Representative .....Simmons, Hall
President.....Patrick H. Peabody
Gen., Sta. Mgr.....Norman Paul
Comm., Sales Mgr.....Earle Russell
Publicity Director.....Gordon B. Greb
Prog. Dir.....Frank Darien
Chief Engineer.....Ernest McDaniel

KXRX—San Jose—1948

Frequency: 1500 Kc.....Power: 1000 Watts
Owned-Operated By.....San Jose Bcstg. Co.
Address .....Box 187
Tel.: CY 2-5080.....News Service: AP
Representative.....McGavren, Tracy Moore
Membership .....NAB
Pres., Gen. Mgr.....Joe E. Levitt
Comm. Mgr., Pub. Dir.....Gordon Graham
Program Director.....Frank G. Kilpatrick
Chief Engineer.....Bill Frost

KATY—San Luis Obispo—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KATY Inc.
Address.....P. O. Box 700
Tel.: LI 3-1340.....News Service: UP
Trans. Service.....World
Representative .....Meeker, Moore
Membership .....NAB
Pres., Gen., Sta., Comm. Mgr....M. F. Marquardt
V.P.....G. O. Porter
Prog. Dir.....Clay Coldwell

KVEC—San Luis Obispo—1937
MBS-DON LEE

Frequency: 920 Kc..Power: 1 Kw. d., 500 w. n.
Owned.....Valley Enterprises Co.
Address.....Mountain View & Hill Sts.
Tel.: LI 3-0920.....News Service: AP
Transcription Service.....Standard
Representative .....McGavren-Quinn
Membership .....RAB
President.....John C. Cohan
Sales Manager..... Si Darragh
Nat. Sales Mgr.....William Oates

KVSM—San Mateo—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Intercontinental Bcstg. Corp.
Business Studio Address...279 Baldwin Ave.
Tel.: DI 4-2541.....News Service: UP

Representative .....Charles Bernard
Membership .....RAB
General Manager.....Dick Schofield
Sales Mgr.....Charles Johnson
Chief Engineer.....Carl Rolliff

KTIM—San Rafael—1947

Frequency: 1510 Kc.....Power: 1000 Watts
Owned-Operated By...Marin Bcstg. Co., Inc.
Business Address.....1040 B Street
Tel.: GL 3-6880.....News Service: UP
Newspaper Affil....S. R. Independent Journal
Representative .....Hil F. Best
President.....Roy A. Brown
Gen. Mgr.....H. E. Turner

KWIZ—Santa Ana—1926

Frequency: 1480 Kc.....Power: 1000 Watts
Owned.....Voice of the Orange Empire Inc.
Business Address.....105 E. 5th St.
Tel.: KI 7-5581.....News Service: UP
Pres., Gen Mgr.....Ernest L. Spencer
Sta. Mgr.....Hal Davis
Ch. Eng.....Roy Morris

KDB—Santa Barbara—1921

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....KDB Broadcasting Co.
Business-Studio-Transmitter .....Radio Square
Tel.: WO 4131.....News Service: UP
Membership .....NAB
Representative .....McGavren-Quinn
General Mgr.....Jim Harford
Sales Manager.....Len Menard
Program Director.....Claire Behan

KIST—Santa Barbara—1946
NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio KIST, Inc.
Business-Studio Address.....Balboa Bldg.
Tel.: WO 3981.....News Service: UP
Representative.....George P. Hollingbery
Pres., Gen. Mgr.....Harry C. Butcher
V.P., Sta. Mgr .....Karl A. Rembe

KTMS—Santa Barbara—1937
ABN-MBS

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By..Santa Barbara News-Press
Business-Studio Address..de la Guerra Plaza
Tel.: WO 3911.....News Service: AP
Representative.....Paul H. Raymer
President.....Thomas M. Storke
Vice-President.....Charles A. Storke
Gen. Mgr.....Joe Benes

KSCO—Santa Cruz—1947

Frequency: 1080 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Radio Santa Cruz
Business Address.....P. O. Box 1080
Tel.: GR 5-1080.....News Service: AP
Trans. ..... Thesaurus, Standard
Membership .....NAB, RAB
Representative .....BTS
Pres., Gen. Mgr.....C. V. Berlin

KCOY—Santa Maria—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Arenze B'casters
Business-Studio Address.....801 So. B'way
Tel.: WA 5-2233.....News Service: AP
Representative..... Best, McGavren-Quinn
Membership .....NAB
Pres., Gen., Sta. Mgr.....James H. Ranger
Prog. Dir.....Bill Sinclair
Sales Mgr.....Ed L. Zuchelli

KSMA—Santa Maria—1945

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....J. Hagerman, J. I. Groom
Address.....510 W. Morrison
Tel.: 5-2582.....News Service: UP
Sta. Rep.....Tracy Moore
Managers..James M. Hagerman, John I. Groom

KDAY—Santa Monica—1947

Frequency: 1580 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Radio California, Inc.
Address.....1441 N. McCadden Pl.
Tel.: HO 1-9981.....News Service: AP
Membership .....RAB, NAB
Representative .....John Barry
President.....J. Elroy McCaw
Program Director.....Earl McRoberts
Chief Engineer.....Robert H. Dye

KSPA—Santa Paula—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....F & C. P. James
Business-Studio Address.....110 Middle Rd.
Tel.: 1400.....News Service: UP
Pres., Gen., Sta. Mgr.....Frank James

KSRO—Santa Rosa—1937

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By.....Finley Bcstg. Co.
Business-Studio Address.....Box 570
Tel.: LI 5-3313.....News Service: UP
Representative .....McGavren-Quinn
President.....Mrs. R W. Finley
Gen., Comm. Manager.....Frank McLaurin
Pub. Dir.....Greg Prichard
Sales Prom. Mgr.....Paul Corbin
Prog. Dir..... Al E. Pearson
Chief Engineer.....Hilmar Cann

KROG—Sonora—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....John & Charlotte Robbins
Address .....Box 967
Tel.: JE 2-7426.....News Service: UP
Transcription .....Standard, SESAC
Representative .....W. S. Grant
Station Mgr.....John F. Leonard

KJOY—Stockton—1947

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By..Joseph Gamble Stations, Inc.

Business-Studio Address.....Hotel Stockton
Tel: HO 4-7313.....News Service: UP
Representative .....McGavren
Membership .....RAB, NAB
President.....J. E. Gamble
Gen., Sta., Comm. Mgr.....Ort Lofthus
Prog. Dir.....Paul Wagner
Chief Engineer.....James Tracewell

KRAK—Stockton-Sacramento 1925

Frequency: 1140 Kc.....Power: 5000 Watts
Owned.....Golden Valley Bcstg. Co., Inc
Address.....Hotel Wolf, Stockton
Tel.: HO 4-4551.....News Service: UP
Transcription .....Lang-Worth
Representative .....Headley-Reed
Membership .....RAB
Pres., Co-Owner.....Gene Chenault
Gen. Mgr, Co-Owner.....Alan Torbet
Station Mgr.....Bob Murray
Sales Prom. Mgr.....Jacqueline Burton
Program Dir.....Bob Brannon

KSTN—Stockton—1949

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By...San Joaquin Bcstg. Co.

To Broadcasters

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The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

Business Address.....2171 Ralph Ave.
Tel.: HO 4-9209.....News Service: UP
Representative .....Hollingbery
Membership .....NAB, RAB
President.....Knox La Rue
Sales Prom. Mgr .....William E. Priest
Program Director.....Ellis Lind
Publicity Director.....Ray Golden
Chief Engineer.....Lynn Johnson

KWG—Stockton—1922 ABN-MBS-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Western Bcstg. Co., Inc.
Address.....Weber & E. Sts.
Tel.: HO 5-5728.....News Service: AP
Representative .....Bolling Co.
Membership .....NAB
President, Gen. Mgr.....Douglas D. Kahle
Sta. Mgr.....Ted Wolf
Comm., Sales Prom. Mgr.....Robert Murray
Program Director.....James E. Longe
Prog., Prom. Dir.....Robert Billman
Chief Engineer.....M. Bey Greene

KSUE—Susanville—1948 KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....N. Hallowell, J. E. McKahan
Tel.: 2020.....News Service: UP
Representative .....Tracy Moore
Membership .....NAB
Manager.....Nolan Hollowell
Traffic Manager.....G. W. Burr
Program Director..... Ernest W. Moffett
Chief Engineer.....Harold C. Houston

KTKR—Taft—1948—KBS

Frequency: 1310 Kc.....Power: 500 Watts d.
Owned-Operated By.....Taft Bcstg. Co.
Business Address.....P.O. Box "WW"
Tel.: 66101.....News Service: UP
Membership .....NAB
Partner, Gen. Mgr.....Kenneth Aitken
Comm. Mgr.....Jack Smith
Prog. Dir .....Daisy Mae Sherman

KCOK—Tulare—1945 MBS-DON LEE

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....KCOK, Inc.
Business Address.....P. O. Box 119
Tel.: 6-2866.....News Service: UP
Representative .....Forjoe
General Manager.....Joel K. Munger
Sales Prom. Mgr.....Dene Simpson
Chief Engineer.....Vern Ludwig

KGEN—Tulare—1957

Frequency: 1370 Kc.....Power: 1 Kw.
Owned .....SanVal Bcstrs.
Tel.: TU 6-.3406.....News Service: AP

Address .....Box 444
Representative.....W. S. Grant, Hall
Membership .....NAB, RAB
Manager .....Bob McVay

KTUR—Turlock—1949

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Turlock Bcstg. Corp.
Address.....P. O. Box 1390
Tel.: ME 2-1390.....News Service: UP
Representative .....O'Connell
President .....Wallace Lindskoog
Gen., Sta., Comm., Sls. Mgr.....H. A. McMillen
Program Director.....B. McMillen
Chief Engineer.....Maxon Sayre

KUKI—Ukiah—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....M. E. Sims
Address.....P. O. Box 638
Telephone .....HO 2-4771
Representative .....Grant
Transcription Service .....Standard
Membership .....NAB
Gen., Comm. Mgr.....John Franklin
Sls. Promotion Mgr.....Phil Trine
Program Dir.....Jack Hasling
Publicity Director.....Lyle Jones
Chief Engineer.....John Cheathan

KGYW—Vallejo—1947

Frequency: 1190 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Vallejo Bcstg. Co.
Business-Studio Address....3267 Sonoma Blvd.
STel.: MI 4-8944.....News Service: UP
Representative .....BTS
Co-Owners, Co-Mgrs.....E. Peck, A. J. Krisik
Sales Prom. Mgr .....John Bayliss
Chief Engineer.....William Roberts

KUDU—Ventura—1947

Frequency: 1590 Kc.....Power 1000 Watts
Owned.....Tri-Counties Public Service
Business Address.....Box 1411
Tel.: MI 3-6185.....News Service: AP
Transcription Service.....World, Thesaurus
Rep. .....Continental, Oakes
Membership .....RAB
Manager .....Hugh Wallace
Sales Mgr.....Norton Gilson
Program Dir.....Jim Williams
Chief Engineer.....Cullen Tendick

KVEN—Ventura—1948
MBS-DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Coast Ventura Co.
Address .....Box 1611
Tel.: MI 3-8675.....News Service: UP
Representative.....McGavren, Webb
President .....Carroll Hauser
General Manager.....Sydney Held
Station Manager.....Fred Hall

KONG—Visalia—1949

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Airwaves, Inc.
Address.....Box 1429
Tel.: RE 4-5811.....News Service: UP
Representative .....Headley-Reed
President.....Harry E. Layman
Gen. Mgr .....Glenn Newell

KWSO—Wasco—1950

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By...Maple Leaf Bcstg. Co.
Address.....P. O. Box 366
Tel.: PL 8-6425.....News Service: AP
Representative.....Bcst. Time Sales
President.....E. J. Peters
Gen. Mgr.....Elbert Frantz
Station Mgr.....Theo. G. Heinrichs

KOMY—Watsonville—1937

Frequency: 1340 Kc.....Power: 250 Watts
Business Address..2449 Larkin, San Francisco
Tel.: PR 5-2725.....News Service: UP
Representative .....William Ayres
Gen Mgr.....F. T. Crennan
Comm. Mgr.....Ken Southwick

KSYC—Yreka—1947—ABN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.Siskiyou Cty. Bcstg. Co., Inc.
Address.....Lawrence Lane, S. Oregon St.
Tel.: VI 2-4158.....News Service: AP
Representative.....T. Moore
Membership .....NAB
President.....E. G. Milbourne
General Manager.....D. C. Holfinger
Sta., Comm. Manager.....D. M. Comstock
Program Director.....Wesley Meyers
Chief Engineer.....W. R. Maginnis

KAGR—Yuba City—1953
KBS

Frequency: 1450 Kc.....Power: 100 Watts
Owner.....James E. Jaeger
Address .....Box 247
Telephone: SH 3-7343.....News Service: UP
Representative .....Scott
President .....James E. Jaeger
Gen. Mgr., Chief Eng.....James E. Walley
Program Director.....Dean Coll

KUBA—Yuba City—1947

Freq.: 1600 Kc.....Power: 1Kw., d., 500 w. n.
Owned-Operated By..Peachbowl Bcstrs., Inc.
Bus. Add...Hotel Marysville, Marysville, Cal.
Tel.: SH 3-7309.....News Service: AP
Transcription Service .....Thesaurus
Rep.....Ayers, O'Connell, Continental
Membership .....NAB
President.....Chester V. Ullom
Gen. Manager.....Roger R. Hunt
Comm. Mgr.....Lloyd Klemp
Prog. Dir.....Ric Ryan
Pub. Dir.....Don Taylor
Chief Engineer.....Carlton E. Currie

Colorado

Pop. March 1 (Est.)—1,686,000; Families—510,000; Lic. Stations—57, Sta. CP's—1; Radio Homes—473,000; TV Homes—310,000

KGIW—Alamosa—1929—KBS MBS-IMN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....D. L. & Katholeen Allen
Address ..... Alamosa
Tel.: 26.....News Service: UP
Rep. ..... Avery-Knodel
General Manager.....D. L. Allen
Comm. Manager.....Katholeen Allen

KBOL—Boulder—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Boulder Radio KBOL, Inc.
Address .....Box 146
Tel: HI 2-2242.....News Service: AP
Transcription Service.....Standard, Thesaurus
Station Rep.....Holman
Membership .....NAB, RAB
Pres., Gen. Mgr.....Russel Shaffer
Sales Manager.....Gene Palm
Program Dir.....John Wilcox

KRLN—Canon City—1946 KBS-IMN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. Fy.....Royal Gorge Bcstrs., Inc.
Business-Studio Address.....Box 858
News Service .....UP
Trans. Serv.....Keystone, Cole, BMI
Pres.-Gen.-Sta. Mgr.....Ray M. Beckner
Comm. Mgr.....Al Rinn
Pub. Dir.....Q. Bryan
Prog. Director.....R. Beckner, Jr.
Chief Engineer.....Ed Wood

KAFA—Colorado Springs—1956 MBS-IMN

Frequency: 1460 Kc.....Power: 1 Kw.
Address .....Box 762
Tel.: ME 3-2608.....News Service: UP
Representative .....Clark
President.....W. C. Taylor
Mgr. .....Chet Kreidler
Comm. Mgr.....Tommye Oldfield

KPIK—Colorado Springs—1957

Frequency: 1580 Kc.....Power: 5 Kw. d.
Owned.....Western Bcstg. Co.
Address.....120 E. Platte, Box 2422
Tel.: ME 4-1503.....News Service: UP
Representative .....Charles Bernard
Gen. Mgr.....Ralph Cercy
Sls. Mgr.....Jay Drennan

KRDO—Colorado Springs 1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Pikes Peak Bcstg. Co.
Business-Studio Address.....399 S. 8th St.
Tel.: ME 2-1515.....News Service: AP, UP
Transcription.....Lang-Worth, Thesaurus
Representative .....John E. Pearson
Membership .....NAB, RAB
Pres., Gen., Sta. Mgr.....Harry W. Hoth
Chief Engineer.....C. Upton

KVOR—Colorado Springs 1924—CBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Dunbar Bcstg.
Address.....512 So. Tejon
Tel.: ME 2-3536.....News Service: UP
Representative .....Venard
Membership .....NAB
Pres., Gen. Mgr .....Charles A. Dunbar
Prog. Dir.....William Myers
Sales Prom. Mgr.....Russell R. Chapman
Program Director.....Ron Cook
Chief Engineer.....Sheridan Gilbert

KWBY—Colorado Springs 1955

Frequency: 740 Kc.....Power: 250 Watts, d.
Owned-Oper. By....Music Broadcasting Corp.
Address .....Box 764
Tel.: ME 4-5511.....News Service: UP
Representative.....Radio-TV Reps., Inc.
Pres., Gen. Mgr.....John L. Buchanan
Comm. Mgr.....Bill Mims
Prog. Dir.....Robert Pittock
Chief Engineer.....Kenneth Metzger

KVFC—Cortez—1956 KBS-IMN

Frequency: 740 Kc.....Power: 1 Kw.
Owned-Oper. By.....J. Hawkins & B. Hubbs
Address .....Box 1718
Tel.: LO 5-3463.....News Service: UP
Transcription Service .....World
Representative .....Best
Gen., Sta. Mgr.....Jack Hawkins
Prog. Dir., Eng.....Jack James
Comm. Mgr.....George Fender

KRAI—Craig—1948

Frequency: 550 Kc...Power: 1 Kw. d., 500 W. n
Owned-Oper. By.....Northwestern Bcstg. Co.
Address .....P. O. Box 65
Tel.: TA 4-6574.....News Service: UP
Representative .....Grant Webb
Transcription Service .....World
Membership .....NAB
President .....George Cory
Station Mgr.....Dick Bonderud
Treasurer .....Kenneth Stone
Network Dir.....LeRoy Okerlund

KDTA—Delta—1955

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Monarch Broadcasting Co.
Address.....P. O. Box 752
Tel.: 140.....News Service: UP
Transcription .....SESAC

Pres., Gen., Sta. Mgr.....D. E. Towne
Comm. Mgr.....D. W. Blair
Prog. Dir.....Rose Mary Towne

KDEN—Denver—1956

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....KDEN Broadcasting Co.
Address.....1601 West Jewell Ave.
Tel.: WE 5-3525.....News Service: AP
Representative.....Breen & Ward
Partners..Edwin E. Koepke, Frank E. Amole Jr.
Station Mgr.....Edwin E. Koepke
Comm. Mgr.....Wally Geiger
Sales Prom. Mgr.....Tom Moore
Program Dir.....Lloyd Knight
Chief Engineer.....Walt Wilson

KFML—Denver—1956

Frequency: 1390 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....''Note'' Bcstg. Co.
Address.....262 Fillmore St.
Tel.: East 2-7893.....News Service: AP
Representative.....Good Music Broadcasters
President.....E. A. Bancker, Jr.
Gen. Mgr.....A. L. Robertson
Comm. Mgr.....Timothy O'Connor
Sales Prom. Mgr., Pub. Dir.....Dave Downs
Program Dir.....Dick Stevens
Ch. Eng.....H. H. Johnson

KFSC—Denver—1954

Frequency: 1220 Kc.....Power: 1 Kw.
Owned.....Francisco V. Sanchez
Address.....3340 Lafayette St.
Tel.: AC 2-8935.....News Service: INS
Representative....Oakes, National Time Sales
President.....F. V. Sanchez
Gen. Mgr.....Levi Beall
Comm. Mgr.....Joseph E. Flynn

KIMM—Denver—1923—IMN

Frequency: 950 kc.....Power: 5 kw.
Owned.....KIMN, Inc.
Address.....5350 W. 20th Ave.
Tel.: BE 7-2734.....News Service: UP
Station Representative.....Avery-Knodel, Inc.
Membership.....RAB, NAB
Gen. Mgr.....George B. Morgan
Nat. Sales Mgr.....Kenneth E. Palmer
Commercial Manager.....Dan Markhan
Chief Engineer.....George Vogel

KLIR—Denver—1953—KBS

Frequency: 990 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....G. B. Anderson
Address.....6535 W. Jewell
Tel.: WA 2-1189.....News Service: INS
Representative.....Best, Biddick
Owner-Gen.. Mgr.....G. B. Anderson
Commercial Mgr.....L. L. Tracy
Bus. Mgr.....H. G. Kincaid
Prog. Dir.....G. B. Anderson
Chief Engineer.....D. M. Smith

KLZ—Denver—1922—CBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned.....Time, Inc.
Business-Studio Address.....131 Speer Blvd.
Tel.: MA 3-4271.....News Service: UP, INS
Representative.....Katz
Membership.....NAB, RAB
President.....Hugh B. Terry
Sta. Mgr., Sales Dir.....Lee Fondren
Sales Prom. Mgr.....Quintin McCredie
Program Coordinator.....Charles Roberts
Pub. Dir.....Al Shepard
Chief Engineer.....Harvey E. Wehrman

KMYR—Denver—1941

Frequency: 710 Kc.....Power: 5000 Watts
Owned-Operated By..Dolph-Pettey Bdcstg. Co.
Address.....Security Life Bldg.
Tel.: MA 3-4161.....News Service: UP
Station Representative.....Adam Young
General Manager.....Ken Hildebrandt
Comm. Mgr.....Leonard Kehl
Program Dir.....Ev Wren
Chief Engineer.....Joseph Finch

KOA—Denver—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Oper. By.....KOA, Inc.
Business-Studio Address..1625 California St.
Tel.: MA 3-6211.....News Service: AP, UP
Representative.....Christal
Membership.....NAB, RAB
Pres., Gen. Mgr.....William W. Grant
Sta. Mgr.....Bob Hix
Sales Prom. Mgr.....Orville Rennie
Program Director.....Lynn Reed
Chief Engineer.....J. A. Slusser

KOSI—Denver—1954

Freq.: 1430 Kc.....Power: 5 Kw. d.; 500 W. n.
Owned-Oper. By.....Mid-America Bcstg. Co.
Address.....Radio Center Bldg.
Tel : EM 6-2695.....News Service: UP
Transcription Service.....World
Representative.....Petry
Membership.....NAB
Pres., Gen. Mgr.....David M. Segal
Station Mgr.....Vernon Wickre
Comm. Mgr.....James F. Brown
Sales Prom. Mgr.....Darlene Chaffee
Chief Engineer.....Lonnie A. Licata

KTLN—Denver—1948

Frequency: 1280 Kc.....Power: 5 Kw.
Owned-Oper. By.....Radio Denver, Inc.
Address.....431 W. Colfax
Tel.: AC 2-4811.....News Service: UP
Membership.....RAB
Representative.....Radio Reps., Inc.
Pres., Gen., Sta. Mgr.....Richard B. Wheeler
Gen. Sales Mgr.....Lee Mehlig
Sales Prom. Mgr.....Bill Payne
Program Director.....Perry Allen
Chief Engineer.....Norm Peterson

KVOD—Denver—1925—ABN

Frequency: 630 Kc.....Power: 5000 Watts

Owned.....Colorado Radio Corp.
Address.....Petroleum Club Bldg.
News Service.....UP
Representative.....Bolling
President.....George Cory
Gen., Sta. Mgr.....LeRoy Okerlund
Comm. Mgr.....Holly Moyer
Sales Prom. Mgr.....Dick McDaniel
Program Dir.....Dave Scott
Publicity Dir.....Pete Easley
Chief Engineer.....Jim Coryell

KIUP—Durango—1935

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....San Juan Bcstg. Co.
Address.....P. O. Box 641
Tel.: 117.....News Service: UP
Transcription Service.....Thesaurus, World
Representative.....Holman Co., McGuire
President.....J. A. Segerberg
Gen., Sta. Mgr.....R. E. O'Brien
Sales Prom. Mgr.....Al Gare
Program Director.....Herb Jobes
Comm. Mgr.....Lindsey Becker
Publicity Director.....Frank Toomey
Chief Engineer.....Lou Shaw

KGMC—Englewood—1952

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned by.....Radio Station KGMC
Address.....3355 S. Broadway
Tel.: SU 1-4481.....News Service: UP
Membership.....NAB
Gen. Mgr.....Grady F. Maples
Prog., Pub. Dir.....G. G. Entz
Comm. Mgr.....Robert J. Cutting
Sales Prom. Mgr.....Robert Rubin
Chief Engineer.....Joseph Jackson

KCOL—Ft. Collins—1947 IMN

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....Northern Colo. Bcstg. Co.
Business-Studio Address..1600 La. Porte Ave.
Tel.: HU 2-5991.....News Service: AP
Transcription Service.....Thesaurus
Membership.....NAB, RAB
Representative.....Devney
President.....Herb Hollister
Gen. Mgr.....E. Atteberry
Comm. Manager.....Orm Sherwood
Chief Engineer.....Harry Winter

KFTM—Fort Morgan—1948

Frequency: 1400 Kc.....Power: 250 Watts, d.
Owned-Oper. By..Morgan County Bcstg. Corp.
Address.....P. O. Box 431
Tel.: UN 7-5674.....News Service: UP
Representative.....Holman
Pres., Gen., Sta. Mgr.....R. H. Dolph
Comm. Mgr.....Sam Kerr

KGLN—Glenwood Springs 1950

Frequency: 980 Kc.....Power: 1000 Watts, d.
Owned-Oper. By.....KGLN, Inc.
Address.....P. O. Box C
Tel.: WH 5-6501.....News Service: UP
Representative.....Holman
Membership.....NAB
President.....Rex Howell
Gen. Mgr.....Jerry Fitch
Chief Engineer.....Al Maggard

KGOL—Golden—1956

Frequency: 1250 Kc.....Power: 1 Kw.
Owned.....Golden Radio, Inc.
Address.....Box 202
Tel.: CR 9-3378.....News Service: AP
President.....Bill Finch
V.P. & Prog. Dir.....Conrad F. Schader
Comm. Mgr.....Frank Schader

KEXO—Grand Junction—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Voice of Western Colo., Inc.
Address.....2508 North Ave.
Tel.: CH 3-1230.....News Service: INS
Representative.....Harlan Oakes
Membership.....NAB
President.....D. Spencer Grow
Vice Pres., Gen. Manager....Abbott Tessman

KREX—Grand Junction—1926 MBS

Freq.: 920 Kc.....Power: 5 Kw., d.; 500 W. n.
Owned-Oper. By....Western Slope Bcstg. Co.
Business-Studio Address.....Box 30
Tel.: CH 2-5000.....News Service: UP
Representative.....Hal Holman
Transcription Service.....NBC
Membership.....NAB
Pres., Gen. Mgr.....Rex Howell
Station Mgr.....Robert McMahan
Chief Engineer.....Cecil Whitchurch
Pub. Director.....Roy Adamson

KSTR—Grand Junction—1957

Frequency: 620 Kc.....Power: 5 Kw., d.
Owned.....Mountain States Bcstg. Corp.
Address.....Box 1110
Tel.: CH 3-1722.....News Service: AP
Transcription.....SESAC
Representative.....W. S. Grant
Membership.....NAB
President, Gen. Mgr.....E. Anson Thomas
Comm. Mgr.....William F. Maurer
Prog. Dir.....Gregg Chancellor

KFKA—Greeley—1921—IMN

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By....Mid-Western Radio Corp.
Business-Studio Address.....620—8th Ave.
Tel.: 450.....News Service: UP
Representative.....Hal Holman
Transcription Service.....Thesaurus
President.....H. E. Green
Sta., Gen. Mgr., Pub. Dir.....Ralph H. Green
Comm. Mgr.....Virginia Sears
Program Dir.....Joan Lynch
Chief Engineer.....Harry Brewer

KYOU—Greeley—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Meroco Bcstg. Co.
Address .....2424 Sixth Ave.
Tel.: EI 2-0262.....News Service: AP
Representative .....Continental
Membership .....NAB
President, Comm. Mgr.....Elwood H. Meyer
Gen. Mgr., Prom. Mgr.....Everett Shupe
Prog., Pub. Dir.....Donald Dilley
Chief Eng.....Roland Reed

KBNZ—La Junta—1937 MBS-KBS-IMN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Otero Broadcasting Co.
Address .....117 W. Third St.
Tel.: 42.....News Service: AP
Representative .....Indie Sales
Transcription .....Standard
President.....M. S. Morrison
Gen., Sta. Mgr., Chief Eng....R. D. McGregor
Comm., Sls. Prom. Mgr.....Jack Lee
Program Dir.....J. A. Doenges
Pub. Dir.....J. O'Rourke

KLAK—Lakewood—1955

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper....Lakewood Bcstg Service, Inc.
Address.....1315 Oak St.
Tel.: BE 3-5525.....News Service: UP
Representative .....Charles Bernard
Pres., Gen., Sta. Mgr.....Maurice J. DaVolt
Business Manager.....Julia W. DaVolt
Program Director.....Edythe G. Sweeney

KLMR—Lamar—1948 MBS-IMN-KBS

Freq.: 920 Kc....Power: 1000 W. d., 500 W. n.
Owned-Oper. By.....SE Colorado Bcstg. Co.
Address .....P. O. Box 632
Tel.: 804.....News Service: UP
Representative .....Continental
President.....Ralph Eaton
Gen., Sta. Mgr.....Dennis Behan
Sales Mgr.....William Jack
Pub., Prog. Director.....William Adams
Chief Engineer.....Jack Connally

KLVC—Leadville—1951

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Raymond Tex Roberts
Address.....520 W. 6th St.
News Service..... UP
Membership .....NAB
Pres., Gen. Mgr., Pub. Dir..Raymond T. Roberts
Comm., Prom. Mgr.....Kenneth L. Roberts
Program Dir.....Juanita Roberts

KLMO—Longmont—1949

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned..G. F., & E. H. Maples, D. F. White, Jr.
Address .....Imperial Hotel
Tel.: 1050.....News Service: UP
Representative .....Continental Radio Sales
Gen. Mgr.....Joseph K. Jackson

KLOV—Loveland—1955 KBS

Frequency: 1570 Kc.....Power: 250 Watts
Owned-Oper. By.....Vogel & Smock
Address.....1440 E. 6th St.
Tel.: NO 7-3950.....News Service: AP
Transcription .....SESAC, Standard
Membership .....RAB
General Mgr.....William R. Vogel
Program Director.....Charles Gerrard
Comm Mgr.....William O. Corrick
Publicity Director.....Gregg Guinan
Chief Engineer.....Tom Burgess

KSLV—Monte Vista—1952

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Colorado Network
Address.....P. O. Box 279
Tel.: 553.....News Service: UP
Transcription Service .....Thesaurus
Representative .....Bolling
Membership .....NAB, RAB
President.....George O. Cory
Gen. Mgr.....Jerry Rhoads
Prog. Dir.....George Norvell

KUBC—Montrose—1947

Freq.: 580 Kc.....Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By..Uncompaghre Bcstg. Co.
Business-Studio Address.....P. O. Box 279
Tel.: 199.....News Service: UP
Transcription Service .....World
Representative .....Bolling
Membership .....NAB
President .....George Cory
Gen. Mgr.....Hank Dais
Pub., Prog. Director.....Ed DeJulio
Chief Engineer.....Norman Price

KCSJ—Pueblo—1947

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Star Bcstg. Co.
Address.....2226 TV Lane
Tel.: LI 4-5782.....News Service: UP
Transcription Service .....SESAC
Representative .....John E. Pearson
Station Mgr.....Cliff Hendrix
Comm. Mgr.....Howard Myers
Chief Engineer.....Marion Cunningham

KDZA—Pueblo—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Pueblo Radio Co.
Address .....3011 Elizabeth
Tel.: LI 4-5646.....News Service: AP
Representative .....McGillvra
Membership .....NAB
Pres., Sta., Sls. Mgr.....Dee B. Crouch
Sta. Mgr.....William H. Beck

KFEL—Pueblo—1956

Frequency: 970 Kc.....Power: 1000 Watts
Owned .....KFEL, Inc.

Address.....4411 Goodnight Ave.
Tel.: LI 2-6884.....News Service: UP
Representative.....Continental, W. S. Grant
Owner, Mgr.....Frank Donald Hall
Chief Eng., Asst. Mgr.....John T. Roscos
Sales Mgr.....J. M. Johns

KGHF—Pueblo—1928 — ABN-MBS-IMN

Frequency: 1350 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By..Colorado Bcstg. Co., Inc.
Address .....Box 293
Tel.: LI 2-5570.....News Service: UP
Transcription Service.....World, SESAC
Representative.....Gill-Perna, Inc., IMN
Membership .....NAB
President .....Gifford Phillips
Oper. Dir.....Robert D. Ellis
Gen., Comm. Mgr.....William G. Stewart
Chief Engineer.....Henry Ankeny

KRFC—Rocky Ford—1956

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned ...Arkansas Valley Broadcasting Co.
Address.....P. O. Box 632
Tel.: 248.....News Service: AP
Representative.....John E. Pearson
Partners.....Ray J. Williams, J. L. Littlejohn
General Manager.....J. L. Littlejohn
Comm. Manager.....R. M. Cardwell

KVRH—Salida—1948 KBS-MBS-IMN

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Heart of the Rockies Bcstg. Co.
Address.....P. O. Box 166
Telephone 30
Representative .....Hopewell
Mgr., Women's Prog. Dir.....Svea T. Ayers
Prom. Dir.....Glen Ayers
Sales Dir.....George Shapiro
Chief Engineer.....Chas. Upp

KGEK—Sterling—1925—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Elmer G. Beehler
Address .....Box 830
Tel.: LA 2-1607.....News Service: UP
Trans. .....RCA, Cole
Membership .....NAB
Gen. Mgr., Ch. Eng.....Elmer G. Beehler
Sta., Comm. Mgr., Prog., Pub. Dir.....Al Ross

KOLR—Sterling—1955—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....High Plains Bcstg. Corp.
Address .....114 Main St.
Tel.: LA 2-1740.....News Service: AP
Transcription .....Thesaurus
Representative .....Hal Holman
Pres., Gen. Mgr.....Russ M. Stewart
Station Manager.....John Gazdik
Program Dir.....Max Rossean
Chief Eng.....Guy Christian

KCRT—Trinidad—1946 MBS-IMN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KCRT, Inc.
Address.....Country Club Drive
Tel.: VI 6-3212.....News Service: UP
Membership .....NAB
Representative .....Indie Sales
Pres., Gen. Mgr.....E. M. Cooper
Pub., Prog. Dir.....Pete Deluca
Sls. Prom. Mgr.....E Griego

KFLJ—Walsenburg—1957

Frequency: 1380 Kc.....Power: 1 Kw., d.
Owned.....Floyd Jeter, Pres.
Address .....Box 593
Tel.: 111.....News Service: UP
Representative .....Bob Dorte
Prog. Dir.....Lee Jeter
Chief Engineer.....Johnny Figal

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Connecticut

Pop. March 1 (Est.)—2,329,000; Families—697,000; Lic. Stations—28, Sta. CP's—0; Radio Homes—680,000; TV Homes—608,000

WADS—Ansonia-Derby—1956

Freq.: 690 Kc.....Power: 500 Watts d.
Owned By.....Valley Broadcasting Co.
Address.....290 Main St.
Tel.: RE 5-4606.....News Service: UP
Representative ..... Walker
Transcription .....World
Membership .....NAB, RAB
Pres., Gen., Sta. Mgr.....Sydney E. Byrnes
Sales Prom. Mgr.....Larry Brand
Chief Engineer.....Lisle Dorrian

WICC—Bridgeport—1926

Freq.: 600 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Bridgeport Bcstg. Co.
Address .....Box 9140
Tel.: AM 8-1601.....News Service: AP, UP
Representative .....Adam Young
Pres., Gen. Mgr.....Philip Merryman
Commercial Manager.....Manning Slater
Sales Prom Mgr.....Cameron Mackenzie
Program Director.....Frank Delfino
Chief Engineer.....Pat Uliano

WNAB—Bridgeport—1941
ABN-MBS-YANKEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WNAB, Inc.
Business-Studio Address.....991 Broad St.
Tel.: ED 3-3112.....News Service: UP
Representative ..... Burke-Stuart
President .....Harold Thomas
Gen., Sta. Mgr.....John Ellinger
Prog. Director.....Harry Luke
Comm. Mgr.....Thomas Lappos
Sales Prom. Manager.....Russell Cumming
Publicity Director.....Vin. Lawford
Chief Engineer.....Norman Howard

WBIS—Bristol—1948

Frequency: 1440 Kc.....Power: 500 Watts
Owned-Oper. By.....The Bristol Bcstg. Corp.
Business-Studio Address.....183 Main St.
Tel.: LU 3-9265.....News Service: UP
Representative .....Clark
President .....Eric Hatch
General Manager.....R. C. Kilbourn

WLAD—Danbury—1947

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By....Berkshire Bcstg. Corp.
Business-Studio Address.....207 Main St.
Tel.: PI 8-3565.....News Service: AP
Transcription Service.....World, SESAC
Representative .....Indie Sales
President.....John P. Previdi
Gen., Comm. Mgr.....Sol Robinson
Program Director.....Paul Baker
Chief Engineer.....Rudi Cehak

WCCC—Hartford—1947

Frequency: 1290 Kc.....Power: 500 Watts, d.
Owned-Oper. By..Greater Hartford Bcstg Corp.
Address .....Hotel Bond
Tel.: JA 5-6648.....News Service: UP
Station Rep. .....Walker
Membership .....NAB
President.....William M. Savitt
Sec't, Treas.....M. Savitt
Sta., Comm. Mgr.....R. H. Klein
Sales Prom. Mgr.....Everett Seltzer
Program Director.....Jack Brooks
Publicity Director.....Milt Berkowitz
Chief Engineer.....Michael Cookish

WDRC—Hartford—1922—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By..The Connecticut Bcstg. Co.
Business-Studio Address..869 Blue Hills Ave.
Tel.: CH 2-5596.....News Service: AP
Representative.....Paul H. Raymer
Membership .....NAB
President.....Franklin M. Doolittle
General Manager.....Walter B. Haase
V.P., Sales.....William F. Malo
Program Mgr.....Harvey H. Olson
Chief Engineer.....Henry M. Broderick, Jr.

WPOP—Hartford—1935
MBS-ABN-YANKEE

Frequency: 1410 Kc.....Power: 5,000 Watts
Owned.....Tele-Broadcasters of Conn., Inc.
Business-Studio Address.....600 Asylum Ave.
Tel.: JA 7-9131.....News Service: UP
Representative...Kettell-Carter, H-R Reps, Inc.
Pres., Gen. Mgr.....H. Scott Killgore
Commercial Mgr.....Phillip Zoppi

WTIC—Hartford—1925—NBC

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Travelers Bcstg. Service
Business-Studio Address.....26 Grove St.
Tel.: JA 5-0801.....News Service: AP, INS
Transcription Service....Lang-Worth SESAC
Representative .....Christal
Membership .....NAB, RAB
President.....Paul W. Morency
V.P., Gen. Mgr.....Walter C. Johnson
Asst. Gen. Sales Mgr.....Robert S. Tyrol
Promotion Mgr.....Eugene J. Muriaty
Program Mgr.....Paul E. Lucas
V.P., Pub. Relations.....Bernard L. Mullins
Plant Mgr., Chief Engr.....Herman D. Taylor

WMMW—Meriden—1947

Frequency: 1470 Kc.....Power: 1000 Watts, d.
Owned .....Silver City Crystal Company
Address.....8 West Main St.
Tel.: BE 5-5747.....News Service: UP
Representative .....Thomas F. Clark
Membership ..... RAB
President ..... C. A. Schultz
Gen., Sta. Mgr.....G. A. Kruttschnitt
Commercial Manager.....Jack Durkin
Sales Prom. Mgr., Pub. Dir.....Nelson Payne

Program Director.....Les Fox
Chief Engineer.....John Roache

WCNX—Middletown—1948

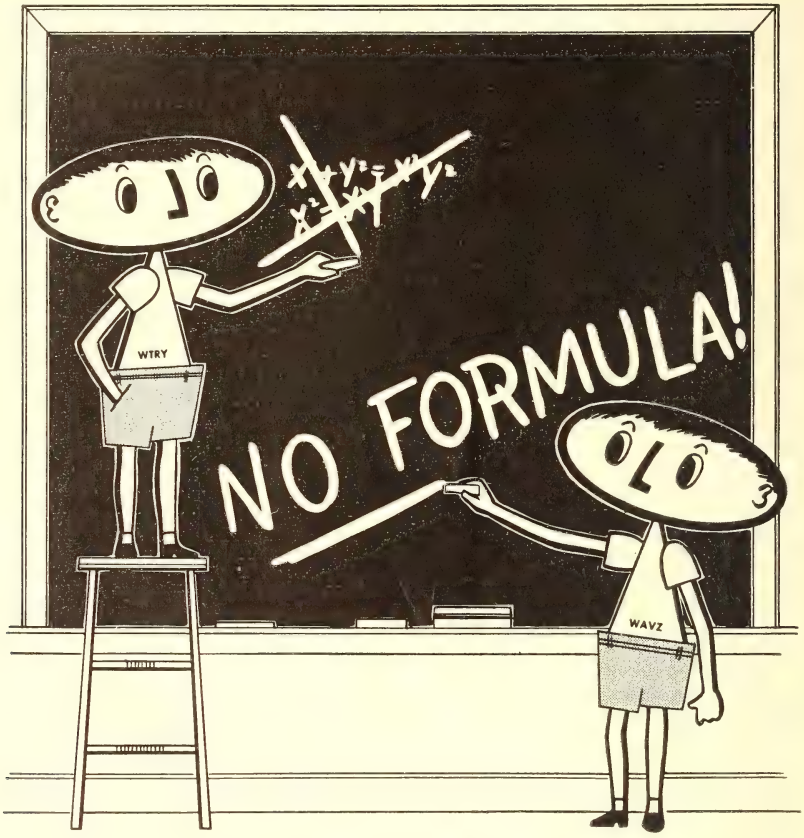
Frequency: 1150 Kc.....Power: 500 Watts
Owned-Oper. By.....Middlesex Bcstg. Co.
Business-Studio Address.....460 Main St.
Tel.: 7-2565.....News Service: UP
Transcription.....Thesaurus
Representative.....Devney, Nona Kirby
Managing Dirs.....R. J., W. J. O'Brien
Station Mgr.....Bill Glynn

WHAY—New Britain—1949

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By..Central Conn. Bcstg. Co.
Business Address.....22 Grove Hill
Tel.: BA 3-2721.....News Service: AP
Representative.....Nona Kirby, R. O'Connell
Membership.....NAB
President.....Patrick Goode
General Mgr.....Aldo DeDominicis
Sta., Comm. Mgr.....Charles Bell
Sales Prom. Mgr.....Robert J. Regan
Pub. Dir.....Carole Ginsburg
Chief Engineer.....Hillis W. Holt

WKNB—New Britain—1946

Frequency: 840 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Subsidiary of NBC



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Address.....1422 New Britain Ave.
Tel.: AD 3-8551.....News Service: AP, UP
Representative .....Bolling
Membership .....NAB, RAB
Gen. Mgr.....Peter B. Kenney
Comm., Sales Prom. Mgr.....Victor J. Brewer
Program Director.....Robert W. Bray
Pub. Dir.....Francis A. Wooding
Oper. Mgr.....John P. Shipley

WAVZ—New Haven—1947

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By.....WAVZ Bcstg. Corp.
Business-Studio Address.....152 Temple St.
Tel.: SP 7-4761.....News Service: AP
Representative....Hollingbery, Kettell Carter
Membership .....NAB, RAB
Board Chairman.....Victor W. Knauth
Pres., Gen. Mgr.....Daniel W. Kops
V.P., Comm. Mgr.....Richard J. Monahan
Program Director.....E. J. Markle
Publicity Director.....S. L. Barstein
Chief Engineer.....Frederick Brill

WELI—New Haven—1935

Frequency: 960 Kc...Power: 5 Kw. d, 1 Kw. n.
Owned By.....Conn. Radio Foundation, Inc.
Business-Studio Address.....221 Orange St.
Tel.: UN 5-1133.....News Service: UP
Transcription Service .....World
Representative.....H. R. Reps., Rbt. Foster
Pres., Sta., Gen. Mgr.....Richard W. Davis
Commercial Mgr.....Edwin H. Schweitzer
Publicity Director.....Rudy Frank
Program Director.....Charles H. Wright
Chief Engineer.....Fred King

WNHC—New Haven—1944
ABN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Triangle Publications, Inc.
Business-Studio Address.....1110 Chapel St.
Tel.: SP 7-3611.....News Service: AP
Newspaper Affil. ..... Inquirer
Representative.....Katz Agency
Membership .....NAB
General Mgr.....George Carroll
Sales Manager.....John F. Cundiff
Prog. Mgr.....Chester R. Cooper
Chief Engineer.....Howard W. Wessenberg

WNLC—New London—1936
MBS-YANKEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..The Thames Bcstg. Corp.
Business-Studio Address.....281 State St.
Tel.: GI 2-4365.....News Service: UP
Representative .....Kettell-Carter
President, Gen. Mgr.....Gerald J. Morey
Sta., Comm., Sales Prom. Mgr...Leo B. Keegan
Prog., Publ. Dir.....William Hoffman
Chief Engineer.....Randolph Barrett

WNLK—Norwalk—1948

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Operated By..Norwalk Bcstg. Co., Inc.
Address .....11 Wall St.
Tel.: TE 8-5566.....News Service: UP
Representative .....McGillvra
Pres., Gen. Mgr.....James Stolcz
Program Director.....Richard Bounerba
Chief Engineer.....Clarence Burnham

WICH—Norwich—1946

Freq: 1310 Kc.....Power: 1 Kw.
Owned-Oper. By.....Eastern Conn. Bcstg. Co.
Business-Studio Address.....Cuprak Rd.
Tel.: TU 7-1613.....News Service: UP
Representative..Everett-McKinney, R. C. Foster
Membership .....RAB
Pres., Gen. Mgr.....D. Lasser
Sls. Prom. Mgr.....Edward Adler
Sta., Comm. Mgr.....Richard Reed
Program Dir.....Mal Morse
Chief Engineer.....Alexander Dubenetsky

WLIS—Old Saybrook—1956

Frequency: 1420 Kc.....Power: 500 Watts
Owned.....Long Island Sound Radio Corp.
Address .....Box 68
Tel.: EV 8-3546.....News Service: UP
Trans. .....World
Pres., Gen. Mgr.....Joseph P. Trantino
V.P., Prog. Dir.....Vivan N. Trantino

WPCT—Putnam—1953

Frequency: 1350 Kw.....Power: 1 Kw. d.
Owned-Oper. By.....Israel Putnam Bcstg. Co.
Address.....42 Main St.
Tel.: WA 8-2721-2.....News Service: UP
Transcription Service.....World, Thesaurus
Membership .....NAB
President.....Roland A. Goyette, Sr.
Gen. Mgr.....Henry E. Breault
Program Dir.....Lew Rogers
Publicity Dir.....Charles Credit
Chief Engineer.....John Dufour

WSTC—Stamford—1941—ABN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....W. Conn. Bcstg. Co.
Business-Studio Address.....270 Atlantic St.
Tel.: DA 4-7575.....News Service: UP
Newspaper Affiliation.....Stamford Advocate
Membership .....NAB
Representative .....Everett-McKinney, Foster
President .....Kingsley Gillespie
Gen. Manager .....Julian Schwartz
Prog. Dir.....Edwin J. Coles
Chief Eng.....R. A. Reynolds

WLCR—Torrington—1947

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Electronic Maintenance
Business-Studio Address.....23 Main St
Tel.: HU 9-4173.....News Service: UP
Transcription Service .....SESAC
Representative.....Bogner & Martin
Membership .....NAB
Pres., Ch. Eng.....Rogers B. Holt
Gen. Mgr.....Hillis W. Holt
Station Mgr.....Arthur Barnham
Comm. Mgr.....Alex Pernal
Prog., Pub. Dir.....Joe Storm

WATR—Waterbury—1934
ABN

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....WATR, Inc.
Business-Studio Address.....440 Meadow St.
Tel.: PL 5-1121.....News Service: UP
Representative .....Burke-Stuart
Membership .....NAB
President .....Harold Thomas
Gen., Sta., Comm. Mgr.....Sam Elman
Sales Prom. Mgr.....Fred Erwin
Prog. Director.....Jordan Kaplan
Pub. Dir.....Robert Gillespie
Chief Engineer.....Andrew Toross

WBRY—Waterbury—1934
CBS

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Oper. By...American-Republican, Inc.
Business-Studio Address.....P. O. Box 1627
News. Affil..... American-Republican
Tel.: PL 3-1125.....News Service: AP
Rep. .....Avery-Knodel, Kettel-Carter
Membership .....NAB
President.....William J. Pape
Manager.....J. Maxim Ryder
Pub. Dir., Sls. Prom. Mgr.....Robert Holczer
Program Director.....Walter O. Howard
Chief Engineer.....Frank B. Hales

WTOR—Torrington—1948
MBS-YANKEE

Frequency: 1490 Kc.....Power: 250 Watts d.
Owned-Oper. By....Torrington Bcstg. Co., Inc.
Business-Studio Address.....93 Perkins St.
Tel.: HU 9-4181.....News Service: AP
Representative .....Rambeau
Pres., Gen. Mgr.....Edmund W. Waller
Sta., Comm. Mgr.....Alfred G. Eyre
Program Dir., Chief Engr.....David Eller

WWCO—Waterbury—1946
MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper.....New England Bcstg. Co., Inc.
Business-Studio Address.....65 Bank St.
Tel.: 4-5141.....News Service: AP
Representative .....McGillvra
Membership .....RAB
President .....Lawrence Brandon
Gen., Sta. Mgr.....Robert Crager
Comm. Mgr.....James McEvoy

WILI—Willimantic

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Windham Bcstg. Co.
Address .....Route 6
Tel.: HA 3-1621.....News Service: UP
Exec. Mgr.....Roland A. Goyette, Sr.
Sta. Mgr.....Les Douglas
Prod. Mgr.....William Lackenbauer

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Delaware

Pop. March 1 (Est.)—429,000; Families—126,000; Lic. Stations—9, Sta. CP's—0; Radio Homes—118,000; TV Homes—112,000

WDOV—Dover—1948

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned .....Dover Bcstg. Co.
Business Address.....Box 727
Representative .....Headley Reed
President .....Renry Rau
V. P., Gen. Mgr.....Maxwell Marvin
Station Mgr.....W. S. Cook

WKEN—Dover—1957

Frequency: 1600 Kc.....Power: 500 Watts, d.
Owned.....Coastal Carolina Bcstrs.
Address .....Box 549
Tel.: DO 5797.....News Service: AP
Trans. .....Thesaurus
President.....J. Olin Tice, Jr.
Gen. Mgr.....Joe Morris

WJWL—Georgetown—1951

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Rollins Bcstg., Inc.
Address .....DuPont Highway
Tel.: 2567.....News Service: AP
Transcription Service .....Thesaurus
Membership .....RAB
President.....O. Wayne Rollins
Gen. Mgr.....Charles R. Maillet
Dir. of Sales.....A. R. Lamphear
Prog. Dir.....Bill German

WKSB—Milford—1953

Frequency: 930 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Kent-Sussex Bcstg. Co.
Address .....Box 444
Tel.: MI 8881.....News Service: UP
Transcription Service .....Lang-Worth
Gen., Comm., Prom. Mgr.....H. M. Griffith, Jr.
Ch. Eng., Oper Mgr.....C. V. Lundstedt
Prog. Dir.....Borden E. Smith

WSUX—Seaford—1955

Frequency: 1280 Kc.....Power: 1000 Watts
Owner-Oper. By.....Sussex Broadcasting Co.
Address.....Dual Hwy. 13
Tel.: 7933.....News Service: UP
Representative ..... Clark
Pres., Gen. Mgr.....Elizabeth Evans
Ch. Eng.....Bernard Gold

WAMS—Wilmington—1947

Frequency: 1380 Kc.....Power: 1000 Watts
Owned.....Rollins Broadcasting Co.
Address.....414 French St.
Tel.: OL 4-8881.....News Service: AP
Membership .....RAB
President.....O. Wayne Rollins
General Manager.....Charles W. Stone
Program Director.....Roger Holmes
Chief Engineer.....Fitzgerald McDaniel

WDEL—Wilmington—1922 NBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By....Delmarva Bcstg. Co., Inc.
Business-Studio Address....10th & King Sts.
Tel.: OL 8-7268.....News Service: AP
Transcription Service .....Thesaurus
Representative .....Robert Meeker
Membership .....NAB
Station Executive.....Clair R. McCollough
Station Manager.....Harvey C. Smith
Gen. Sales Mgr.....J. Robert Gulick
Natl. Sales Mgr.....T. R. Nunan
Comm. Mgr.....William McKibben
Prom. Dir.....Paul I. Woodland
Program Director.....R. V. Aydelotte
Technical Director.....J. E. Mathiot

WILM—Wilmington—1922 ABN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Delaware Bcstg. Co.
Business-Studio Address.....920 King St.
Tel.: OL 4-7771.....News Service: UP
Transcription Service .....World
Representative .....Bolling Co.
Membership .....RAB, NAB
President.....Ewing B. Hawkins
V.P., Mgr.....Jackson F. Lee
Program Director.....Warren Keyser
News Director.....Harry F. Themal
Chief Engineer.....H. Edwin Kennedy

WTUX—Wilmington—1947

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Port Frere Bcstg. Co., Inc.
Address.....14th & Market Sts.
Tel.: OL 5-8821.....News Service: AP
Representative .....Walker
Pres., Gen. Mgr.....Gordon K. MacIntosh
Comm. Mgr.....William S. Ewing
Sales Prom. Mgr.....Jimmy Lynn
Program Dir.....Art Curley
Publicity Dir.....Don Matthewson
Chief Engineer.....Don Clifton

Dist. of Columbia

Pop. March 1 (Est.)—887,000; Families—260,000; Lic. Stations—7, Sta. CP's—0; Radio Homes—256,000; TV Homes—237,000

WEAM—Washington, D. C.

(SEE ARLINGTON, VA.)

WGMS—Washington, D. C. 1946—MBS

Frequency: 570 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned.....Good Music Stations, Inc.
Address .....Hotel Harrington
Tel.: EX 3-8676.....News Service: AP
Representative .....Adam Young
General Manager.....Alfred B. Berry
General Sales Mgr.....Perry Walders
Program Dir.....Stan Hamilton

WMAL—Washington, D. C. 1925—ABN

Freq.: 630 Kc.....Power: 5,000 Watts
Owned.....Evening Star Bcstg. Co., Inc.
Address.....4461 Connecticut Ave., N.W.
Tel.: KE 7-1100.....News Service: AP
Representative .....H-R
Newspaper Affiliation.....The Evening Star
Membership .....NAB, RAB
President.....John W. Thompson, Jr.
General Manager.....Fred S. Houwink
Comm. Mgr.....Bertram Libin
Program Director.....Duncan Miller
Chief Engineer.....Allan Powley

WOL—Washington, D. C.—1924

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Wash. Bcstg. Corp.
Address.....2000 P. St., N.W.
Tel.: HO 2-3900.....News Service: UP
Representative .....Headley-Reed
Pres., Gen. Mgr.....Henry Rau
Pub. Director.....Charles Dillon
Sta., Comm. Mgr., Prog. Dir...Maxwell Marvin
Chief Engineer .....Lloyd Smith

WOOK—Washington, D. C. 1940

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio.....8th & I Sts., N.W.
Tel.: RE 7-8000.....News Service: UP
Station Rep.....United Bcstg., Harlan Oakes
Pres., Gen. Mgr.....Richard Eaton
Vice-President .....John A. Panagos
Program Director.....Cliff Holland
Chief Engineer.....Ernest E. Stephens

WPGC—Washington, D. C.

(SEE MORNINGSIDE, MD.)

WRC—Washington, D. C.—1923 NBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By...National Bcstg. Co., Inc.
Business-Studio Address 4001 Nebraska Ave.
Tel.: EM 2-4000....News Service: AP, INS, UP
Trans. Serv.....Thesaurus, Stand. Associated
Representative.....NBC Spot Sales
Membership .....NAB, RAB
President (NBC).....Robert Sarnoff
Vice-Pres., Gen. Mgr.....Carlton D. Smith
Station Mgr.....Joseph W. Goodfellow
Commercial Mgr.....Harry A. Karr, Jr.
Pub., Prom. Dir.....William E. Coyle
Prog. Mgr.....William Grayson

WTOP—Washington, D. C. 1927—CBS

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned-Oper.....Washington Post Bcst. Div.
Address .....Broadcast House
Tel.: EM 2-9300.....News Service: UP
Representative.....CBS Radio Spot Sales
Membership .....RAB
Pres., Bcst. Div.....John S. Hayes
V.P. Radio.....Lloyd Dennis
Comm. Mgr.....R. W. Schellenberg
Sls. Prom. Mgr., Pub. Dir.....W. J. Wiggins
Prog. Dir. .....P. A. Searight
Chief Engineer.....Granville Klink

WUST—Washington, D. C. 1951

Frequency: 1120 Kc.....Power: 250 Watts
Owned-Oper. By...Broadcast Management, Inc.
Address.....1343 U St.
Tel.: HO 2-0011.....News Service: UP
Representative .....Forjoe
Pres., Gen. Mgr.....Harold E. Sheffers
Sales Mgr.....J. Conrad Jacobs
Program Mgr.....Georgette Leighton
Chief Engineer.....Norman Woods

WWDC—Washington, D. C. 1941

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By.....WWDC, Inc.
Business-Studio Address.....1627 K St., N.W.
Tel.: TU 2-7600.....News Service: AP, UP
Trans. Service.....Lang-Worth, World
Representative .....Blair
Membership .....NAB, RAB
Pres., Gen. Mgr.....Ben Strouse
Comm. Manager.....Herman Paris
Program Director.....Norman Reed
Sales Prom. Mgr.....Jo Wilson
Chief Engineer.....Ross H. Beville

Florida

Pop. March 1 (Est.)—4,090,000; Families—1,173,000; Lic. Stations—131, Sta. CP's—17; Radio Homes—1,142,000; TV Homes—896,000

WAPG—Arcadia—1955

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned.....Arcadia-Punta Gorda Bcstg. Co.
Address .....Box 676
Tel.: WA 8-6111.....News Service: UP
Representative .....McGillvra
Owner.....H. F. McKee
Gen. Mgr.....Paul Howell

WPEG—Arlington

Frequency: 1220 Kc.....Power: 250 Watts, d.
Owned .....Tom Carr
Address.....936 Arlington Rd.
Gen. Mgr.....Tom Carr
Sta. Mgr.....Ed Zegarske

WKTX—Atlantic Beach—1957

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned.....Ocean Beach Bcstg. Co.
Address .....Box 1328
Tel.: CH 6-3695.....News Service: AP
Owner.....W. H. Adams
Gen. Mgr.....Robert K. Lynch

WAVP—Avon Park—1957

..Frequency: 1390Kc.....Power: 1 Kw., d.
Owned.....Ridge Bcstg. Co.
Address .....Jacaranda Hotel
Tel.: GL 2-6001.....News Service: AP
Gen. Mgr.....Edward G. Gardner
Program Dir.....Charles D. Cummins

WBAR—Bartow—1953

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WBAR, Inc.
Address.....Box 820, Lakeland Hwy.
Tel.: 3-5111.....News Service: AP
Membership .....NAB
President.....W. A. Wynne
Gen. Mgr.....John L. Burgreen
Sales Prom. Mgr.....Art Varnadore
Prog. Dir.....Kenneth E. Shroyer
Chief Engineer.....J. A. Duncan

WSWN—Belle Glade—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Seminole Bcstg. Co.
Address .....Scarborough Bldg.
News Service .....UP
Transcription Service.....Thesaurus
Representative .....Stars National
Chrm. of Bd.....E. D. Rivers, Jr.
President .....Hubert E. Ulmer
General Manager.....Garnett L. Merck
Comm. Manager .....Marvin Smith
Program Director.....Al Harris

WBRD—Bradenton—1957

Frequency: 1420 Kc.....Power: 1 Kw. d.
Owned.....Sunshine State Bcstg. Co., Inc.
Address.....P. O. Box 1038
Tel.: 62-183.....News Service: AP
Representative .....Meeker
Pres., Gen. Mgr.....Robert R. Nelson
Chief Engineer.....Donald J. Larsen

WTRL—Bradenton—1946
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Blue Skies Bcstg. Corp.
Address .....Memorial Pier
Tel.: 6-1107.....News Service: AP
Representative .....Hil Best
Pres., Gen. Mgr.....Lockwood R. Doty II
Comm. Mgr.....Ken McKendree

WTAN—Clearwater—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WTAN, Inc.
Business Address.....200 Pierce Blvd.
Tel.: 3-3084.....News Service: AP
Representative .....McGillvra
Trans.....Thesaurus, Columbia
Membership .....NAB, RAB
President .....Wm. G. Wells
Gen., Sta. Mgr., V.P.....H. D. Parker
Commercial Manager.....F. L. Parker
Prog. Dir., Eng.....G. A. Robinson

WEZY—Cocoa—1957

Frequency: 1480 Kc.....Power: 1 Kw.
Owned .....Irving Braun
Address .....Box 868
Tel.: 1800.....News Service: UP
Sta. Mgr.....Jay Schoof

WKKO—Cocoa—1953

Frequency: 860 Kc.....Power: 1 Kw. d.
Owned By.....Brevard Bcstrs., Inc.
Address .....Box 1308
Tel.: 1020.....News Service: AP, UP
Transcription Service .....Standard
Representatives.....Hil F. Best, Dora Clayton
President .....James Sawyer
Gen. Mgr.....Carl G. Collins, Jr.
Program Dir.....Dale Wright
Chief Engineer.....Davis E. Wilson

WVCG—Coral Gables—1948

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Operated By....Peninsular Bcstg. Corp.
Business Address .....Box 1315
Tel.: HI 8-7411.....News Service: AP
Transcription Service .....Associated
Representatives....Clark, Good Music Bcstrs.
Membership .....RAB, NAB
President-General Mgr.....George W. Thorpe
Asst. Sta. Mgr.....Barbara Binns
Comm. Mgr.....Timothy Carney
Chief Engineer.....Thomas Middleton

WCNU—Crestview—1948
KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By....Gulf Shores Bcstg. Co.
Business-Studio Address.....Box 518

Tel.: MU 2-2330.....News Service: AP
Transcription Service .....SESAC
General Manager.....S. F. Townsend
Comm. Mgr.....Vernon Cooper

WJSB—Crestview—1954

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Crestview Bcstg. Co.
Address .....Box 267
Tel.: MU 2-3040.....News Service: UP
Pres., Gen. Mgr.....Everett M. McCrary
Comm. Mgr.....Herbert M. Chafin
Chief Engineer.....Russ White

WGTO—Cypress Gardens 1955

Frequency: 540 Kc..... .....10 Kw. d.
Owned-Operated By.....KWK, Inc.
Address .....Box 123
Tel.: CY 3-4103.....News Service: UP
Newspaper Affil.....St. Louis Globe-Democrat
Representative .....Adam Young
Membership ..... RAB
President .....Robert Convey
Gen. Mgr.....E. D. Hill
Managing Director.....S. E. Hubbard
Sales Prom. Mgr., Pub. Dir.....Gary Miller
Chief Engineer.....Dave Schick

WDCF—Dade City—1954 KBS

Frequency: 1350 Kc.....Power: 1 Kw. d.
Owned.....Pasco Bcstg. Co.
Address .....Box 1077
Tel.: LO 7-3879.....News Service: AP
Pres., Gen. Mgr.....Stuart Picard
Comm., Sales Prom. Mgr.....Marvin Picard
Chief Engineer.....Jim Gandy

WMFJ—Daytona Beach—1935

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WMFJ, Inc.
Business-Studio Address..600 N. Atlantic Ave.
Tel.: CL 2-6491.....News Service: UP
Representative .....Jack Masla
President.....Emil J. Arnold
Gen. Mgr.....Dale S. Phares
Sta. Mgr.....Dick Clark

WNDB—Daytona Beach—1948 ABN

Frequency: 1150 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....News-Journal Corp.
Business-Studio Address....128 Orange Ave.
Tel.: CL 2-1511.....News Service: AP
Representative .....Clark
Newspaper Affil.....News-Journal Corp.
Membership .....NAB
President .....Julius Davidson
Gen., Sta. Mgr.....R. Y. Huffman
Comm. Mgr.....Daniel F. Carroll
Publicity Dir.....M. E. Hagman
Prog. Dir.....Ken Lueck
Chief Engineer.....F. A. Scott

To Broadcasters

AP

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50 Rockefeller Plaza
New York 20, N. Y.

WROD—Daytona Beach—1947 NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Radio of Daytona, Inc.
Business Address.....Box 991
Tel.: CL 2-4626.....News Service: UP
Representative .....Pearson
Pres., Gen. Mgr.....Morton Basset
Station Mgr.....James F. McDonough

WFNM—De Funiak Springs 1955

Frequency: 1460 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Gulfport Bcstg. Co.
Address .....Box 387
News Service .....UP
Gen. Mgr.....Mel Wheeler
Manager .....Leonard Knighton
Program Director.....William Wood

WJBS—DeLand—1948—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....John B. Stetson University
Address.....P. O. Box 808
Tel.: RE 4-1725.....News Service: AP
Representative .....Donald Cooke
Membership .....NAB
President.....Dr. J. Ollie Edmunds
General Mgr., Prog. Dir.....R. H. Westervelt
Commercial Manager.....Ken Brown

WOOO—DeLand—1956—KBS

Frequency: 1320 Kc.....Power: 1 Kw. d.
Owned.....Trio Bcstg. Co., Inc.
Address.....112½ W. New York Ave.
News Service .....UP
Rep. .....Charles Bernard
Gen. Mgr.....Wally King
Prog. Dir.....Allan Hill

WDBF—Delray Beach—1951 KBS

Frequency: 1420 Kc.....Power: 500 Watts d.
Owned.....Boca Raton Bible Conf. Grds., Inc.
Address.....P. O. Box 2075
Tel.: CR 6-7311.....News Service: UP
Transcription .....Lang-Worth
President.....Ira Lee Eshelman
Sta., Comm. Mgr.....Patrick W. Larkin
Program Dir.....Jean S. Larkin

WMEG—Eau Gallie—1956

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned.....Mel-Eau Broadcasting Corp.
Address .....Box 98
Tel.: 2282.....News Service: UP
Transcription .....Thesaurus, SESAC
President .....Norman E. Jorgensen
General Manager.....A. V. Catterton
Asst. Mgr., Prog. Dir.....Victoria C. Marten
Comm. Mgr.....Dean C. Wilson
Chief Engineer.....Robert C. Whiteley

WLCO—Eustis—1955

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Radio Station WLCO
Address .....Box 1505
News Service..... AP
Transcription ..... Thesaurus
Owner, Gen. Mgr.....Floyd W. Hess
Sta., Comm. Mgr.....Morton C. Cook
Sales Prom. Mgr.....Barbara A. Ridlebaugh
Program Dir.....Thomas W. Osborne
Publicity Dir.....W. B. Croke
Chief Engineer.....Robert Blynn

WFBF—Fernandina Beach 1955—KBS

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned .....Murray Bcstg.
Address .....Box 502
Tel.: 3667.....News Service: UP
Representative .....Tom Atkinson
President.....Edward G. Murray
Comm. Mgr.....Dave Davis
Mgr. .....R. E. Gleason
Chief Eng.....Bill Alexander

WFTL—Fort Lauderdale—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Gore Publishing Co.
Address.....P. O. Box 131
Tel.: JA 3-2511.....News Service: AP
Newspaper Affiliation...Daily & Sunday News
Transcription Service.....World
Representative.....Sears & Ayers
Gen., Sta., Comm. Mgr.....R. L. Bowles
Chief Engineer.....Richard P. Northey

WFBF

FERNANDINA BEACH, FLORIDA

THE LIVELY STATION

COVERING

NORTHERN FLORIDA

and

SOUTHERN GEORGIA

an

EDWARD G. MURRAY OPERATION

WWIL—Ft. Lauderdale—1955 KBS

Frequency: 1580 Kc.....Power: 1 Kw.
Owned .....WWIL
Address .....Box 8067
Tel.: JA 3-7639.....News Service: UP
Representative ..... Headly-Reed
President .....L. A. Benson
V.P., Asst. Gen. Mgr.....N. Pagliara
Prog. Dir.....Bill Smith
Chief Eng.....Daniel J. Curran

WINK—Ft. Myers—1940 CBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Ft. Myers Bcstg. Co., Inc.
Address .....WINK Bldg.
News Service .....AP
Representative.....Donald Cooke, J. S. Ayers
Membership .....NAB, RAB
General Manager.....A. J. Bauer

WMYR—Ft. Myers—1952

Freq.: 1410 Kc.....Power: 5 kw. d., 500 w. n.
Owned-Operated By.....Robert Hecksher
Address .....WMYR Bldg.
Tel.: ED 5-1175.....News Service: UP
Owner-Gen. Mgr.....Robert Hecksher

WARN—Fort Pierce—1953 KBS

Frequency: 1330 Kw.....Power: 1000 Watts d.
Owned-Oper. By..Hurricane Bcstg. Service, Inc.
Address .....P. O. Box 1343
Tel.: 1330.....News Service: AP
Transcription Service .....Standard
Representative ..... Continental
Membership .....NAB
Pres., Gen., Sta. Mgr.....Murray C. Tillman
Prog. Mgr.....Willis M. Shawver Jr.
Chief Engineer.....Al Stokes

WIRA—Fort Pierce—1946 NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Indian River Bcstg. Co.
Business Address.....Melody Lane
Tel.: 1400.....News Service: AP
Membership .....NAB
Representative .....Thomas F. Clark
Pres., Gen. Mgr.....James L. Howe
Sta. Mgr.....Sam Lawder
Program Director.....Anne Wilder
Commercial Manager.....J. Kingsley Butt
Chief Engineer.....Edward Murdoch

WFBS—Fort Walton—1956

Frequency: 950 Kc.....Power: 1 Kw.
Owned.....W. Florida Bcstg. Service
Address .....Box 488
Tel.: CH 4-5685.....News Service: UP
Membership .....NAB
Pres., Gen. Mgfr.....H. French Brown, Sr.
Sales Manager.....H. French Brown, Jr.
Prog. Dir.....Mrs. Ray Kasper
Chief Engineer.....Samuel A. Eaton

WFTW—Ft. Walton Beach 1953

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owner.....Vacationland Bcstg. Co.
Address .....Box 687
Tel.: CH 3-3123.....News Service: AP
Transcription .....Thesaurus, Lang-Worth
President.....Wilbur R. Powell
Gen. Mgr.....Milford A. Reynolds
Chief Engineer.....M. J. Begley, Jr.

WDVH—Gainsville—1954

Frequency: 980 Kc.....Power: 5 Kw. d.
Owned-Operated By.....WDVH, Inc.
Address ..... Box 289
Tel.: FR 2-2528.....News Service: UP
Representative ..... Clark
President.....R. A. Vaughn
Gen. Mgr., Chief Engr.....Tom Hanssen
Commercial Manager .....Jimmy Hales
Program Director.....Joe Hill

WGGG—Gainesville—1948 ABN-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Alachua County Bcstg. Co., Inc.
Business-Studio .....1230 Waldo Rd.
Tel.: 65791.....News Service: UP
Representative .....Best
Gen. Mgr.....Thompson K. Cassel
Comm. Mgr., Prom. Mgr.....Leon E. Mims

WRUF—Gainesville—1928 MBS

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....Univ. of Fla.
Business-Studio Address.....Gainesville, Fla.
Tel.: FR 6-3261.....News Service: AP
Trans. Service.....Lang-Worth, Thesaurus
Representative .....Burn-Smith
Director.....Kenneth F. Small
Commercial Manager.....R. L. Black, III
Prog. Dir.....E. R. Dantzler, Jr.
Chief Engineer.....Bertram McNamara

WGMA—Hollywood—1953 KBS

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned.....Eastern Bcstg. Service, Inc.
Address.....P. O. Box 539
Tel.: WA 2-2903.....News Service: AP
Representative.....Hil F. Best
President .....Jack Barry
Gen. Mgr.....C. Edward Little
Sales Prom. Mgr.....J. M. Grant
Program Dir.....Frederick Wheelehan

WSDB—Homestead—1957

Frequency: 1430 Kc.....Power: 500 Watts, d.

Owned.....S. Dade Bcstg. Co.
Address .....Box 502
Tel.: CI 7-2445.....News Service: UP
President.....J. Abney Cox
Gen. Mgr.....Merritt Hilliard
Prog. Dir.....Mary Foy

WIVY—Jacksonville—1948

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By.....WIVY, Inc.
Address .....Box 228-A

Tel.: PO 4-4545.....News Service: UP
Representative.....Clarke Brown, Masla
Membership .....NAB
Pres., Gen. Mgr.....Edward J. Oberle
Station Mgr.....Larry Picus
Local Sales Manager.....Fred H. Schilling

WJAX—Jacksonville—1925 NBC

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Operated By..City of Jacksonville, Fla.
Business-Studio Address.....1 Broadcast Pl.
Tel.: EI 4-1681.....News Service: AP
Membership ..... RAB
Rep. .....John Blair
Commissioner in Charge.....J. D. Kennedy
Acting Mgr.....J. W. Douglass
Sales Prom. Mgr.....Starrling L. Coleman
Pub. Dir.....Larry Bodkin
Chief Engineer.....Kenneth L. Kroier

WMBR—Jacksonville—1927 CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By.....Washington Post Co.
Address.....Broadcast House, Jacksonville 7
Tel. EX 8-0501.....News Service: UP
Newspaper Aff.....Washington Post Co.
Representative.....CBS Radio Spot Sales
Membership .....RAB
President.....Glenn Marshall Jr.
Sta., Comm. Mgr.....Sid Beighley
Sls. Prom. Mgr.....Norman Vincient
Program Director.....Al Vare
Chief Engineer.....Ernest B. Vordermark

WOBS—Jacksonville—1948

Frequency: 1360 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Mel-Lin, Inc.
Business-Studio Address.....1036 Mary St.
Tel.: EX 8-3411.....News Service: UP
Station Representative.....Gil-Perna
Membership .....NAB
President.....S. R. Walker, Jr.
Gen. Mgr.....Larry R. Picus
Sta. Mgr.....Alexander Kiersey
Program Director.....Johnny Shaw
Comm. Mgr.....G. W. Johnston

WPDQ—Jacksonville—1942 ABN

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By..Jacksonville Bcstg. Corp.
Studio Address.....Gulf Life Bldg.
Tel.: EL 4-4421.....News Service: UP
Transcription Service .....World
Rep.....Vernard, Rintoul & McConnell, Ayers
President.....James R. Stockton
Gen. Mgr., Vice-Pres.....Robert R. Feagin
Operations Mgr.....Richard C. Fellows
Chief Engineer.....Ernest E. Haralson

WQIK—Jacksonville—1955

Frequency: 1280 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....Rowland Bcstg. Corp.
Address .....Box 8186
Tel.: RA 5-0653.....News Service: UP
Rep. .....Charles Bernard
President .....Edison Casey
Gen. Mgr.....Marshall W. Rowland
Comm. Mgr.....Robert T. Rowland

WRHC—Jacksonville—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRHC, Inc.
Address.....247 Margaret St.
Tel.: EL 6-0461.....News Service: UP
Membership .....NAB
Rep. .....Joe Wooton
President .....Harold S. Cohn

WZOK—Jacksonville—1940 ABN

Frequency: 1320 Kc.....Power: 5000 Watts
Owned .....Radio Jax
Address .....Box 5176
Tel.: EX 8-5733.....News Service: UP
Representative .....Stars National
Pres., Gen. Mgr.....Jim Macri
Sta. Mgr.....Jack Wheeler
Program Dir.....Reed Gardner
Chief Engr.....W. A. Cooper

WZRO—Jacksonville Beach 1947—KBS

Frequency: 1010 Kc.....Power: 1 Kw. d.
Owned By.....A. B. Letson
Address .....Quincy, Fla.
Tel.: (Quincy) MA 7-6700...News Service: AP
President.....Andrew B. Letson
Gen. Mgr.....Jim Kirk
Station Mgr.....Roger Fricke

WKWF—Key West—1945 MBS-ABN

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By.....John M. Spottswood
Address.....P. O. Box 891
Tel.: CY 6-2222.....News Service: UP
Membership .....NAB
Owner, Gen. Mgr.....John M. Spottswood
Station Mgr.....Kermit H. Lewin
Sales Mgr.....Ray A. Schoneck
Chief Eng.....Charles R. Lowe

WRWB—Kissimmee—1954

Frequency: 1220 Kc.....Power: 250 Watts

Owned.....Frank A. Taylor
Address.....Lago Vista Radio Park
Tel.: TI 6-8991.....News Service: UP
Transcription Service .....Standard
Owner, Gen. Mgr.....Frank A. Taylor
Sta., Sales.....Robert W. Bennett

WDSR—Lake City—1946

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By..Deep South Radioways
Address.....U.S. Hwy 41, S.
Tel.: 525.....News Service: UP
Partner, Gen., Sta. Mgr.....Alfred H. Temple
Chief Engineer.....Richard L. Cook

WLAK—Lakeland—1936 NBC

Freq.: 1430 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By...Lakeland Bcstg. Corp.
Business Address.....P. O. Box 1211
Tel.: MU 2-1431.....News Service: UP
Transcription Service..Associated, World, Std.
Station Representative.....John E. Pearson
Membership .....RAB, NAB
Pres., Gen. Mgr.....S. O. Ward
Commercial Manager.....Powell Adams
Program Director.....Maxine Tyner
Chief Engineer.....William P. Le

WONN—Lakeland—1949 MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Noyes Enterprises, Inc.
Business Address.....Lake Hunter Drive
Tel.: MU 5-1171.....News Service: AP
Transcription Service .....Capitol
Representative.....Donald Cooke, Inc.
Pres., Gen., Sta. Mgr.....Robert W. Jonscher
Commercial Mgr.....C. C. "Tip" Sherwood
Program Dir.....William F. Ferguson
Sls. Prom. Mgr., Pub. Dir.....R. S. Taylor
Chief Engineer.....Duane McConnell

WYSE—Lakeland—1957

Frequency: 1330 Kc.....Power: 1 Kw.
Owned.....Polk Radio, Inc.
Address.....207½ E. Main St.
Tel.: MU 9-0551.....News Service: AP
President.....W. H. Martin
V.P., Mgr.....Tom Barber

WIPC—Lake Wales—1951 KBS

Frequency: 1280 Kc.....Power: 1000 Watts
Owned.....Imperial Polk Bcstg. Corp
Address.....P. O. Box 712
Tel.: 2-9831.....News Service: UP
Representative.....Hil F. Best
President.....K. H. Berkeley
V.P., Gen. Mgr.....Charles D. Bishop
Comm. Mgr.....W. W. Van Steenburgh
Prog., Pub. Dir.....Eleanor Pryor
Chief Engineer.....William Johnson

WLBE—Leesburg—1949 MBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....WLBE, Inc.
Address .....Box 790
Tel.: 790.....News Service: UP
Representative .....Best, Keystone
Transcription Service .....Standard
President.....Paul A. Husebo
Program Director.....Richard R. Coleman
Chief Engineer.....Martin Kirkland

WNER—Live Oak—1949—KBS

Frequency: 1250 Kc.....Power: 1 Kw. d.
Owned.....Norman O. Protsman
Business Address.....P. O. Box 637
Tel.: 1250.....News Service: UP
Membership .....NAB
Owner, Gen. Mgr.....Norman O. Protsman
Program Director.....Faith Protsman
Chief Engineer.....C. S. Parker

WMAF—Madison—1956—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Norman O. Protsman
Address .....Box 621
Tel.: HU 3-6333.....News Service: AP
Owner, Gen. Mgr.....Norman O. Protsman
Station Mgr.....Robert C. Lay

WTYS—Marianna—1948 MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...John H. Phipps Bcstg. Stas.
Address .....Box 777
Tel.: HU 2-2131.....News Service: AP
Representative .....Cummings
Owner .....John H. Phipps
General Manager.....L. H. Graves
Station Manager.....Guy Hamilton

WMMB—Melbourne—1948 MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Indian River Radio, Inc.
Business-Studio Address.....Front St.
Tel.: 575.....News Service: UP
Transcription Service .....World
President.....H. G. Murrelle
Vice-President.....Howard L. Green

WCKR—Miami—1956—NBC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....Biscayne TV Corp.
Bus.-Studio Address....Box M, Little River Sta.
Tel.: PL 1-6692.....News Service: AP
Transcription Service .....Thesaurus
Representative.....Henry I. Christal
Membership .....NAB, RAB
President .....Niles Trammell
General Manager.....Owen F. Uridge
Comm. Manager.....L. L. Zimmerman
Sales Prom. Mgr.....Charles W. Curtin

Program Director.....Dan Valentine
Chief Engineer.....Gene Rider

WFEC—Miami—1949

Frequency: 1220 Kc.....Power: 250 Watts
Owned-Oper. By.....Fla. East Coast Bcstg.
Address.....350 N.E. 71st St.
Telephone .....PL 1-7534
Representative .....Dore-Pancoast
President.....Harry Trenner
Gen., Sta. Mgr.....Herbert Schorr
Program Director.....Sandra Goldfield
Comm. Mgr.....Sidney Drossner
Chief Engineer.....William Reeder

WGBS—Miami—1944—CBS

Freq.: 710 Kc.....Power: 50 Kw. d., 10 Kw. n.
Owned.....Storer Bcstg. Co.
Address.....1605 Biscayne Blvd.
Tel.: FR 9-2401.....News Service: UP
Newspaper Affiliation.....Miami Beach Sun
Station Representative.....Katz Agency, Inc.
Membership .....RAB, NAB
President.....George B. Storer, Sr.
Gen., Sta. Mgr.....Miller N. Babcock
Comm. Mgr.....C. Bud Dailey
Prom. Mgr.....Horace W. Scott
Program Dir.....Donald F. Fischer
Chief Engineer.....Edward C. Lockwood

WINZ—Miami—1946

Freq.: 940 Kc.....Power: 50 Kw. d., 10 Kw. n.
Owned-Operated By.....Rand Bcstg. Co.



Miamiracle!

—per Hooper, Pulse, Trendex

WQAM's unique showmanship-and-precision blend made a runaway in Miami 1½ years ago . . . and has been dominantly and increasingly on top ever since.

WQAM is 1st in 410 of 432 Pulse quarter-hours. First place Hooper: 37.0%. Trendex confirms. So does a recent Southern Florida Area Pulse which accounts for 31.5% of the state's population. Talk to Blair, or general manager Jack Sandler.

WQAM — Miami

covering all of Southern Florida with 5,000 watts on 560 kc.

"A STORZ STATION"

Business Address.....Biscayne Terrace Hotel
Tel.: FR 1-6641.....News Service: INS, AD
Representative ..... Petry
Pres., Gen. Mgr.....Rex Rand
Gen. Sales Mgr.....B. E. Neary
Program Dir.....Ned Powers
Chief Engineer.....Arthur E. Zucker

WMIE—Miami—1947

Freq.: 1140 Kc...Power: 10 Kw. d., 5 Kw. n.
Owned-Operated By.....WMIE, Inc.
Address.....139 N.E. 1st St.
Tel.: FR 3-5556.....News Service: INS
Representative .....Charles Bernard
President.....E. D. Rivers, Sr.
General Mgr.....Jack E. Nobles
Traffic-Prog. Co-Ord.....Mrs. Enelle Pfluke
Sales Prom. Mgr.....Don Row
Prog. Dir.....Pat O'Neil

WMMA—Miami

Frequency: 1260 Kc.....Power: 5 Kw.
Owned.....Frieda Bcstg. Corp.
Address.....10701 N. W. 77th Ave.
News Services.....UP, INS
Representative .....Continental
President .....Keith Moyer
Gen., Sales Mgr.....Jim Hilderbrand

WQAM—Miami—1921

Frequency: 560 Kc...Power: 5 Kw.d., 1 Kw. n.
Owned-Operated By.....Miami Bcstg. Co.
Business-Studio Address....1723 duPont Bldg.
Tel.: FR 4-6121.....News Services: AP, INS
Representative .....John Blair
Membership .....NAB
President .....Todd Storz
Gen., Sta., Comm. Mgr.....Jack Sandler
Local Sales Mgr.....Carson Rennie
Program Dir.....Kent Burkhart
Publicity Dir.....Jack Sandler
Chief Engineer.....Morris Barwick

WSKP—Miami—1956

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WSKP, Inc.
Business-Studio Address...734 W. Flagler St.
Tel.: FR 1-1585.....News Service: AP
Representative .....H-R
President .....Bill O'Neil

WAHR—Miami Beach—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Alan H. Rosenson
Address .....Box 1740
Tel.: JE 8-0411.....News Service: UP
Representative .....O'Connell
Station Manager.....Marshall Simmons
Comm. Mgr.....Art Gordon

WKAT—Miami Beach—1937 MBS-ABN

Freq.: 1360 Kc.....5 Kw. d., 1 Kw. n.
Owned-Operated By.....WKAT, Inc.
Trans.-Address.....1759 Bay Road

Tel.: JE 1-5711 ..... News Service: UP
Representative ..... Forjoe
President ..... A. Frank Katzentine
Gen., Sta. Mgr. ..... John I. Prosser
Comm. Mgr. ..... Fred Wagenvoord
Chief Engineer ..... Arthur P. Smith

WMBM—Miami Beach—1947

Frequency: 800 Kc. ..... Power: 1000 Watts d.
Owned ..... Rounsaville of Miami Beach, Inc.
Address ..... MacArthur Causeway
Teel.: JE 1-5586 ..... News Service: UP
Representatives .. Gill-Perna, Dora-Clayton, Inc.
President, Gen. Mgr. ..... R. W. Rounsaville
Station Manager ..... Arnold Kaufman
Comm. Mgr. ..... David P. McLain

WEBY—Milton—1954
MBS

Frequency: 1330 Kc. ..... Power: 1 Kw.
Owned ..... C. W. Mapoles
Address ..... Ward Basin Rd.
Tel.: 2591 ..... News Service: UP
Trans. Service ..... World
Owner ..... C W. Mapole
Station Mgr. ..... Earl Williford

WNOG—Naples—1954

Frequency: 1270 Kc ..... Power: 500 Watts d.
Owned and Oper. By ..... Radio Naples Inc.
Address ..... East Tamiami Trail
Tel.: 3-1234 ..... News Service: UP
Transcription Service ..... World, Ziv
Representative ..... Hil F. Best
President, Gen. Mgr. ..... William J. Ryan
Commercial Manager ..... John E. Martin
Sales Prom. Mgr. ..... Eileen Eilers
Chief Engineer ..... David S. Traer

WSBB—New Smyrna Beach
1951—MBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Broadcasters, Inc.
Address ..... 1210 S. Riverside Drive
Telephone ..... GA 8-9091
Pres., Gen. Mgr. ..... A. V. Tidmore
Commercial Manager ..... Ralph Price
Program Director ..... Bob White

WHYS—Ocala—1957

Frequency: 1370 Kc. ..... Power: 1 Kw. d.
Owned ..... Marion Co. Bcstg. Co.
Address ..... Yoakum Bldg.
Tel.: MA 2-8174 ..... News Service: AP
President ..... W. H. Martin
Gen. Mgr. ..... John Andre
Sales Prom. Mgr. ..... Hazel Houck

WMOP—Ocala—1953

Frequency: 900 Kc. ..... Power: 1000 Watts
Owner ..... A. B. Letson
Address ..... 311 Robertson Bldg.
Representative ..... Dora-Clayton, Perry
Pres., Gen. Mgr. ..... A. B. Letsom
Station Mgr. ..... James E. Kirk
Comm., Sls. Mgr. ..... Vernon Arnette

WTMC—Ocala—1938—NBC

Frequency: 1290 Kc. .. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By ..... WTMC, Inc.
Address ..... 14 S. Magnolia
Telephone ..... MA 2-4127
Rep. ..... John H. Perry, Dora-Clayton
President ..... John H. Perry, Jr.
Sta. Mgr. ..... Tom Catalano
Comm. Mgr. ..... Bill Conover

WDBO—Orlando—1924—CBS

Frequency: 580 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Cherry Bcstg. Co.
Business-Studio Address ..... P. O. Box 1833
Tel.: CH 1-1491 ..... News Services: AP, UP
Transcription Service ..... World, Thesauru
Representative ..... John Blair
Membership ..... NAB
President ..... Wm. S. Cherry, Jr.
Gen. Mgr. ..... Harold P. Danforth
Comm. Mgr. ..... W. G. McBride
Program Director ..... Rosalind Boggs
Chief Engineer ..... J. E. Yarbrough

WHIY—Orlando—1957

Frequency: 1270 Kc. ..... Power: 5 Kw. d.
Owned ..... Orlando Radio & TV Bcstg. Corp.
Address ..... Ft. Gatlin Hotel Bldg.
Tel.: GA 2-6724 ..... News Service: UP
Representative ..... Pearson
President ..... Gordon Sherman
Gen., Sta., Comm. Mgr. ..... Carl F. Hallberg
Program Dir. ..... Robert Irving
Chief Engineer ..... Arthur Lowery

WHOO—Orlando—1947—ABN

Freq.: 990 Kc. ..... Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By ..... WHOO, Inc.
Address ..... Fairvilla Road
News Service ..... AP
Transcription Service ..... Standard
Representative ..... Forjoe
V.P., Gen. Mgr. ..... Karl R. Nelson
Comm. Mgr. ..... Charles L. Reiner
Chief Engineer ..... Warren Chenevert

WKIS—Orlando—1946
NBC

Frequency: 740 Kc. ..... Power: 5 Kw. d.
Owned-Oper. By .... Central Florida Bcstg. Co.
Address ..... P. O. Box 1353
Tel.: GA 2-2451 ..... News Service: INS
Representative ..... Hollingberry
Membership ..... NAB
Pres., Gen. Mgr. ..... Naomi Murrell
Comm. Mgr. ..... W. H. Forsythe
Publicity Dir. ..... W. H. Forsythe, Jr.
Program Director ..... S. W. Ison
Chief Engineer ..... W. R. Miller

WLOF—Orlando—1940

Frequency: 950 Kc. ..... Power: 5000 Watts

Owned-Operated By....Mid-Fla. Radio Corp.
Business-Studio Address.....Box 5275
Tel.: 2-8163.....News Service: UP
Station Representative .....Ayers
Membership .....NAB
Exec. V.P., Gen. Mgr.....Howard S. Kester

WWPF—Palatka—1947—KBS

Freq.: 1260 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Hall Bcstg. Co.
Address.....900 River St.
Tel.: EA 5-4555.....News Service: AP
Membership .....NAB
Gen. Mgr.....William R. Terry
Program Dir.....Claude White
Commercial Manager.....Herb Young

WQXT—Palm Beach—1957 ABN

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Palm Beach Radio, Inc.
Address.....3000 S. Ocean Blvd.
Tel.: JU 2-7401.....News Service: UP
Representative .....Stars National
Gen. Mgr., Chief Engr.....David L. Lyndon
Comm. Mgr., Pub. Dir.....Art Rivers
Program Dir.....John Sowers

WDLP—Panama City—1940 NBC-KBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned.....Panama City Bcstg. Co.
Address.....323 West Beach Drive
Tel.: PO 3-1777.....News Service: UP
Transcription .....World
Representative .....Hollingbery
President .....Denver Brannen
General Manager.....William B. Hill
Sta., Comm. Mgr.....Don Brookins
Sales Prom. Mgr.....Cal Howrigan
Program Director.....George Feger
Publicity Dir.....Betty Ausland
Chief Engineer.....Harold Phipps

WPCF—Panama City—1949 MBS

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By...Bay County Bcstg. Co.
Address.....300 E. 15th St.
Tel.: SU 5-6176.....News Service: AP
Representative .....Walker, Dora-Clayton
Membership .....NAB
Pres., Gen., Sta. Mgr.....E. L. DuKate
Program Director.....Larry Meehan
Chief Engineer .....Robert E. McConnell

WTHR—Panama City—1957

Frequency: 1580 Kc.....Power: 500 Watts, d.
Owned.....Regional Bcstg. Co.
Address.....Edgewater Gulf Beach
News Service .....AP
Representative .....Burn-Smith
Gen. Mgr.....Harold E. King
Sta. Mgr.....Rex Parnell

WBOP—Pensacola—1956

Frequency: 980 Kc.....Power: 500 Watts d.
Owned .....WBOP Broadcasting Co.
Address .....709 S. Baylen St.
Tel.: HE 8-2400.....News Service: UP
Transcription .....World
Pres., Gen. Mgr.....Vern King.
Sales Mgr.....Ed Paro

WBSR—Pensacola—1946 CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WBSR, Inc.
Business Address.....1603 N. Pace Blvd.
Tel.: HE 2-6173.....News Service: AP
Representative...Vernard, Rintoul, McConnell
Pres., Gen. Mgr.....Don J. Lynch
Comm. Mgr.....Bo Mitchell
Program Dir.....Gordon Towne
Chief Engineer.....Glenn Nichols

WCOA—Pensacola—1926 NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....Dixie Radio, Inc.
Address .....Box 1669
Tel.: HE 2-4111.....News Service: UP
Representative .....Hollingberry
President .....Denver Brannen
Gen. Mgr., Sta. Mgr.....L. H. Thesmar
Prom. Mgr., Pub. Dir.....J. R. Pennington
Prog. Dir.....Clarine Porter
Chief Eng.....Harold L. Heath

WEAR—Pensacola—1947 ABN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Gulfport Bcstg. Co.
Address.....P. O. Box 431
Sta. Rep. .....Hollingbery
Membership .....RAB
Pres., Gen. Mgr.....Mel Wheeler
Nat'l Sls. Mgr.....Milt de Reyna, Jr.
Chief Engineer.....Jim Smith

WPFA—Pensacola—1954 KBS

Frequency: 790 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....WPFA Bcstg. Co.
Address .....Box 27
Tel.: HE 3-1141.....News Service: AP
Representative .....Charles Bernard
President.....J. W. O'Connor
General Manager.....R. A. Petti, Jr.
Comm. Mgr.....G. L. Barnhart
Program Director.....Barbara Holt
Chief Engineer.....Gene Pfalzer

WPRY—Perry—1954—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Taylor Co. Bcstg. Co.
Address .....P. O. Box 67

Tel.: 540.....News Service: AP
Trans. ..... Standard
President.....E. P. Martin
Station Manager.....C. E. Roye

WPLA—Plant City—1949 KBS

Frequency: 910 Kc.....Power: 1 Kw. d.
Owned-Operated By.....WPLA Bcstg. Co.
Address.....1570 S. Collins St.
Tel.: 2-1551.....News Service: UP
Station Representative .....Best
Transcription Service .....Standard
Membership .....NAB, RAB
President .....W. A. Smith
Gen. Mgr.....George Friend
Comm. Mgr.....Al Berry
Program Director.....Jack Rushing

WCNH—Quincy—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Quincy Bcstg. Corp.
Address.....602 W. Jefferson St.
Tel.: MA 7-6700.....News Service: UP
Transcription .....Thesaurus
Membership .....NAB
Pres., Gen. Mgr.....A. B. Letson
Comm., Sls. Prom. Mgr.....W. B. Taylor

WFOY—St. Augustine—1936 CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Ponce de Leon Bcasting
Address.....Fountain of Youth Gardens
Tel.: VA 9-3416.....News Service: UP
Representative ..... McGavren-Quinn
Gen. Mgr.....John E. Bernard Jr.
Sales Prom. Manager.....Julian Fant
Program Director.....Frankie C. Walker
Publicity Director.....Alberta Dillin
Chief Engineer.....Ernest Raistrick

WSTN—St. Augustine—1954

Frequency: 1420 Kc.....Power: 1 Kw. d.
Owned .....Stanmark, Inc.
Address.....66 Treasury St.
Tel.: VA 9-9094.....News Service: AP
Transcription Service .....Thesaurus
Station Rep. .....Indie
President.....H. C. Powell, Jr.
General Manager.....Larry R. Picus
Station Manager.....Robert Mack

WPIN—St. Petersburg—1947

Frequency: 680 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Fla. W. Coast Bcstrs., Inc
Address.....Royal Palm Hotel
Tel.: 70511.....News Service: AP
Station Representative.....Walker
Membership .....NAB
President.....Dr. Charles Farrington
General Manager .....Arthur Mundorff
Sta., Comm. Mgr.....Richard Marsh
Program Director, Pub. Dir.....James Carley

WSUN—St. Petersburg—1927 ABN

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By....City of St. Petersburg
Business Address.....Million Dollar Pier
Tel.: 5-4121.....News Service: AP
Transcription Service..... World
Representative...Vernard, Rintoul, McConnell
Membership .....NAB, RAB
General Manager.....Fred P. Shawn
Commercial Manager.....John Hitchcock
Sales Prom. Mgr.....Jerry Baker
Publicity Director.....Jean Miller
Chief Engineer.....Louis J. Link

WTSP—St. Petersburg—1939 MBS

Frequency: 1380 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....WTSP, Inc.
Address.....11450 Gandy Blvd.
Tel.: 78108.....News Service: UP
Transcription .....Lang-Worth, Standard
Representative .....Weed
President .....N. Joe Rahall
Station Mgr.....Marshall S. Cleaver
Comm. Mgr.....L. Wildman
Prod. Dir.....Bob Larkin
Prog. Director.....Leeds Scofield
Chief Engineer.....Neil Spencer

WILZ—St. Petersburg Beach 1957

Frequency: 1590 Kc.....Power: 1 Kw. d.
Owned.....Holiday Isles Bcstg. Co.
Address.....P. O. Box 6267
Tel.: 233-001.....News Service: UP
Membership .....NAB
President.....E. A. Spence
Gen. Mgr., Prog. Dir.....Jack Faulkner
Chief Engineer.....W. D. Mangold

WIOD—Sanford—1956

Frequency: 1360 Kc.....Power: 500 Watts
Owned.....Sanford Bcstg. Co.
Address .....Box 679
Telephone .....FA 2-5314
Representative .....Jack Masla
Membership .....RAB
Gen. Mgr.....Kenneth J. Crosthwait
Comm. Mgr.....Frank L. Jones

WTRR—Sanford—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station WTRR
Business Address.....Box 1541
Tel.: FA 2-6112.....News Service: UP
Gen. Mgr.....Myron A. Beck

WKXY—Sarasota—1949

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Sarasota Bcstg. Co.
Address.....2500 Tenth St.
Tel.: RI 7-1151.....News Service: AP

Representative ..... Clark
General Manager.....A. G. Fernandez
Station Mgr.....Charles Fernandez
Chief Eng.....Robert L. Kohlmeyer

WSPB—Sarasota—1939—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WSPB, Inc.
Business Address.....Box 1110, City Island
Tel.: FU 8-2121.....News Service: UP
Transcription Service .....Thesaurus
Representative.....John E. Pearson
Membership .....NAB, RAB
President.....Robert C. Jones, Jr.
Gen., Sta. Mgr.....John B. Browning
Comm. Mgr.....D. L. Fleischman
Pub. Dir.....Emylu Richards
Program Director.....David Hale
Chief Engineer.....G. W. McGougan

WJCM—Sebring—1950—KBS

Frequency: 960 Kc.....Power: 1 Kw.
Owned-Operated By....Progressive Publ. Co.
Business Add.....Assembly Pt. on Dinner Lake
Telephone 5-1811
Gen. Mgr.....A. J. Frank
Commercial Mgr.....Ken Bowers

WDAT—South Daytona—1957

Frequency: 1590 Kc.....Power: 1 Kw.
Owned .....Tom Carr
Address .....Box 4277
Telephone .....CL 2-8222
Gen. Mgr.....Bill Packham
Representative .....Dixieland

WSTU—Stuart—1954—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Blue Water Bcstg. Co.
Address .....Bin 29
Tel.: 1450.....News Service: AF
Pres., Gen. Mgr.....Lester M. Combs
Comm. Mgr.....Jim Mullins
Chief Engineer.....Fred Chapman

WMEN—Tallahassee—1954

Frequency: 1330 Kc....Power: 5,000 Watts d.
Owned-Oper. By.....WMEN, Inc.
Address .....Hotel Floridan
Tel.: 3-2550.....News Service: UP
Representative.....Weed & Co.
President.....B. F. J. Timm
Station Manager.....Don C. Price
Prog. Dir.....Jack Shiver
Chief Engineer.....K. C. McNaron

WTAL—Tallahassee—1935

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By.....WTAL, Inc
Owned-Operated By.....John H. Phipps
Tel.: 2-1270.....News Service: AP
Representative .....Meeker, Cummings
General Manager.....L. Herschel Graves
Station Mgr.....Chester E. Pike
Sales Prom. Mgr.....R. Hollister
Prog. Dir.....Dave Wren
Chief Engineer.....Sam Dudas

WTNT—Tallahassee—1946 CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Tallahassee Appli. Corp.
Business-Studio Address.....Duval Hotel
Tel.: 2-1450.....News Service: UP
Trans. .....Thesaurus
Representative .....McGillvra
Pres., Gen. Mgr.....Frank W. Hazelton
Vice-Pres. .....Emanuel Joanos
Sales Mgr.....Hurley W. Rudd

WALT—Tampa—1946

Frequency: 1110 Kc.....Power: 10 Kw. d.
Owned.....Tampa Broadcasting Co., Inc.
Address.....401 West Tyler Street
Tel.: 2-7921.....News Service: AP
President.....E. J. Arnold
V.P., Gen., Sales Prom. Mgr....Robert Wasdon
Nat. Comm. Mgr.....George Fee
Program Director.....Ed Bray
Chief Engineer.....Charles Hartman

WDAE—Tampa—1922—CBS

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....Tampa Times Co.
Business Address .....114 N. Franklin St.
Tel.: 2-2911.....News Services: AP, UP
Representative .....Katz
President.....David E. Smiley
General Manager.....L. Spencer Mitchell
Nat. Adv. Mgr.....Robert M. Weeks

WFLA—Tampa—1924—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....Tribune Co.
Business Address.....905 Jackson St.
Tel.: 2-0131.....News Service: AP
Representative .....John Blair
Membership .....NAB, RAB
Newspaper Aff. .....Tribune
President.....John C. Council
Gen. Mgr., Vice-Pres.....George W. Harvey
Station Mgr.....John Alexander
Sales Prom. Mgr., Pub. Dir.....Byron Taggert
Prog. Director.....Edward C. Walker
Chief Engineer.....Joseph Mitchell

WHBO—Tampa—1948

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned By.....Gateway Broadcasters, Inc.
Business Address.....11,011 Florida Ave.
Tel.: WE 5-3171.....News Service: AP
Membership .....RAB
Rep. .....Charles Bernard
President .....John A. Boling
Gen. Mgr.....Bob A. Martin
Comm. Mgr.....Bert Coyle
Program Director.....Bonita Fishback
Sls. Prom. Mgr.....Bob Ross
Chief Engineer.....Bill Polk

WWTB—Tampa—1950—KBS

Frequency: 1300 Kc.....Power: 5 Kw. d.
Owned By.....Tison Bcstg. Co.
Address.....113 E. La Fayette St.

Tel.: 2-7921 ..... News Service: AP
Reps. ..... O'Connell; Reilly; Clark Brown
President ..... W. Walter Tison
Gen., Sta., Comm. Mgr. ..... C. G. Baskerville
Program Dir. ..... Herbert Buck
Chief Engineer ..... J. B. Tison

WIOK—Tampa-St. Petersburg 1954

Frequency: 1150 Kc. ..... Power: 1000 Watts d.
Owned: ..... Rounsaville Radio Stations
Address ..... Box 1101, Washington Blvd.
Tel.: 4-1109 ..... News Service: AP
Reps ..... Gill-Perna, Dora-Clayton
Pres., Gen. Mgr. ..... Robert W. Rounsaville
Sta. Mgr. ..... Joe T. Starr
Asst. Manager ..... Jack Everbach
Comm. Manager ..... John Fulton
Prog. Dir., Chief Eng. ..... Warren Kaufman

WDCL—Tarpon Springs—1953

Frequency: 1470 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Clearwater Bcstg. Corp
Address ..... Box 1684, Clearwater
Tel.: CL 81-5411 ..... News Service: AP
Membership ..... RAB
Trans. ..... Thesaurus
Gen. Mgr. ..... Tom Underwood

WRMF—Titusville—1957

Frequency: 1050 Kc. ..... Power: 500 Watts
Owned ..... Richard M. Fairbanks
Address ..... Box 666
News Service ..... UP
Gen. Mgr. ..... Robert L. Bright

WAXE—Vero Beach—1954 MBS

Frequency: 1370 Kc. ..... Power: 1 Kw.
Owned ..... WNTM, Inc.
Address ..... P. O. Box 397
Tel.: 5405 ..... News Service: INS
Rep. ..... Hollingbery
Gen. Mgr. ..... W. Eccles Huff
Sales Manager ..... James H. Driscoll

WTTB—Vero Beach—1954 ABN

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Tropics, Inc.
Address ..... 1536 20th St.
Tel.: 5454 ..... News Service: AP
Representative ..... Hil F. Best
Membership ..... NAB
President ..... Merrill P. Barber
Mgr. ..... Al Stockmeier

WEAT—West Palm Beach 1948—NBC

Frequency: 850 Kc. ..... Power: 1 Kw. d. n.
Owned ..... WEAT-TV Inc.
Address ..... P. O. Box 70
Tel.: TE 3-9668 ..... News Service: UP
Representative .... Venard, Rintoul, McConnell
President ..... Rex Rand
Gen. Mgr. ..... Bertram Lebhar, Jr.
Comm. Mgr.d. ..... Charles Stark
Program Dir. ..... Elizabeth Micken

WIRK—West Palm Beach 1947—MBS

Freq.: 1290 Kc. ..... Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By ..... Ken-Sell, Inc.
Business Address ..... 711 S. Flagler Drive
Tel.: TE 3-1711 ..... News Service: AP
Representative ..... T. F. Clark
Pres., Gen. Mgr. ..... Joseph S. Field, Jr.
Sales & Operations Mgr. ..... Rome Hartman
Chief Engr. ..... William Heitzman

WJNO—West Palm Beach 1936—CBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... WJNO, Radio
Business-Studio Address .. 1500 N. Flagler Dr.
Tel.: TE 2-3638 ..... News Service: AP
Representative ..... Meeker
Membership ..... NAB, RAB
Gen. Mgr., Sta., Comm. Mgr. .... H. V. McMillan
Chief Eng. ..... Curtis Brinson

WGOA—Winter Garden—1957

Frequency: 1600 Kc. ..... Power: L
Frequency: 1600 Kc. ..... Power: 1 Kw.
Owned ..... E. V. Price, Gen. Mgr.
Tel.: 620 ..... News Service: UP
Prog. Dir. ..... Nathan Price
Chief Engineer ..... Hugh Carrol

WSIR—Winter Haven—1947 MBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Hundred Lakes Bcstg.
Bus. Address .. 665 W. Lake Howard Dr., S.W.
Tel.: CY 4-2144 ..... News Service: AP
Membership ..... RAB
Representative ..... Devney & Co.
Pres., Gen. Mgr. ..... Lawrence Rollins
Program Director ..... Richard Eyrich
Chief Engineer ..... L. Orden Craig

WABR—Winter Park—1954

Frequency: 1440 Kc. ..... Power: 5 Kw.
Owned ..... Orange County Bcstrs. Inc.
Address ..... P. O. Box 7547
Tel.: 5-6631 ..... News Service: UP
Sta. Rep. ..... Rambeau, Dora-Clayton
Gen. Manager ..... Tom Sawyer
Chief Engineer ..... J. R. Campbell

Georgia

Pop. March 1 (Est.)—3,764,000; Families—984,000; Lic. Stations—113, Sta. CP's—12; Radio Homes—972,000; TV Homes—696,000

WAAG—Adel—1955—KBS

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Cook County Bcstg. Co.
Address.....P. O. Box 508
Tel.: 8571.....News Service: UP
President.....W. M. Forshee
Gen., Sta. Mgr.....Esther Shepherd
Comm. Mgr., Prog. Dir.....Don H. Wingate
Publicity Director.....Robert Barker
Sales Prom. Mgr., Chief Eng....C. Christensen

WALB—Albany—1941—ABN

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By....Herald Publishing Co.
Address.....Stuart Ave.
Tel.: HE 5-8386.....News Service: UP
Representative.....Burn-Smith, Ayers
Membership.....NAB
President.....James H. Gray
General Manager.....James M. Robinson
Program Director.....Bill Goodson
Comm. Mgr.....Raymond E. Carow
Ch. Eng.....John L. Rivard

WGPC—Albany—1933—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Albany Bdcstg. Co.
Business-Studio Address....New Albany Hotel
Tel.: HE 2-1277.....News Service: UP
Representative.....George P. Hollingbery
Membership.....NAB, RAB
President.....J. W. Woodruff
Executive Manager.....J. W. Woodruff, Jr.
Sta., Comm., Sls., Prom., Pub. Dir..L. M. George
Program Director.....Walter H. Flint
Chief Engineer.....Redus Carlton

WJAZ—Albany—1952

Frequency: 1050 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....James S. Rivers, Inc.
Address.....N. Slappey Drive
Tel.: HE 2-7447.....News Service: AP
Representative.....Thomas F. Clark
President.....James S. Rivers
Gen. Mgr.....Richard B. Smith
Station Mgr.....R. V. Rogers

WDEC—Americus—1947
KBS

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Operated By..The Americus Bdcstg. Co.
Business-Studio Address.....Rembert Bldg.
Tel.: 3681.....News Service: AP
Membership.....NAB, RAB
Representative.....Dora-Clayton, Indie Sales
V.P., Gen. Mgr.....Charles C. Smith
Chief Engineer.....Raymond C. LaPrade

WDOL—Athens

Frequency: 1470 Kc.....Power: 1 Kw. d.
Owned.....S.E. Bcstg. System
Address.....Box 429
Tel.: LI 8-1354.....News Service: AP
Representative.....Clark
Gen. Mgr.....William B. Hill

WGAU—Athens—1938
CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Clarke Bcstng. Corp.
Address.....Bobbin Mill Rd.
Tel.: LI 6-6575.....News Service: AP
Representative.....Pearson
Membership.....NAB
Pres., Gen., Sta. Mgr.....H. Randolph Holder
Comm. Mgr.....J. Thomas Lloyd
Program Director.....Mary Betts
Chief Engineer.....Les Brooks

WRFC—Athens—1948

Freq.: 980 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Operated By.....Radio Athens, Inc.
Business-Studio Add.....279½ N. Lumpkin St.
Tel.: LI 3-3411.....News Service: UP
Station Rep.....Bob Dore, Dixieland
Membership.....NAB, RAB
Pres., Gen. Mgr.....L. H. Christian
Comm. Mgr.....C. A. McClure
Sls. Prom. Mgr.....E. A. Thilenius
Program Director.....Morris Knight
Publicity Director.....Larry Johnson
Chief Engineer.....Lucius D. Drewry

WAGA—Atlanta—1937—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Storer Bcstg. Co.
Bus.-Studio Address....1018 W. Peachtree St.
Tel.: TR 2-3553.....News Service: AP
Representative.....Katz
Membership.....NAB, RAB
President.....George B. Storer, Sr.
V.P., Managing Dir.....Claude H. Frazier
Comm. Mgr.....Lewis Reynolds
Pub. Dir., Prom. Mgr.....Betty L. Merritt
Program Director.....Les Hendrikson
Chief Engineer.....Hugo Bondy

WAKE—Atlanta—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Bartell Broadcasters, Inc.
Address.....Georgian Terrace Hotel
Tel.: TR 5-8511.....News Service: AP
Representative.....Adam Young
Membership.....NAB, RAB
President.....Gerald A. Bartell
General Manager.....Morton J. Wagner
Sales Mgr.....Harry Harkins
Station Maanger.....Mrs. Jayne Swain
Program Dir.....William Jones
Publicity Dir.....Mary E. Heyfron
Chief Engineer.....Jerry Appling

WAOK—Atlanta—1954

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.....Atlanta OK Bcstg. CVo.

Business Address.....70 Houston St., N.E.
Tel.: JA 5-1515.....News Service: UP
Representative .....Forjoe
Pres., Comm. Mgr.....Stan Raymond
Station Mgr.....Dorothy Davis
Prog. Dir. .....Zenas Sears
Chief Engineer.....Eathel Holley

WERD—Atlanta—1948

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Atlanta, Inc.
Studio Address.....330 Auburn Ave., N.E.
News Service..... UP
Membership .....NAB
Representative ..... Interstate
Pres., Gen. Mgr.....J. B. Blayton, Jr.
Comm. Mgr.....Albert H. Saddler
Chief Eng.....William F. Kennedy

WGKA—Atlanta—1955

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Glenkaren Associates, Inc.
Address.....1140 Peachtree St., N.E.
Tel.: TR 6-6228.....News Service: UP
Representative.....Good Music Bcstrs.
Membership .....NAB
President.....Locke E. Glenn
General Manager.....John P. Culver
Comm. Mgr.....E. Lee Nance
Publicity Director.....Clifford Turner
Chief Engineer.....James D. Hampton

WGST—Atlanta—1923—ABN

Frequency: 920 Kc...Power: 5 Kw. d.; 1 Kw. n.
Owned.....Bd. of Regents, Univ. Sys. of Ga.
Bus.-Studio Address.....Box 7254
Tel.: TR 5-8441.....News Service: AP
Representative...Venard, Rintoul & McConnell
Membership .....NAB, RAB
Ch. Eng.....John M. Van Horn
Gen., Sta. Manager.....Ben Akerman
Pub. Dir.....George Durant
Prog. Dir., Ch. Eng.....Ivan Miles

WQXI—Atlanta—1948

Frequency: 790 Kc...Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By ...Rounsaville of Atlanta, Inc.
Bus.-Studio Address.....3165 Mathieson Dr.
Tel.: CE 3-2195.....News Service: UP
Station Rep. .....Gill-Perna, Inc.
Membership .....NAB
Pres., Gen. Mgr.....R. W. Rounsaville
Station Manager.....Frank Erwin
Program Dir.....Joyce Monroe
Chief Engineer.....Elton B. Chick
Comm. Mgr.....Lee Smith

WSB—Atlanta—1922—NBC

Frequency: 750 Kc.....Power: 50,000 Watts
Owned-Oper. By....Atlanta Newspapers, Inc.
Address.....1601 W. Peachtree St.
Tel.: TR 2-7221.....News Services: AP, UP
Newspaper Affiliation....Journal, Constitution
Representative .....Edward Petry
Membership .....NAB, RAB
President.....James M. Cox
Exec. Dir.....J. Leonard Reinsch
Gen. Manager.....Frank Gaither
Prog. Dir.....Elmo Ellis
Pub. Dir.....Walter Paschall
Ch. Eng.....R. H. Holbrook
Comm. Mgr.....Lee Morris

WTAM—Atlanta—1957

Frequency: 970 Kc.....Power: 5 Kw.
Owned .....WTAM, Inc.
Address.....Atlanta Biltmore Arcade
Tel.: TR 5-8453.....News Service: UP
President.....Emil J. Arnold
Gen., Sta. Mgr.....Dale S. Phares
Prog. Dir.....George Allen
Chief Engineer.....Jack Siegel

WYZE—Atlanta—1956—MBS

Frequency: 1480 Kc.....Power: 5 Kw. d.
Owned.....Atlanta Bcstg. Co., Inc.
Address.....26 Cain St., N.W.
Tel.: JA 4-1953.....News Service: AP, INS
Transcription .....Associated
Representative .....O'Connell
Pres., Gen. Mgr.....Henry W. Lanham
Comm. Mgr.....Howard F. Morris
Program Dir.....Richard Marks
Chief Engineer.....Lawson Leake

WAUG—Augusta—1952

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned.....Garden City Bcstg.
Address.....Bon Air Hotel
Tel.: 3-4441.....News Service: UP
Sta. Rep.....Rambeau, Clarke Brown
Gen. Mgr.....Geo. C. Nicholson
Comm. Mgr.....J. Louis Solomon
Chief Engineer.....J. C. Atkinson

WBBQ—Augusta—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owner.....Savannah Valley Network
Address .....515 15th St.
Tel.: 4-5441.....News Service: AP
Representative..Everett-McKinney, Inc., Forjoe
Membership .....NAB
President .....George Weiss
Gen., Sta., Comm. Mgr.....Edward H. Dunbar
Prom. Mgr.....William Kirchheim
Program Director.....George W. Fisher
Chief Engineer.....Kenneth Freeman

WBIA—Augusta—1946—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned .....Augusta Broadcasting Co.
Address .....15-Eighth Street
Tel.: 4-2421.....News Service: AP
Transcription Service .....Lang-Worth
Membership .....NAB
Representative .....Dixieland
President, Gen. Mgr.....W. Ray Ringson
Sta., Comm. Mgr.....J. R. Owens, Jr.
Program Director.....Frank Doyle
Chief Engineer.....C. M. Callicott

WGAC—Augusta—1940—ABN

Frequency: 580 Kc...Power: 5 Kw. d.; 1 Kw. n.

Owned-Oper. By....The Twin States Bcstg. Co.
Business-Studio Address.....664 Broad St.
Tel.: 2-2692.....News Service: UP
Transcription Service.....Thesaurus
Representative .....Avery-Knodel
Membership .....NAB
Pres., Gen. Mgr.....A. D. Willard, Jr.
Commercial Mgr.....Martin E. White
Program Dir.....Ben Mayo
Chief Engineer.....R. F. Bobo

WRDW—Augusta—1930—CBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By.....Radio Augusta, Inc.
Address.....1302 Georgia Ave.
Tel.: 7-5432.....News Service: AP
Transcription Service .....World
Representative .....Branham
Membership .....RAB, NAB
President.....Pat H. Rice, Jr.
General Manager.....J. W. Hicks
Sales Mgr.....Cliff Bowers
Program Director.....James Davis
Promotion Mgr.....Don Shepherd

WMGR—Bainbridge—1946

Frequency: 930 Kc.....Power: 5 Kw.
Owned-Operated By.....Decatur Bcstg. Co.
Address .....Box 375
Tel.: 776.....News Service: UP
Representative .....Grant Webb
General Manager.....John A. Dowdy
Program Dir.....Phil Yarbrough
Chief Eng.....Walter Freeman



1260 KC

WHAB

MUSIC — NEWS and SPORTS ALL DAY LONG

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By far Southeast Georgia's leading station—in the heart of the Turpentine and Tobacco Belt —

•

BAXLEY, GEORGIA

WHAB—Baxley—1954—KBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By.....Tri-City Bcstg. Sys.
Address .....Box 265
Tel.: 3000.....News Service: UP
Transcription .....Sales Aids
Membership .....NAB
Gen. Mgr.....Farnell O'Quinn
Sta. Mgr.....John Swan
Comm. Mgr.....Howard McLeod
Prog. Dir.....Elese Hall
Chief Engineer.....Delmas Nichols

WGIG—Brunswick—1949 ABN

Frequency: 1440 Kc.....Power: 5 Kw.
Owned-Operated By...Brunswick Bcstg. Corp.
Business-Studio Address.....1514 Union St.
Tel.: 2714.....News Service: AP
Trans. .....Capitol, Standard
Membership .....RAB
President.....E. M. Champion, Sr.
Sta., Gen. Mgr.....Hugh K. Tollison
Comm. Mgr.....John Lane
Prog. Dir.....Jack Lenz
Ch. Eng.....Herman Lange

WMOG—Brunswick—1940 KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Brunswick Inc.
Address .....Box 572
Tel.: 1500.....News Service: UP
Representative .....Indie Sales, Dora-Clayton
President .....Allen Woodall
Gen., Sta. Mgr.....Tom Doughty
Comm. Mgr.....Lew Carter
Pub. Dir.....Mary J. McEvan
Chief Engineer.....Cecil Tankersley

WDMF—Buford—1956

Frequency: 1460 Kc.....Power: 1 Kw.
Owned.....Gwinnett County Bcstg. Co.
Address .....Harmony Rd.
Tel.: 3555.....News Service: AP
Representative .....Hopewell
Owner, Gen. Mgr.....David Fleagle
Prog. Dir.....Benny Hall
Chief Engineer.....Clinton Provost

WGRA—Cairo—1950

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Oper. By....Grady Mitchell Bcstg. Co.
Address .....Bainbridge Rd.
Tel.: 2-4392.....News Service: UP
Station Rep. .....Indie
Trans. .....World
Gen. Mgr. .....Lowell E. Takles
Prom. Mgr. .....Bernice Porter

WCGA—Calhoun—1953

Frequency: 900 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Gordon Cty. Bcstg. Co.
Address.....112½ Court Street
Telephone 2111

Rep. ..... Indie Sales
General Manager ..... R. R. Magill
Sales Manager ..... Judy Magill
Program Director ..... Richard Bowman

WCLB—Camilla—1954—KBS

Frequency: 1220 Kc. ..... Power: 1000 Watts
Owned ..... Capel Bcstg. Co.
Address ..... P. O. Box 147
Tel.: 2776 ..... News Service: UP
Transcription Service ..... Standard
General Mgr. ..... Russell A. Browne
Commercial Mgr. ..... Charlie Browne
Chief Engineer ..... Dan O'Keefe

WCHK—Canton—1957

Frequency: 1290 Kc. ..... Power: 1 Kw.
Owned ..... Cherokee Bcstg. Co., Inc.
Address ..... Box 1290
News Service ..... UP
Representative ..... Dixieland
Gen. Mgr. ..... Tom Privette
Sta. Mgr. ..... Mike McDougald
Comm. Mgr. ..... Bob Peterson

WLBB—Carrollton—1946
KBS

Frequency: 1100 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... Carroll Bcstg. Co., Inc.
Business-Studio Address ..... Bremen Road
Telephone ..... TE 2-7041
Representative ..... Indie Sales
Pres., Gen., Sta. Mgr. ..... Thomas K. Vassy
Comm. Mgr. ..... J. D. Norton, Jr.

WBHF—Cartersville—1946
MBS-KBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... W. R. Frier
Address ..... Box 71
Tel.: 1200 ..... News Service: UP
Newspaper Affil. ..... Herald
Station Manager ..... W. Ryan Frier
Comm. Mgr. ..... Jim Davis
Ch. Eng. ..... Horace E. Bridges
Prog. Dir. ..... Roland Brooks

WGAA—Cedartown—1941
KBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned ..... Polk County Bcstg. Co.
Business-Studio Address ..... P. O. Box 807
Tel.: 777 ..... News Service: AP
Representative ..... Dora-Clayton
Sta. Mgr. ..... Frank Proctor

WCLS—Columbus—1955

Frequency: 1580 Kc. ... Power: 1,000 Watts, d.
Owned-Oper. By ..... Muscogee Bcsgt. Co.
Address ..... 1028½ Broadway
Tel.: FA 7-3648 ..... News Service: UP
Representative ..... Walker, Dora-Clayton
Pres., Gen. Mgr. ..... Charlie H. Parish, Jr.

WDAK—Columbus—1943
NBC

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By .... Radio Columbus, Inc.
Business-Studio Address ..... Martin Bldg.
Tel.: FA 2-5447 ..... News Service: AP
Station Representative ..... Headley Reed
Membership ..... RAB
Pres., Gen. Mgr. ..... Allen M. Woodall
Commercial Manager ..... William Massie
Program Director ..... Mrs. Pat Lynn
Publicity Dir. ..... Mrs. Jennie McRae
Chief Engineer ..... Dan O'Keefe

WGBA—Columbus—1947

Frequency: 1270 Kc. ... Power: 5000 Watts d.
Owned-Oper. By ..... WGBA, Inc.
Business-Studio Address .... 1213½ Broadway
Tel.: FA 3-3603 ..... News Service: AP
Transcription Service ..... Thesaurus
Representative ..... Bob Dore, Dixieland
Membership ..... NARTB, RAB
Pres., Gen. Mgr. ..... C. A. McClure
Pub. Dir. ..... Carolyn Milstead
Prog. Dir. ..... W. L. Bowick Jr.
Chief Engineer ..... F. Keith Brown

WPNX—Columbus—1952

(See listing in Phenix City, Ala.)

WRBL—Columbus—1928
CBS

Frequency: 1420 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Columbus Bdcstg. Co.
Business-Studio Address ..... 1350 - 13th Ave.
Tel.: FA 2-0601 ..... News Service: UP
Newspaper Affil. ..... Page Corp.
Sta. Rep. ..... Hollingbery
Transcription ..... World
Membership ..... NAB, RAB
Pres., Gen. Mgr. ..... J. W. Woodruff Jr.
Sta., Comm. Mgr. ..... Walter Graham
Sales Prom. Mgr. ..... Eleanor Whitelaw
Pub. Dir. ..... G. Brougham
Prog. Dir. ..... David Lea
Chief Engineer ..... Joseph Gamble

WJJC—Commerce——1957

Frequency: 1270 Kc. ..... Power: 1 Kw.
Owned ..... Jackson County Bcstg. Co.
Address ..... Box 239
Tel.: 3-7802 ..... News Service: UP
Gen. Mgr. ..... Grady Cooper
Chief Engineer ..... William Evans

WMJM—Cordele—1940
MBS-KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Southeastern Bcstg. System
Business-Studio Address .... 20th Ave. & B St.
Tel.: 666 ..... News Service: UP
Representative ..... T. F. Clark
Membership ..... NAB
President ..... James S. Rivers

To Broadcasters

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The Associated Press

50 Rockefeller Plaza

New York 20, N. Y.

General Mgr.....William E. Blizzard, Jr.
Comm. Manager.....Willard Belote

WCON—Cornelia—1953

Frequency: 1450 Kw.....Power: 250 Watts
Owned-Oper. By.....Habersham Bcstg. Co.
Address.....1 Burrell St.
Tel.: 1450.....News Service: UP
President.....Jack Bradley
Gen. Mgr.....Jim Marlowe
Program Dir.....Bill C. Massey
Chief Engineer.....Bobby Wilkes

WGFS—Covington—1953
KBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned.....R. William & Betty J. Hoffman
Address.....P. O. Box 869
Tel.: 2337.....News Service: UP
Representative.....Sears & Ayer
Gen. Sta. Mgr.....Bill Hoffman
Sales Prom. Mgr.....Dillard Rowe
Program Dir.....David Snodgrass
Publicity Dir.....Joe Rainey

WBLJ—Dalton—1940
MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Dalton Bdcstg. Corp.
Business-Studio Address.....Kenemer Bldg.
Tel.: 1180.....News Service: AP
Transcription Service.....Thesaurus
General Manager.....Olin H. Kenemer
Comm. Mgr.....James L. Clark
Ch. Eng.....Jack Andrews

WRCD—Dalton—1954

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Whitefield Bcstg. Co.
Address.....104 Pentz Street
Tel.: 1892.....News Service: UP
Representative.....Dora-Clayton
General Manager.....Jim Honey
Comm. Manager.....Ed Jordan
Program Director.....Patty Hampton

WDWD—Dawson—1948
KBS-MBS

Frequency: 990 Kc.....Power: 1000 Watts D.
Owned-Operated By.....Dawson Bdcstg. Co.
Trans.-Bus.-Studio Address.....Box 390
Tel.: 416.....News Service: UP
Representative.....Indie Sales
Trans.....World
General Manager.....W. C. Woodall, Jr.
Program Director.....Barney Parnacott

WEAS—Decatur—1947

Frequency: 1010 Kc.....Power: 50 Kw.
Owned.....WEAS, Inc.
Address.....P. O. Box 67
Tel.: DE 2-2521.....News Service: UP
Representative.....Stars National

Chairman of the Board.....E. D. Rivers, Jr.
President.....William H. Keller, Jr.
Station Manager.....Warren Roberts
Sales Mgr.....William Packham

WDMG—Douglas—1946

Frequency: 860 Kc.....Power: 5000 Watts
Owned-Operated By.....WDMG, Inc.
Address.....620 E. Ward St.
Tel.: 1150.....News Service: UP
Representative.....Dora-Clayton
President.....B. F. J. Timm
General Mgr.....Mary Jarrard
Comm. Mgr.....Roy L. Jones

WSIZ—Douglas—1957

Frequency: 11310 Kc.....Power: 1000 Watts d.
Owned.....Fernandina Beach Bcstrs.
Address.....P. O. Box 202
Tel.: 1140.....News Service: UP
President.....Marshall W. Rowland
Gen. Mgr., Chief Engr.....George J. Duck
Comm. Mgr.....Jerry Griggs
Program Dir.....Joe Vincent

WMLT—Dublin—1945
MBS-KBS

Frequency: 1330 Kc.....Power: 1 Kw.
Owned-Operated By.....Dublin Bdcstg. Co.
Business Address.....Franklin St.
Tel.: 871.....News Service: UP
General Manager.....W. Newton Morris
Sta. Mgr.....Frank Floyd Jr.

WTJH—East Point—1949

Frequency: 1260 Kc.....Power: 5000 Watts d.
Owned-Oper. By....Southeastern Bcstg. Sys.
Address.....2146 Dodson Drive
Tel.: PL 8-1473.....News Service: UP
President.....James S. Rivers
Gen., Comm. Mgr.....J. A. Davenport
Sales Prom. Mgr.....Claude Jones
Program Dir.....Ray Kinnamon
Publicity Director.....Elizabeth Hall
Chief Engineer.....William J. Hill

WSGC—Elberton—1946
KBS-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elberton Bcstg. Co.
Address.....Elberton
News Service.....AP
Representative.....Continental
Manager.....Melvin C. Gorman

WBHB—Fitzgerald—1946
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ben Hill Bdcstg. Corp.
Address.....Box 472
Tel.: 2077.....News Service: AP
Transcription Service.....World
Representative.....Dora-Clayton
Membership.....NAB

President .....Otto Griner
Gen. Mgr.....Paul E. Reid
Comm. Mgr.....Joe Liber
Prog. Dir.....Tony Carter
Chief Engineer.....Mike Pelton

WFPM—Fort Valley—1951 KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Peach Belt Bcstg. Co.
Address .....Roberts Rd.
Tel.: TA 5-5547.....News Service: UP
Representative.....Indie Sales, Continental
Trans. .....World
General Mgr.....Harris H. Hafer
Chief Eng.....J. Carlton Shy, Jr.

WDUN—Gainesville—1949

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....N.E. Ga. Bcstg. Co.
Address.....1140 Thompson Bridge Rd.
Tel.: LE 4-7331.....News Service: AP
Trans. ..... Thesaurus
Representative....Thomas F. Clark, Dixieland
Pres., Gen. Manager.....John W. Jacobs, Jr.
Comm. Mgr.....Claire Palmour
Chief Engineer.....Gilmer Hulsey

WGGA—Gainesville—1941 MBS-KBS

Frequency: 550 Kc..Power: 5 Kw. d.; 500 W. n.
Owned-Operated By....Blue Ridge Bdcstg. Co.
Business Address.....Press-Radio Center
Tel.: LE 2-6211.....News Service: UP
Newspaper Affil.....Daily Times
Membership ..... RAB
President.....Charles A. Smithgall
General Manager.....Robert Schwab
Comm., Prom. Mgr.....James A. Hartley
Program Dir.....William A. Sellers
Chief Engineer .....Wilbert Darracott

WLBA—Gainesville—1957

Frequency: 1580 Kc.....Power: 5 Kw., d.
Owned.....Hall County Bcstg. Co.
Address .....Bowmen Drive
Tel.: LE 2-6331.....News Service: UP
Representative .....Dora-Clayton
Pres., Gen. Mgr.....Ernest H. Reynolds
Sta., Comm. Mgr.....Jim Stevenson

WHIE—Griffin—1952

Frequency: 1320 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Telerad, Inc.
Address .....Box 971
Tel.: 9451.....News Service: UP
Transcription Service .....World
Representative .....Dixieland
Membership .....NAB
General Manager.....W. C. Courson
Comm. Mgr.....Fred L. Watkins

WKEU—Griffin—1934 MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WKEU
Address .....Macon Rd.
Tel.: 5507.....News Service: AP
Membership ..... RAB
General Manager.....A. W. Marshall, Jr.

WKLY—Hartwell—1947

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Louis L. Morris
Business Address.....Box 189, Hartwell
Tel.: 71.....News Service: UP
Newspaper Affil. .....Hartwell Sun
Transcription Service..... World
Membership .....NAB
President .....Louis L. Morris
Exec. V.P.....Max G. Pfaender

WCEH—Hawkinsville—1952 KBS

Frequency: 610 Kc.....Power: 500 Watts
Owned.....Tri-County Bcstg. Co., Inc.
Address .....Box 184
Tel.: TW 3-3381.....News Service: UP
Trans. Service .....World
President.....R. T. Ragen
Gen. Mgr.....J. D. Popwell
Prog. Dir.....Odell Floyd
Chief Eng.....W. R. Powell

WBGR—Jesup—1949—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Altamaha Bcstg. Co.
Address.....P. O. Box 147
Tel.: GA 7-2444.....News Service: UP
Representative.....Cont. Radio Sales
President .....W. G. Thomas, Sr.
Sta., Comm. Mgr.....Edward Lynch
Prog. Dir.....Paul Elliot
Chief Engineer.....Art Manning

WLFA—Lafayette—1954 KBS

Frequency: 1590 Kc.....Power: 5 Kc.
Owned-Oper. By.....Radio Dixie, Inc.
Address .....Box 393
Tel.: 4-7676.....News Service: UP
Transcription Service .....World
Representative.....Hil F. Best Co.
President .....J. A. Gallimore
Gen. Mgr.....C. W. Gwyn
Chief Engineer.....Charles M. Lowry Jr.

WLAG—La Grange—1941 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....LaGrange Bdcstg. Co.
Business-Studio Address....304 E. Broome St.
Tel.: 2-3505.....News Service: UP
Transcription Service .....World
Representative.....Indie Sales, Dora-Clayton
Newspaper Affil.....Daily News
Membership .....NARTB
President.....Roy C. Swank
Gen., Comm. Mgr.....Edwin Mullinax
Program Director.....Patricia Smith

Publicity Director.....Jim Carlisle
Chief Engineer.....James McKay

WTRP—LaGrange—1953

Frequency: 620 Kw.....Power: 1000 Watts
Owned.....Chattahoochee Bcstg. Co., Ltd.
Address .....Hammett Bldg.
Tel.: 9877.....News Service: AP
Transcription Service .....Thesaurus
Representative .....McGillvra
Partner, Gen. Mgr.....Byron H. Hurst, Jr.
Sta., Comm. Mgr.....George Pettett

WBML—Macon—1940

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Middle Georgia Bdcstg. Co.
Business-Studio Address.....230 Second St.
Tel.: 3-5454.....News Service: AP
Representative .....Forjoe, Dora-Clayton
President.....C. R. Rader
Comm., Gen. Mgr.....George W. Patton
Chief Engineer.....C. L. Wilder

WCRY—Macon—1957

Frequency: 900 Kc.....Power: 250 Watts, d.
Owned.....Wm. H. Loudermilk, Gen. Mgr.
Address.....1230 Cowan Street
Tel.: 3-9348.....News Service: UP
Prog. Mgr.....Ben G. Porter, Jr.

WIBB—Macon—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Peach State Bcstg. Co., Inc.
Business-Studio Address.....830 Mulberry St.
Tel.: 2-2505.....News Service: AP
Representative .....Walker
Pres., Gen. Mgr., Chief Eng...Thos. H. Maxwell
Commercial Manager.....Donald C. Frost
Program Director.....Gordon Price

WMAZ—Macon—1922—CBS

Frequency: 940 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Southeastern Bcstg. Co.
Address.....Bankers Insurance Bldg.
Tel.: 2-7373.....News Service: UP
Representative .....Avery-Knodel
Membership .....NAB
Pres., Chief Engineer.....George P. Rankin
General Manager.....Wilton E. Cobb
Commercial Mgr.....Frank Crowther
Publicity Director.....Ed Pendleton
Chief Engineer.....George P. Rankin

WNEX—Macon—1945
MBS-ABN

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Macon Bcstg. Co.
Business-Studio Address....2254 Rogers Place
Tel.: 5-3301.....News Service: AP
Newspaper Affil...Macon Telegraph Pub. Co.
Transcription Service .....Thesaurus
Representative .....Branham
General Manager.....Alfred Lowe
Business Manager.....Mary A. Thompson
Sales Prom. Manager.....Alfred Lowe
Ch. Eng.....E. Farber

WMGE—Madison—1955
KBS

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Oper. By...H. Gilreath, F. K. Graham
Address .....Beacon Heights
Tel.: 761.....News Service: UP
General Mgr.....Wayne Foster
Sales Prom. Mgr.....Jim Crosley
Sta. Mgr.....Joe Duggan

WFDR—Manchester—1957

Frequency: 1370 Kc.....Power: 1 Kw. d.
Owned.....Radio Manchester, Inc.
Address .....Box 447
Tel.: TH 6-2490.....News Service: UP
Transcription .....Thesaurus
President.....Elmer Loftin
Gen. Mgr.....Cecil Grider
Sta., Comm. Mgr.....Joe Grammer

WBIE—Marietta—1955

Frequency: 1050 Kc.....Power: 500 Watts
Owned-Oper. By.....Marietta Bcstg. Co.
Address .....Box 91
Tel.: 8-0469.....News Service: AP
Pres., Comm. Mgr.....Dudley D. McCaskill
Gen. Mgr., Chief Eng.....James Wilder
Program Dir.....Don Kordecki

WFOM—Marietta—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....F. Wilson & A. Jones
Address .....Box 131
Tel.: 8-3396.....News Service: UP
Transcription Service .....Thesaurus
General Manager.....Albert L. Jones

WDAX—McRae—1957—KBS

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned.....Radio Telfair, Inc.
Address .....McRae, Ga.
Tel.: 6006.....News Service: UP
President.....Allen M. Woodall
Sta. Mgr.....G. Ed Snyder
Comm. Mgr.....Jack E. Rupert
Program Dir.....Lucy C. Jacobs
Publicity Dir.....Bruce Bostwick

WMVG—Milledgeville—1946
MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Michael T. Landy
Business-Studio Address....701 S. Jefferson St.
Telephone 2250
Membership .....NAB
Owner, Gen. Mgr.....Michael T. Landy
Program Director .....Josephine Ragsdale
Chief Engineer.....Joseph S. Boone

WMRE—Monroe—1954—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Walton Bcstg. Co.
Address .....Box 191
Tel.: 8-1711.....News Service: AP
Membership .....RAB

Pres., Gen. Mgr.....Warren G. Gilpin
Sta., Comm. Mgr.....Deral Morris
Pub. Dir.....Dorothy B. Gilpin
Sales Prom. Mgr.....C. Johnson
Prog. Dir.....Mary Jane Campbell
Chief Engineer.....Hamilton Masters

WMGA—Moultrie—1939
ABN-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....WMGA
Business-Studio Address.....Box 310
Tel.: YU 5-5770.....News Service: UP
Representative.....Everett-McKinney, Ayers
Gen. Mgr.....John F. Pidcock
Station Mgr.....Roy F. Zess
Prog. Dir., Pub. Dir.....E. Griner
Chief Engineer.....Homer Sloan

WMTM—Moultrie—1953

Frequency: 1300 Kc.....5 Kw. d.
Owned-Oper. By.....Colquitt Bcstg. Co.
Address.....P. O. Box 531
Tel.: YU 5-4517.....News Service: AP
Transcription.....World
Representative.....T. F. Clark
President.....N. B. Mills
Sta. Mgr., Chief Engr.....D. J. Turner

WCOH—Newnan—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Newnan Bcstg. Co.
Address.....P. O. Box 581
News Service.....AP
Transcription Service.....Thesaurus
Gen. Mgr.....James O. Hardin
Chief Engineer.....William E. Davis, Jr.

WBBN—Perry—1956

Frequency: 980 Kc.....Power: 500 Watts d.
Owned.....Gateway Broadcasting Co.
Address.....Highway 41 South
Tel.: GA 9-2980.....News Service: AP
Representative.....Thomas F. Clark
Gen., Sta., Comm. Mgr.....Al H. Evans
Prog. Dir.....Joe Bilodeau
Chief Engineer.....Marvin D. Strickland

WSFB—Quitman—1955
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Quitman Broadcasting Co.
Address.....P. O. Box 632
Tel.: 2681.....News Service: UP
Transcription.....Standard
Gen., Sta. Mgr.....Emerson W. Browne
Program Director.....Margie Bowman
Chief Engineer.....Emerson W. Browne

WLAQ—Rome—1947—ABN

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....Mitchell Melof
Address.....Box 228
Tel.: 7767.....News Service: UP
President.....Mitchell Melof
General Manager.....Don Mitchell
Chief Engineer.....Jean Ludwick

WRGA—Rome—1929
MBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By.....Rome Bcstg. Corp.
Bus.-Studio Address.....Nat. City Bank Bldg.
News Service.....UP
Transcription Service.....Standard
Representative.....Walker, Dora-Clayton
Membership.....NAB
Pres., Gen. Mgr.....Mather Payne
Secretary-treasurer.....Charles Smithgall
Commercial Manager.....Clarence Salmon

WROM—Rome—1946

Frequency: 710 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Coosa Valley Radio Co.
Business-Studio Address....P. O. Drawer 473
Telephone.....2-0833
Representative.....McGillvra
Comm. Mgr.....Dean Covington
Gen. Mgr.....Edward N. McKay
Program Director.....Charlie Doss

WSNT—Sandehsville—1956
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Washington Bcstg. Co., Inc.
Address.....Sandersville
Tel.: 3174.....News Service: UP
Trans.....SESAC
Representative.....J. Walter Thompson
Membership.....NAB
President.....Herschel L. Webster
Gen. Mgr.....John C. Foster

WCCP—Savannah—1946
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Carter C. Peterson
Bus.-Studio Address..Georgia State Bank Bldg.
Tel.: 2-4182.....News Service: UP
Representative.....Walker
Membership.....NAB
Pres., Gen. Mgr.....Carter C. Peterson
Comm. Mgr.....Weldon Herrin

WFRP—Savannah—1946
ABN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Georgia Bcstg. Co.
Business-Studio Address....219 E. Charlton St.
Tel.: AD 3-9642.....News Service: AP
President.....John F. Pidcock
V.P., Gen., Sta., Comm. Mgr....John Williams
Chief Engineer.....Hoyt E. Ray

WJIV—Savannah—1950

Frequency: 900 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....WJIV, Inc.
Bus. Address .....Box 737
Tel.: AD 4-7264.....News Service: AP
Representative .....Stars Natl.
Chrmn. of Bd.....E. D. Rivers, Jr.
President.....Marie B. Rivers
General Manager.....J. L. Woods

WSAV—Savannah—1939
NBC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....WSAV, Inc.
Bus.-Studio Address...Liberty Natl. Bank Bldg.
Tel.: AD 6-0303.....News Service: AP
Transcription Service.....Lang-Worth
Representative .....Blair
Membership .....NAB
Pres., Gen. Mgr.....Harben Daniel
Comm. Mgr.....Robert Ward
Sales Prom. Mgr.....Mrs. Janet Cochran
Program Dir.....Burl Womack
Chief Engineer.....Byron Strong

WSGA—Savannah—1956

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Coastal Bcstg. Inc.
Business-Studio Address....409 E. Liberty St.
Tel.: AD 3-8807.....News Service: AP
Pres., Gen., Sta. Mgr.....Donald K. Jones
Commercial Manager.....John M. Williams

WTOC—Savannah—1929
CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Savannah Bcstg. Co.
Business-Studio Address.....516 Abercorn St.
Tel.: AD 2-0127.....News Service: UP
Representative .....Avery-Knodel
Membership .....NAB
Pres., Gen. Mgr.....William T. Knight, Jr.
Commercial Manager.....Ben Williams
Program Director.....Ben H. Quick
Sls. Prom. Mgr., Pub. Dir...Frank S. Bryson, Jr.
Chief Engineer.....Kyle E. Goodman

WWNS—Statesboro—1946
KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Statesboro Broadcasting System
Address.....P. O. Box 146
Tel.: PO 4-5446.....News Service: UP
Transcription ..... World
Gen. Mgr.....Robert H. Thompson, Sr.
Sta., Comm. Mgr.....Jim Watson
Prog. Dir.....John Johnson
Pub. Dir.....Robert H. Thompson, Jr.
Program Dir., Ch. Eng.....Jack V. LoPresti

WGTA—Summerville—1950

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-State Bcstg. Co.
Address .....Summerville, Ga.
Tel.: 295-6.....News Service: UP
Transcription Service .....Capitol
Station Rep.....Stars Natl.
General Manager.....William B. Farrar
Comm. Mgr.....Rogers Allison
Chief Engineer.....James S. Stowers, Jr.

WJAT—Swainsboro—1950

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Jack & Nancy Thompson
Address .....Covena Rd., Box 371
Trans. Service .....World
Tel.: 2011.....News Service: UP
Membership .....NAB
General Manager.....Jack A. Thompson
Sta. Mgr. .....John H. (Jack) Wiseley

WSYL—Sylvania—1955
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Edwin Bass, Gen. Mgr.
Address .....P. O. Box 302
Tel.: LO 4-6601.....News Service: UP
Transcription Service .....SESAC
Sales Prom. Mgr.....Mildred E. Bass
Prog., Pub. Director.....Shirley Scott

WSFT—Thomaston—1947
MBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Thomaston Bcstg. Co.
Business-Studio Address.....WSFT Bldg.
Tel.: 5421.....News Service: UP
Transcription Service .....World
Membership .....NAB, RAB
Representative .....Dora-Clayton
Gen. Mgr.....S. J. Carswell
Sta. Mgr., Pro. Dir.....Bill Haule
Comm. Mgr.....Claude Thamet
Chief Eng.....Walt MacTammany

WKTG—Thomasville—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By....John H. Phipps Bcstg. Sta.
Address .....P. O. Box 358
Tel.: CA 6-5343.....News Service: AP
Transcription Service.....Thesaurus
Representative .....Thomas F. Clark
President .....John H. Phipps
Gen. Mgr. .....Herschel L. Graves
Sta., Comm., Sls., Prom. Mgr.....L. T. Porter
Prog. Dir.....Roger Mansfield
Chief Engineer.....Leon Lloyd

WPAX—Thomasville—1934

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....H. Wimpy
Business-Studio Addres...117 Remington Ave.
Tel.: 909.....News Service: UP
Trans. .....Thesaurus
Owner .....H. Wimpy
Commercial Manager.....Al Feinberg

WTWA—Thomson—1948
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts d.
Owned-Oper. By..Hickory Hill Bcstg. Co., Inc.

Business Address.....127 Journal St.
Tel.: 141.....News Service: UP
Newspaper Affiliation.....McDuffie Progress
Pres., Gen. Mgr.....Frank F. Hash
Station Mgr., Chief Eng.....Gene D. Harden

WWGS—Tifton—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Tifton Bcstg. Corp.
Address.....800 S. Main St.
News Service .....UP
Membership .....NAB
Transcription ..... World
Representative.....Thomas F. Clark
Pres., Gen. Mgr.....Ralph N. Edwards
Station Mgr.....W. E. Sides
Comm. Mgr.....Evelyn K. Edwards

WLET—Toccoa—1941 MBS

Frequency: 1420 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....R. G. LeTourneau
Address.....423 Prather Bridge Rd.
Tel.: TU 6-2191.....News Service: UP
Representative....Thomas F. Clark, Dixieland
President.....R. G. LeTourneau
Sta., Comm. Mgr.....Virgle E. Craig
Prog., Pub. Dir.....Gene Bollinger
Chief Engineer.....C. H. Sutton

WNEG—Toccoa—1956

Frequency: 1320 Kc.....Power: 1 Kw.
Owned.....Stephens County Bcstg. Co.
Address .....Box 710
Tel.: TU 6-3131.....News Service: AP
Co-Owner & Mgrs.....Roy & Charles Gaines

WGAF—Valdosta—1951

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By.....Valdosta Bcstg. Co.
Address.....116 W. Hill Ave.
Tel.: CH 5521.....News Service: AP
Rep.....John E. Pearson
Membership .....NAB, RAB
President .....George B. Cook
Program Dir.....Willard Belote
Chief Engineer.....E. W. Green

WGOV—Valdosta—1940—MBS

Frequency: 950 Kc....Power: 5 Kc. d., 1 Kc. n.
Owend-Oper...Georgia-Florida Radio & TV Co.
Address .....Box 1452
Tel.: CH 2-4513.....News Service: UP
Representative .....Stars Nat'l., Dora-Clayton
President.....Wm. H. Keller
Sta. Mgr.....A. B. Smith
Prog. Dir.....Dick Walden
Chief Engineer.....Irvin F. Key

WJEM—Valdosta—1955 KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Lowndes County Br'dcasters
Address.....Hwy. 84, Box 368
Tel.: CH 2-1565.....News Service: UP
Transcription Service .....Lang-Worth
Representative .....Keystone
Co-Mgrs.....J. C. Johnson& Julian Tucker

WVOP—Vidalia—1946

Frequency: 970 Kc.....Power: 5 Kw., d.
Owned-Operated By.....Vidalia Bcstg. Co.
Address .....Box 391
Tel.: 3029.....News Service: UP
Membership .....NAB
Pres., Gen., Sta. Mgr.....Howard C. Gilreath
Pub. Dir.....R. E. Ledford
Prog. Dir.....Mrs. Ruby Bryant
Chief Engineer.....Loren Dorough

WRPB—Warner Robbins 1954

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Oper...Warner Robbins Bcstg. Co., Inc.
Address .....Box 727
Tel.: WA 3-2121.....News Service: AP
Rep.....Cont. Radio Sales
Membership .....NAB
Gen. Mgr., Chief Eng.....E. Nobles
Sta., Comm. Mgr.....Glenn A. Weber

WKLE—Washington—1955

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Station WKLE
Address .....Berkshire Dr.
Tel.: 4081.....News Service: UP
Transcription Service.....Thesaurus
Pres., Owner .....Max G. Pfaender
General Manager.....Grady Berry, Jr.
Commercial Manager.....Burch Griffin
Prom. Mgr.....Richard Basinger
Prog. Dir.....I. Tucker Irvin
Chief Eng.....Broadus McLane

WACL—Waycross—1951

Frequency: 570 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Teletronics Inc.
Address.....Memorial Drive
Tel.: 3068.....News Service: AP
Representative .....Thomas Clark
President.....James S. Rivers
General Manager.....James S. Rivers, Jr.

WAYX—Waycross—1936 MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Radio WAYX, Inc.
Business-Studio Address...1600 Carswell Ave.
Tel.: AT 3-7100.....News Service: UP
Newspaper Affil...Waycross Journal American
Transcription Service .....World
Membership .....NAB
Representative .....Hal Holman
Gen. Mgr.....John J. Tobola
Prog. Dir.....R. Williamson
Ch. Eng.....Curtis Frazier

WBRO—Waynesboro—1954
KBS

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned.....Burke County Broadcasting Co.
Address .....Box 151
Tel.: 2139.....News Service: UP
Pres., Gen., Sta. Mgr., Eng.....C. Pugh
Comm. Mgr.....J. Kennon McNutt

WRLD—West Point—1940
ABN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Valley Bcstg. Co., Inc.
Business Address.....P. O. Box 312
Tel.: 2-2771.....News Service: AP
Transcription Service .....World
Representative .....Clark
Membership .....RAB, NAB
President.....J. C. Henderson
Sales Promotion Mgr.....Dorothy Forrester
Sta., Comm. Mgr.....J. M. Driskill
Prog. Pub. Director.....Aileen Love
Chief Engineer.....James E. McKay

WIMO—Winder—1952—KBS

Frequency: 1300 Kc....Power: 1000 Watts d.
Owned-Operated By ...Winder-Monroe Bcstg.
Business Address.....P. O. Box 526
Tel.: 4831.....News Service: UP
Transcription Service .....World
Representative .....Hil F. Best
President.....W. C. Woodall, Jr.
Gen., Comm., Sta., Sls. Mgr.....C. H. Grider
Program Director.....Joy Simpson
Publicity Director.....R. A. Jones
Chief Engineer.....D. E. Stafford

Idaho

Pop. March 1 (Est.)—643,000; Families—188,000; Lic. Stations—33, Sta. CP's—1; Radio Homes—182,000; TV Homes—108,000

KBLI—Blackfoot—1951

Frequency: 690 Kc.....Power: 1 Kw.
Owned-Oper. By.....Granite Dist. Bcstg. Corp.
Address .....Radio Village
Tel.: 780.....News Service: AP
Gen., Sta. Mgr.....Tom Thopson
Prog. Dir.....Bruce Allen
Commercial Mgr.....Gloria Dillard

KBOI—Boise—1947—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By..Boise Valley Bcstrs., Inc.
Bus.-Studio Address.....1007 W. Jefferson
Tel.: 3-2511.....News Service: UP
Transcription Service .....World
Rep.....Peters, Griffin, Woodward, Inc.
Membership .....RAB, NAB
Pres., Gen. Mgr.....Westerman Whillock
Sta., Comm. Mgr.....Earl Glade, Jr.
Sales Prom. Mgr., Pub. Dir.....Henry Curtis
Chief Engineer.....James Johntz, Jr.
Prog. Dir.....Hub Warner

KGEM—Boise—1946
MBS-IMN KBS

Frequency: 1140 Kc.....Power: 10,000 Watts
Owned.....Idaho Bcstg. & TV Corp.
Address .....5601 Cassia
Tel.: 4-3511.....News Service: UP
Representative .....Avery-Knodel
Membership .....NAB
President.....A. L. Glasmann
Gen. Mgr.....Cecil Heftel
Sta., Comm. Mgr.....Earl Ferguson
Sales Prom. Mgr.....R. H. Peck
Chief Engineer.....Robert V. Beadles

KIDO—Boise—1928—NBC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....KIDO, Inc.
Address .....Chamber of Commerce Bldg.
Tel.: 2-4611.....News Service: AP
Representative .....John Blair
Membership .....NAB, RAB
General Mgr.....Georgia M. Davidson
Commercial Mgr.....John Young
Prog. Dir.....Vern Moore
Chief Engineer.....Harold Toedtemeier

KYME—Boise—1955

Frequency: 740 Kc.....Power: 500 Watts
Owned-Operated By...Keith & Ellen Patterson
Address.....P. O. Box 2794
Tel.: 2-3575.....News Service: AP
Representative .....McGavren-Quinn
Transcription .....Thesaurus
Membership .....RAB
Pres., Gen. Mgr.....Keith E. Patterson
Comm. Mgr.....Lou Clemens
Prog. Dir.....Richard Sybert

KBAR—Burley—1946
ABN-KBS-IMN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By .....KBIO, Inc.
Business-Studio Address.....P. O. Box 461
Tel.: OR 8-2244.....News Service: UP
Rep. ....McKinney, O'Connell, Moore & Lund
General Manager.....K. Clark
Comm. Mgr.....Donald Lockwood
Sales Mgr.....Dennis Skoglund

KCID—Caldwell—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Caldwell Bcstg. Co.
Address .....819 Main St.
Tel.: 9-3608.....News Service: AP
Membership .....RAB, NAB
Station Rep.....Harlan G. Oakes
Pres., Gen. Mgr.....Clair B. Hull
Sta. Mgr.....Duane D. Wolfe

KVNI—Coeur D'Alene—1946
MBS-DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Northern Idaho Bcstrs.
Business-Studio Address.....Blackwell Island
Tel.: 4-2196.....News Service: UP
Rep.....Ayers, Walker
Membership.....NAB
Transcription.....Capitol, Thesaurus
President.....Herbert C. Rice

KORT—Grangeville—1954
KBS

Frequency: 1230 Kc.....Power: 250 Watts d.
Owner.....Kebco, Inc.
Address.....Box 72
Tel.: 51.....News Service: AP
Representative.....Keystone
Pres., Gen. Mgr.....Edward M. Brainard
Comm. Mgr.....Kay Brainard

KID—Idaho Falls—1928—CBS

Freq.: 590 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Idaho Radio Corp.
Address.....Box 701
Tel.: 4.....News Service: UP
Transcription Service.....World
Representative.....Gill-Perna
Membership.....NAB
President.....A. W. Schneider
General-Station Manager.....C. N. Layne
Commercial Manager.....Leonard Wasden
Prog., Pub. Dir.....Leo Higham
Chief Engineer.....Carroll Secrist

KIFI—Idaho Falls—1946
ABN-MBS-IMN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....E. Idaho Bcstg. & TV Co.
Business-Studio Address.....Box 581
Tel.: JA 3-1171.....News Service: AP
Newspaper Affil.....Post-Register
Trans.....Langworth
Representative.....Avery-Knodel
Membership.....NAB
Pres., Gen. Mgr.....J. M. Brady
Sta. Mgr.....Dewain Silvester
Prog. Dir.....Jim Harold

KUPI—Idaho Falls—1957

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned.....J. Ronald Bayton
Address.....Box 370
Tel.: JA 2-1101.....News Service: UP
Gen. Mgr.....J. Ronald Bayton
Comm. Mgr.....Allen Mabry
Rep.....W. S. Grant
Membership.....RAB
Station Mgr.....John T. Wrigley

KART—Jerome—1956

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Northside Bcstrs., Inc.
Address.....Box 705
Tel.: 948.....News Service: AP
V.P., Gen. Mgr.....Herbert Everitt
Sales Mgr.....Jim Taylor

KOZE—Lewiston—1955

Frequency: 1300 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Lewis Clark Bcstg. Co.
Address.....2829 Country Club Dr.
Tel.: SH 3-2502.....News Service: AP
Representative.....Gil-Perna, Feltis, Cox
Gen. Mgr.....John Matlock
Sta. Manager.....Eugene A. Hamblin
Comm. Mgr.....R. D. Spencer

KRLC—Lewiston—1935
MBS-DON LEE

Frenq.: 1350 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned.....Donald A. & Elaine S. Thomas
Address.....P. O. Box 287
Tel.: SH 3-1551.....News Service: UP
Transcription Service.....Thesaurus
Representative.....Forjoe, Art Moore
Gen. Mgr.....Donald Thomas
Comm. Mgr.....Robert Young
Sales Prom. Mgr., Chief Engr....Tom Haveman
Program Director.....Alben Nelson

KRPL—Moscow—1947—KBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....KRPL, Inc.
Address.....Box 396
Tel.: TU 2-1283.....News Service: AP
Transcription Service.....Keystone
Representative.....Moore, Hil F. Best
President.....Roy Anderson
Mgr.....Gale Mix
Comm. Mgr.....James Sanberg
Program Director.....Jerry Lange
Prod. Mgr.....John Mix
Chief Engineer.....John Lewis

KFXD—Nampa—1930

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....E. G. Wenrick Bcstg. Co.
Business Address.....1024 12th Ave. S.
Tel.: 6-4611.....News Service: UP
Transcription Service.....Lang-Worth
Representative.....Holman
Membership.....NAB
Co-Owner, Gen. Mgr.....Ken Kilmer
Station Mgr.....Doyle Cain
Prog. Dir.....Shirl Black
Chief Engineer.....G. M. Rose

KSEI—Pocatello—1926
NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....Pioneer Bcstrs. Corp.
Business-Studio Address.....Box 31
Tel.: 4000.....News Service: UP
Transcription Service...Standard, Lang-Worth
Representative.....Weed, Feltis, Cox
Membership.....NAB, RAB
Pres., Gen., Comm. Mgr.....Henry H. Fletcher
Program Director.....Ruth A. Fletcher
Chief Engineer.....Ellis W. Call

KWIK—Pocatello—1946
IMN-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Pocatello Radio, Inc.
Address .....1140 Yellowstone
Tel.: 1240.....News Service: AP
Representative .....Avery-Knodel
Membership .....NAB
President.....Don W. Burden
General Manager.....James H. Schoonover
Comm. Mgr.....R. W. "Bill" Burden

KYTE—Pocatello—1956

Frequency: 1290 Kc.....Power: 1 Kw. d.
Owned.....Pocatello Bcstg. Co.
Address .....Box 1589
Tel.: 1290.....News Service: AP
Representative .....Art Moore
President.....Thomas R. Becker
Gen., Sta. Mgr.....Leonard F. Epling
Comm. Mgr.....Donald Heinan
Chief Engineer.....Dwight L. Zundel

KPST—Preston—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Voice of The Rockies, Inc.
Address .....Preston
Tel.: 600.....News Service: UP
Representative .....Continental
General Mgr.....D. A. Nash, Jr.
Commercial Mgr.....M. S. Stocking

KRXK—Rexburg—1951—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Snake River Radio & TV Co., Inc.
Address.....445 S. 2nd East
Tel.: EL 6-5488.....News Service: AP
Pres., Gen. Mgr.....Gene Shumate
Sls. Mgr. .....Wes Lawrence

KAYT—Rupert—1955

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Inland Bcstg. Co.
Address .....Rupert
Tel.: HE 6-3746.....News Service: UP
Rep. .....H. S. Jacobson
Membership .....NAB, RAB
Pres., Gen. Mgr.....Mervin V. Ling
Sta. Comm. Mgr.....George McDonald

KSPT—Sandpoint—1949
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bauer Bcstg. Co.
Address.....P. O. 431
Tel.: CO 3-2179.....News Service: AP
Sta. Rep.....Art Moore
Trans. Serv..Standard, Lang-Worth, Thesaurus
General Mgr. .....Norman Bauer
Comm. Mgr.....I. M. Rossmiller

KEEP—Twin Falls—1946
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Radio Sales Corp.
Address.....P. O. Box 511
Tel.: RE 3-7512.....News Service: UP
Station Rep.....Gill-Perna
President.....Frank C. McIntyre
Comm. Mgr.....Wayne Douglas
Prog. Dir.....Lenny Hesterman
Chief Engineer.....Walt Snow

KLIX—Twin Falls—1946
MBS-ABN-IMN

Frequency: 1310 Kc.....Power: 1000 Watts
Owned.....Southern Idaho Bcstg. & TV Co.
Business-Studio Address.....Elizabeth Blvd.
News Service .....AP
Transcription..Capitol, MacGregor, Associated
Rep. .....Avery-Knodel
Membership .....NAB, RAB
President.....A. L. Glassman
V.P., Gen. Mgr.....Cecil Heftel
Commercial Mgr.....Juneau H. Shinn
Sales Prom. Mgr.....Rosie Stover
Radio Mgr.....Gordon Glassmann
Program Director.....Don Allen
Chief Engineer.....Don Cedarstrom

KTFI—Twin Falls—1928
NBC

Frequency: 1270 Kc..Power: 5000 d., 1000 n.
Owned-Operated By.....Radio Bcstg. Corp.
Address.....241 Main Ave. W.
Tel.: 2400.....News Service: UP
Transcription Service...Lang-Worth, Standard
Representative .....Weed
Membership .....NAB, RAB
Pres., Gen., Sta. Mgr.....F. M. Gardner
Commercial Mgr.....Fred Maltz
Pub., Prog. Dir., Sales Prom. Mgr.....L. Parker
Chief Engineer.....Allen See

KWAL—Wallace-Kellogg
1938—MBS-DON LEE

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Oper. By.....Metals Bcstg. Co.
Bus.-Studio Address .....Box 930, Wallace
Tel.: OS 1-6101.....News Service: AP
Transcription Service.....World, Lang-Worth
Membership .....RAB
Representative .....Holman, Art Moore
Pres., Gen. Mgr., Pub. Dir.....R. Lee Black
Sta., Comm. Mgr.....Jack Barton
Prog. Dir.....W. E. Roberts
Chief Engineer.....Joe E. Martin

KWEI—Weiser—1947

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Inland Bcst. Co.
Business-Studio Address.....Box 791
Tel.: 700.....News Service: UP
Membership .....RAB, NAB
Pres., Gen. Mgr.....M. V. Ling
Sta., Comm., Sls. Mgr., Prog. Dir....D. Quigley
Chief Engineer.....Edwin C. Miller

Illinois

Pop. March 1 (Est.)—9,729,000; Families—2,959,000; Lic. Stations—95, Sta. CP's—0; Radio Homes—2,908,000; TV Homes—2,542,000

WOKZ—Alton—1948—KBS

Frequency: 1570 Kc.....Power: 1000 Watts, d.
Owned-Oper. By.....Palen Bcstg. Corp.
Address .....Hotel Stratford
Tel.: 5-5506.....News Service: UP
Rep. .....Sears & Ayer
Membership .....RAB, NAB
Pres., Gen. Sta. Mgr.....Edward N. Palen
Comm. Mgr.....H. T. "Bud" Bunyan
Sales Prom. Mgr.....John Crane
Program Director.....Russ Benson
Chief Engineer.....Nicholas Bono

WRAJ—Anna—1957

Frequency: 1440 Kc.....Power: 500 Watts
Owned.....Anna Bcstg. Co., Inc.
Address .....Anna Hotel
Tel.: 1112.....News Service: UP
Representative.....Sears & Ayer
Trans. .....Thesaurus
President.....Pierce E. Lackey
Manager.....Robert P. Joseph

WMRO—Aurora—1938

Frequency: 1280 Kc.....Power: 250 Watts, d.
Owned-Oper. By...V. G. Cofey & B. A. Oswalt
Business-Studio Address.....184 River St.
Tel.: 7-4215.....News Service: AP
Trans .Service ..... Lang-Worth
Prog. Dir.....Jeanne M. Doran
Managers .....Cofey; Oswalt

WIBV—Belleville—1947

Frequency: 1260 Kc.....Power: 1000 Watts, d.
Owned-Operated By.....Belleville Bcstg. Co.
Bus.-Studio-Transmitter Address..2100 W. Main
Tel.: AD 3-5000.....News Service: AP
Representative .....Indie Sales
Pres., Gen. Mgr.....John W. Lewis
Commercial Mgr.....Clarence Keller

WJBC—Bloomington—1924 ABN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Bloomington Bcstg. Corp.
Address.....209 E. Washington
Tel.: 5-2078.....News Service: UP
Newspaper Affil.....Daily Pantagraph
Representative .....John E. Pearson
Membership .....RAB, NAB
President.....Loring C. Merwin
Exec. V.P., Gen. Mgr.....Vernon A. Nolte
Comm., Prom. Mgr.....John McDermott
Program Dir.....Jerry Collins
Chief Engineer.....Fred Bailey

WKRO—Cairo—1942

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Cairo Broadcasting Co.
Business Address.....Box 311
Tel.: 1490.....News Service: UP
Gen.-Station-Comm. Mgr.....Merrill C. Currier

WBYS—Canton—1947—KBS

Frequency: 1560 Kc.....Power: 250 Watts, d.
Owned-Operated By...Fulton Co. Bcstg. Co.
Business-Studio-Transmitter...East Linn Limits
Tel.: 1877.....News Service: AP
Transcription Service.....Thesaurus, SESAC
Membership .....RAB, NAB
Gen., Comm. Mgr.....Charles E. Wright

WCIL—Carbondale—1946

Frequency: 1020 Kc....Power: 1000 Watts, d.
Owned-Operated By...Southern Illinois Bcstg.
Business-Studio Address.....218 W. Main St.
Tel.: 167.....News Service: AP
Membership .....NAB
Gen., Comm., Mgr.....Paul F. McRoy

WROY—Carmi—1948

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....Carmi Bdcstg Co.
Address .....U. S. Route 460
Tel.: 4161.....News Service: UP
Transcription Service.....Thesaurus, World
Membership .....NAB
Gen., Sta. Mgr.....S. A. Hassan

WCAZ—Carthage—1921

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Superior Bcstg. Service, Inc.
Address.....502 Wabash Ave.
Telephone 520
Station Rep.....Sears & Ayer
Manager .....John Palmer

WCNT—Centralia—1946

Frequency: 1210 Kc....Power: 1000 Watts, d.
Owned.....Southern Illinois Bcstg. Co.
Address .....Box 428
Tel.: 5151.....News Service: UP
Transcription Service .....Lang-Worth
President.....C. W. Rodgers
Station Mgr.....Ben Shore
Prog. Dir.....Dick Bieser
Chief Engineer.....R. Millmaker

WDWS—Champaign—1937 CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owner....The Champaign News Gazette, Inc.
Business Address .....48 Main St.
Tel.: 6-1855.....News Service: UP
Transcription Service .....World
Newspaper Aff. .....News-Gazette
Representative.....The Meeker Co.
Membership .....NAB, RAB
President.....Mrs. Helen M. Stevick
Gen., Sta. Mgr.....Larry Stewart
Program Dir.....Constance Vogt
Chief Engineer.....Robert Brown

Quality

AND

Integrity

WGN-Radio
WGN-TV

CHANNEL 9 — CHICAGO, ILLINOIS

WKID—Champaign-Urbana
1948

Frequency: 1580 Kc. Power 250 Watts d
Owned-Operated By.....WKID Bcstg. Co.
Address .....P. O. Box 192
Tel.: EM 7-5431.....News Service: UP
Representative .....John E. Pearson
Membership .....RAB
President.....Donald T. Harding
V.P., Gen. Mgr.....Robert R. Meskill
Ch. Eng.....George Scharf

WEIC—Charleston—1954
KBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owner.....The Friendly City Bcstrs.
Address .....Box 107
Tel.: DI 5-2149.....News Service: UP
Transcription .....Lang-Worth, World
Rep. .....Sears & Ayer
Pres., Ge. Mgr.....Jack Owens
Sta., Comm. Mgr.....Betty Owens
Program Mgr.....Ruth Adkins
Ch. Eng.....William Setliffe

WAAF—Chicago—1922

Frequency: 950 Kc....Power: 1000 Watts, d.
Owned-Operated By.....Corn Belt Pub., Inc.
Business Address.....221 N. LaSalle St.
Eel.: RA 6-1932.....News Service: UP
Newspaper Affil.....Drovers Journal
Representative .....Forjoe
President .....Ward A. Neff
Exec. V.P.....W. E. Hutchinson
Gen., Sta. Mgr.....Thomas L. Davis
Sales Prom. Mgr.....Ralph Kelley
Program Dir., Pub. Dir.....Bill Bauer
Chief Engineer.....Carl W. Ulrich

WAIT—Chicago—1941

Frequence: 820 Kc.....Power: 5000 Watts, d.
Owned-Operated By.....Radio Station WAIT
Bus.-Studio Address.....188 W. Randolph St.
Ttl.: FR 2-0660.....News Service: UP
Transcription....Thesaurus, SESAC, Standard
Representative .....Headley-Reed
Gen. Mgr., Prog. Dir.....Robert O. Miller
Station Mgr.....L. Webb
Comm. Mgr.....Julius Miller
Sales Mgr.....W. Travis
Chief Engineer.....Harry Berg

WBEE—Chicago—1955

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned.....Rollins Bcstg., Inc.
Address.....6205 S. Cottage Grove
Tel.: NO 7-4124.....News Service: AP
Representative.....Rollins Bcstg., Inc.
President.....O. Wayne Rollins
Gen. Mgr.....Robert A. Wencel
Dir. Sales.....A. R. Lanphear
Dir. Pub. Rel.....Tim Crow
Dir. Eng.....G. R. Chambers
Chief Engineer.....J. R. Burdeau

WBBM—Chicago—1923—CBS

Frequency: 780 Kc. .....Power: 50,000 Watts
Owned By.....CBS Radio
Address .....630 N. McClurg Ct.
Tel.: WH 4-6000..News Services: AP, UP, INS
Sta. Rep.....CBS Spot Sls.
Membership .....RAB
General Manager.....H. Leslie Atlass
Asst. Gen. Mgr.....E. H. Shomo
Executive Ass't.....C. W. Doebler
Sales Mgr.....James P. Hensley
Promotion Mgr.....Harry Wilber
Publicity Dir.....Herb Grayson
Chief Engineer.....J. J. Beloungy
Prod. Dir.....Art Mercier

WCFL—Chicago—1926

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned.....Chicago Federation of Labor
Business-Studio Address..666 Lake Shore Dr.
Tel.: MO 4-2400.....News Service: AP, UP
Representative .....Burke-Stuart
General Manager.....Martin F. Hogan
Commercial Mgr.....Thomas E. Haviland

WCRW—Chicago—1926

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Clinton R. White
Address.....2756 Pine Grove Ave.
Telephone .....DI 8-4440

WEDC—Chicago—1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Emil Denemark, Inc.
Address.....3860 W. Ogden Ave.
Tel.: CR 7-4100.....News Service: UP
President .....Emil Denemark
Gen., Sta., Comm. Mgr., Prog. Dir....Bill Mack
Chief Engineer.....A. W. Smith

WGES—Chicago—1924

Frequency: 1390 Kc.....Power: 5000 Watts d.
Owned-Operated By....Radio Station WGES
Address.....2708 Wash. Blvd.
Tel.: SA 2-1700.....News Service: UP
General, Station Manager.....John A. Dyer
Commercial Mgr.....Elizabeth M. Hinxman
Sales Promotion Manager.....K. P. Freda
Chief Engineer.....William Shunk

WGN—Chicago—1924

Frequency: 720 Kc.....Power: 50,000 Watts
Owned-Operated By.....Tribune Co.
Bus.-Studio Address.....435 N. Michigan Ave.
Newspaper Affiliation...The Chicago Tribune
Tel.: MI 2-7600...News Services: AP, INS, UP
Transcription Service .....Standard
Representative .....Edward Petry
Membership .....NAB, RAB
President.....J. Howard Wood
V. P., Gen., Sta. Mgr.....Ward L. Quaal
Commercial Manager..William A. McGuineas
Sales Promotion Manager ..Charles A. Wilson
Program Director.....Bruce Dennis
Publicity Director.....James Hanlon
Dir. of Engineering.....Carl J. Meyers

WHFC—Chicago—1925

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....WHFC, Inc.
Address.....3350 S. Kedzie Ave.
Telephone .....CL 4-7411
Rep. .....Charles Bernard
General Manager.....Richard W. Hoffman
Commercial Mgr.....Florence Summers

WIND—Chicago—1926

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By....Westinghouse Bcstg. Co.
Bus.-Studio Address.....400 N. Michigan Blvd.
News Service.....UP, AP
Representative.....AM Radio Sales
Membership .....RAB, NAB
President.....Donald H. McGannon
V.P., Gen. Mgr.....Ralph L. Atlass
Sales Manager.....John T. Carey
Program Dir.....David Croninger
Publicity Dir.....Helen Poster
Chief Engineer.....Ken Sherk

WJJD—Chicago—1924

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Plough Bcstg. Co.
Bus.-Studio Address...230 N. Michigan Ave.
Tel.: ST 2-5466.....News Service: UP
Trans. .....World
Representative..Radio-TV Representatives, Inc.
Membership .....RAB
President.....Harold R. Krelstein
Gen., Sta. Mgr.....Frederick G. Harm
Commercial Mgr.....James A. Jordan
Program Dir.....Ralph Blank
Chief Eng.....Walter F. Myers

WLS—Chicago—1924—ABN

Frequency: 890 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WLS, Inc.
Business Address....1230 Washington Blvd.
Tel.: MO 6-9700.....News Service: AP, UP
Transcription Service .....Standard
Representative .....John Blair
Membership .....NAB
President.....James E. Edwards
Gen., Sta. Mgr.....Glenn Snyder
Commercial Manager....Charles M. Freeman
Publicity Dir.....Miss Perry Hamilton
Sales Prom. Mgr.....John Klemek
Program Director.....Bernard F. Corson
Chief Engineer.....Thomas Rowe

WMAQ—Chicago—1922—NBC

Frequency: 670 Kc.....Power: 50,000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address....Merchandise Mart
Tel.: SU 7-8300..News Services: AP, INS, UP
Transcription Service .....Thesaurus
Representative.....National Spot Sales
Membership .....NAB
President.....Robert Sarnoff
General Manager.....Jules Herbuveaux
Manager.....Howard W. Coleman
Sales Manager.....Rudi Neubauer
Sales Promotion Manager.....John M. Keys
Prog. Mgr.....Richard Johnson
Publicity Director.....Chet Campbell
Chief Engineer.....Howard Luttgens

WSBC—Chicago—1925

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....WSBC Bcstg. Co., Inc.
Business-Studio Address..2400 W. Madison St.
Tel.: MO 6-9060.....News Service: UP
Representative.....National Time Sales
Membership .....NAB
President.....Louis B. Lee
Comm. Mgr.....Marge Strasser
Program Dir.....Richard D. Lane

WHOW—Clinton—1947

Frequency: 1520 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornbelt Bcstg. Co.
Business Address.....401½ S. Side Sq.
Tel.: 305.....News Service: AP
Representative .....Holman
Membership .....NAB
President .....J. R. Livesay
V.P., Gen., Sta. Mgr.....Rolland O. Looper
Comm. Manager.....James Williams
Program Director.....Frank C. Jennings

WDAN—Danville—1938
CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Northwestern Pub. Co.
Address.....1500 N. Washington
Tel.: 1700.....News Service: AP
Transcription Service .....Thesaurus
Representative .....Everett-McKinney, Inc.
Membership .....NAB, RAB
General Manager.....Robert J. Burow
Sta. Mgr.....Max Shaffer
Program Dir.....Honore Ronan
Chief Engineer.....Norlyn Dossey

WITY—Danville—1953
KBS

Frequency: 980 Kc.....Power: 1 Kw.
Owned.....Vermilion Bcstg. Corp.
Address .....P. O. Box 142
Tel.: 1312.....News Service: UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....RAB
President.....Gilbert E. Metzger
General Mgr.....Elzer Marx
Comm. Mgr.....W. H. O'Toole
Prog., Pub. Dir.....Carl "Bud" Sunkel
Chief Engineer.....Taylor Clowson

WDZ—Decatur—1921

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Mid-States Bcstg. Co.
Business-Studio Address.....265 S. Park St
Tel.: 3-9744.....News Service: UP
Transcription Service.....Thesaurus
Representative.....Peters, Griffin, Woodward
Membership .....NAB, RAB

President.....Charles C. Caley
Gen., Sta. Mgr.....Frank C. Schroeder, Jr.
Commercial Mgr.....Robert B. King
Program Director.....E. James Seaney
Chief Engineer.....Willard F. Hall

WSOY—Decatur—1925—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Illinois Bcstg. Co.
Address.....1100 E. Pershing Road
Tel.: 5371.....News Service: AP
News Service.....AP
Newspaper Affiliation.....Lindsay-Schaub
Representative.....Weed
Membership.....NAB, RAB
President.....Frederick W. Schaub
Gen. Mgr.....M. H. Stuckwish
Comm. Mgr.....Dale E. Eyman
Prog., Pub. Dir.....Eugene Dorsey
Chief Engineer.....Allan Doyle

WLBK—De Kalb—1947

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By..DeKalb Radio Studios, Inc.
Business-Studio Address.....711 N. First St.
Tel.: 6-3485.....News Service: AP
Transcription.....Thesaurus
Representative.....Sears & Ayer
Membership.....NAB, RAB
Pres., Gen. Mgr.....George C. Biggar
Commercial Manager.....Richard Meier
Program Director.....R. C. Brown
Publicity Dir.....Frank Booton
Chief Engineer.....W. Dean Clayton

WDQN—Du Quoin—1951
KBS

Frequency: 1580 Kc.....Power: 250 Watts
Owned-Oper. By.....DuQuoin Bcstg. Co.
Address.....Music Center
Tel.: LI 2-3894.....News Service: UP
Representative.....McGillvra
Owner, General Manager.....M. R. Lankford
Station Manager.....Phil Richardson
Sales Mgr.....Gene Showalter
Program Director.....Art Smith
Chief Engineer.....Bert Pike

WAMV—East St. Louis—1935
ABN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Missouri, Inc.
Business-Studio Address.....Broadview Hotel
Tel.: BR 1-4625.....News Service: AP
Representative.....Weed & Co.
Membership.....NAB
President.....Robert W. Day
General Manager.....James E. Goldsmith
Asst. Mgr.....Elmer F. Wallrich
Program Director.....Dan Stengel

WCRA—Effingham—1947
KBS

Frequency: 1090 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Effingham Bcstg. Co.
Address.....110 N. Banker St.
Tel.: 1090.....News Service: UP
Representative.....Devney
President.....Joseph E. McNaughton
Gen. Mgr.....George Walker

WRMN—Elgin—1949

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Oper. By.....The Elgin Bdcstg Co.
Address.....156 Division St.
Tel.: SH 1-7700.....News Service: UP
Representative.....Devney
General Mgr.....J. Richard Sutter

WEAW—Evanston—1946

Frequency: 1330 Kc.....Power: 1000 Watts
Owned.....No. Shore Bcstg. Co., Inc.
Address.....Box 1330
Tel.: UN 4-7600.....News Service: UP
Rep.....Good Music Bctrs., Grant Webb
Membership.....NAB, RAB
Pres., Gen. Sta. Mgr.....Edward A. Wheeler
Commercial Manager.....Don Springgate
Sales Prom. Mgr.....Lawrence Gutter
Pub. Dir.....Doris Peterson
Program Director.....Dick Blanchard

WNMP—Evanston—1946

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Evanston Broadcasting Co.
Bus.-Studio-Transmitter....1580 Sherman Ave.
Tel.: GR 5-1590.....News Service: INS
Membership.....RAB
Representative.....Devney
President.....Angus D. Pfaff
Chief Engineer.....Thomas Mills

WFIW—Fairfield—1953—KBS

Frequency: 1390 Kw.....Power: 500 Watts d.
Owned-Oper. By...Wayne County Bcstg. Co.
Address.....Box 72
Tel.: 2159.....News Service: AP
Transcription Service.....SESAC
Representative.....Grant Webb
Membership.....NAB
Co-Owner, Gen. Mgr.....Thomas S. Land
Co-Owner.....Bryon Davidson
Commercial Mgr.....Garnet Williams

WFRL—Freeport—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By..Freeport Bcstg. Co., Inc.
Business-Studio Address....9 N. Chicago Ave.
Tel.: ST 436.....News Service: AP
Representative.....Headley-Reed
Membership.....NAB
Pres., Gen. Mgr., Chief Eng...Vincent S. Barker
Commercial Manager.....David Taylor
Prog. Dir.....Bud Walters

WGIL—Galesburg—1937

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Galesburg Bcstg. Co., Inc.
Business Address.....312 Hill Arcade
Tel.: 4626.....News Service: UP
Newspaper Affiliation....Daily Register Mail

Transcription .....World
Representative .....Wm. G. Rambeau
President.....William C. Pritchard
Gen., Sta. Mgr.....George D. Donaldson
Prog. Dir.....Edward J. Gale
Chief Engineer.....R. L. Baughman

WQUB—Galesburg—1957

Frequency: 1590 Kc.....Power: 5 Kw.
Owned.....Knox County Bcstg. Corp.
Address.....36 Park Plaza
Tel.: 4204.....News Service: AP
Representative .....Hollingbery
President.....G. LaVerne Fiambo
Manager .....Roger Hoffman

WEBQ—Harrisburg—1923
KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....First Trust Association
Business-Studio-Transmitter....100 E. Poplar St.
Tel.: CL 3-7282.....News Service: UP
Membership .....NAB
Gen.-Station-Comm. Mgr.....Inglis M. Taylor
Sales Prom. Mgr.....Ken Hamilton
Program Director.....Norma Slaton
Publicity Director.....Charles Branum
Chief Engineer.....Elmer L. Gladson

WMCW—Harvard—1955

Frequency: 1600 Kc.....Power: 500 Watts
Address.....205 E. Brainard
c/o.....Mrs. Esther Blodgett

WJPF—Herrin—1940
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Egyptian Bcstg. Co.
Business-Studio Address.....P. O. Box 178
Tel.: 381-382.....News Service: UP
Representative .....Holman
President.....Maybelle J. Lyerla
Gen., Sta. Mgr.....Charles R. Cook

WLDS—Jacksonville—1941

Frequency: 1180 Kc.....Power: 1000 Watts d.
Owned..Jacksonville Radio & TV Bcstg. Corp.
Address.....Illinois Theatre Bldg.
Tel.: CH 5-7171.....News Service: AP
Transcription Service .....World
Newspaper Affil.....Journal-Courier
Representative .....Hal Holman
Membership .....NAB
Gen. Mgr.....R. Karl Baker
Comm. Mgr.....Barney Lewis
Program Director.....T. J. Fairburn
Chief Engineer.....G. J. Cassens

WJOL—Joliet—1929

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WJOL, Inc.
Business-Studio-Transmitter....601 Walnut St.
Tel.: 6-4761.....News Service: UP
Transcription Service .....World
Representative .....Rambeau
Membership .....RAB

To Broadcasters

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The Associated Press
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Gen., Comm., Sales Prom. Mgr.....J. F. Novy
Station Manager.....J. F. Cerny
Prog. Dir.....Eileen Caron

WKAN—Kankakee—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Kankakee Daily Journal Co.
Business-Studio Address..183 N. Schuyler Ave.
Tel.: 3-6633.....News Service: AP
Transcription Service .....Standard
Representative .....Sears-Ayer
Membership .....NAB
President .....Burrell Small
General Manager.....Bruce Brown
Station Manager.....Robert Hawkins
Sales Mgr.....Donald Hoover
Program Director.....Orren Allain
Chief Engineer .....Richard Eckels

WKEI—Kewanee—1952—KBS

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....WKEI Bcstg. Co.
Address.....202½ N. Tremont
Tel.: 4471.....News Service: AP
Representative.....H. F. Best
Membership .....NAB
Pres., Gen. Mgr., Chf. Engr.....E. D. Scandrett
Prog., Pub. Dir.....Paul Messplay

WTAQ—La Grange—1950

Frequency: 1300 Kc.....Power: 500 Watts n.
Owned-Oper. By.....S & S Bcstg. Co.
Address .....Box 408
Tel.: FL 2-1300.....News Service: UP
Representative.....W. Donald Roberts
Membership .....NAB
President .....Charles Sebastian
V. P., Sta. Mgr.....Russ Salter
Commercial Manager.....Ralph Faucher
Sales Prom. Mgr.....Stanley Noyes
Program Dir.....Ted Carlson
Asst. Mgr.....Arthur Schlaman
Chief Engineer.....Bill Ward

WLPO—La Salle—1947

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By...La Salle County Bcstg. Co.
Bus. Ad.....P. O. Box 215
Tel.: 3100.....News Service: AP
Newspaper Affiliation....Daily News Tribune
Transcription Service.....Thesaurus
Representative .....Grant Webb
President .....Peter Miller
Gen. Mgr.....William Holm
Program Director.....Dan Dunlap
Publicity Director.....Laverne Waltman
Chief Engineer.....Lawrence McCann

WPRC—Lincoln—1947—KBS

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By .....Prairie Radio Corp.
Address.....P. O. Box 37
Tel.: 1370.....News Service: AP
Membership .....RAB
Trans. .....Lang-Worth
Representative .....Sears & Ayer
Pres., Gen. Mgr.....Ray F. Knochel
Comm. Manager.....Paul E. Rankin
Program Director.....William H. Brady
Publicity Director.....John H. Deal
Chief Engineer.....Donald Thompson

WSMI—Litchfield—1950

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mid-Illinois Bcstg. Co.
Address .....Box 241
Tel.: 100.....News Service: AP
Transcription Service .....World
Representative .....Hil Best
Membership .....RAB, NAB
Pres., Gen. Mgr.....Hayward L. Talley

WKAI—Macomb—1947—KBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Macomb Bcstg. Co.
Address.....113 E. Carroll St.
News Service .....UP
Rep.....W. Donald Roberts
Transcription Service.....World
Membership .....NAB
Pres., Gen. Mgr.....Wm. E. Schons
Sta., Comm. Mgr.....Robert Douglas

WGGH—Marion—1949

Frequency: 1150 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Marion Bcstg. Co.
Business Address.....P. O. Box 311
Tel.: 824.....News Service: AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NAB, RAB
Pres., Chief Eng.....George W. Dodds
Gen., Sta., Comm. Mgr.....Jim Duncan
Sls. Prom. Mgr.....Ina Trammel

WLBH—Mattoon—1946

Frequency: 1170 Kc.....Power: 250 Watts d.
Owned-Operated By.....Mattoon Bcstg. Co.
Bus.-Studio Address.....1632½ B'way Ave.
Tel.: AD 4-6464.....News Service: AP
Representative .....Holman
Membership .....NAB
President, Gen.-Station Mgr.....J. R. Livesay
Commercial Manager.....Ken Wooddell
Sales Prom. Mgr.....Robert Veech
Program Director.....Robert Guess
Chief Engineer.....Ray Livesay

WMOK—Metropolis—1951
KBS

Frequency: 920 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....Fort Massac Bcstg. Co.
Address .....Box 721
Tel.: 2106.....News Service: AP
Transcription Service .....SESAC
Representative .....Holman
Membership .....NAB, RAB
Gen. Mgr.....James H. Firmin
Sales Prom. Mgr.....Virgil E. Smith

WQUA—Moline—1946—ABN

Frequency: 1230 Kc. Power: 250 Watts

Owned-Oper. By.....WQUA, Inc.
Address.....1319 Fifth Ave.
Tel.: 4-6727.....News Service: AP
Representative.....Geo. P. Hollingberry Co.
Pres., Gen. Mgr.....G. LaVerne Flambo
Program Director.....Frank Freeman
Chief Engineer.....Harold Higby

WRAM—Monmouth—1957

Frequency: 1330 Kc.....Power: 1 Kw.
Owned .....Prarieland Bcstrs.
Address .....Box 5
News Service .....UP
Gen. Mgr.....Stephen P. Bellinger
Comm. Mgr.....Richard V. Taber

WVMC—Mount Carmel—1948 KBS

Frequency: 1360 Kc.....Power: 500 Watts
Owned .....WVMC
Address .....North Cherry Road
Tel.: 1360.....News Service: UP
Gen., Comm. Mgr.....Charles H. Green
Program Director.....David K. Naber
Sales Prom. Mgr.....R. L. Knutstrom
Publicity Director .....Albert Freedman
Chief Engineer.....Eugene Garrett

WMIX—Mt. Vernon—1946

Frequency: 940 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Mt. Vernon Radio & Tel. Co.
Address.....121½ N. 9th Street
Tel.: 3500.....News Service: AP
Transcription Service .....Thesaurus
Representative .....John E. Pearson Co.
President .....John Russell Mitchell
General Manager.....R. J. Cheney
Comm. Mgr.....C. Schoch
Chief Engineer.....Ed Howell

WINI—Murphysboro—1954 KBS

Frequency: 1420 Kc.....Power: 500 Watts d.
Owned-Oper. By..Martha D. & Robert M. Rapp
Address.....920 Michigan, Farmington, Mo.
Tel.: 282.....News Service: AP
Representative.....Hil F. Best
Gen., Comm. Mgr.....Lewis Barwick
Prog. Dir.....Chuck Blair
Chief Engineer.....Lester D. Bilderback

WOPA—Oak Park—1950

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Village Bcstg. Co.
Address.....408 S. Oak Park Ave.
Tel.: VI 8-5760.....News Service: UP
Representative .....Stars National
Membership .....RAB
General Mgr.....E. Sanderling
Station Mgr.....Al Michel

WVLN—Olney—1947

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Operated By.....Illinois Bcstg.
Address .....Decatur, Ill.
Tel.: EX 3-2156.....News Service: AP
Transcription Service .....World
Membership .....NAB
Pres.,.....Fred W. Schaub
Comm. Mgr.....Charles R. Griggs
Exec. V.P.....M. Lindsay
Gen. Mgr.....E. C. Dorsey
Prog. Dir.....Joe Kosack
Chief Engineer.....Stanley Greatline

WCMY—Ottawa—1952

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By.....Carl H. Meyer
Address.....417 W. Madison St.
Tel.: 551.....News Service: UP
Representative.....Sears & Ayer
Trans. .....World
Pres., Gen. Mgr., Ch. Eng.....Carl H. Meyer
Comm. Mgr.....D. M. Meyer
Sta. Mgr., Prog. Dir.....Robert Meyer
Publicity Dir.....Ron Wilson

WPRS—Paris—1951

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Operated By.....Paris Bcstg. Corp.
Address .....Box 262
Tel.: 5-0153.....News Service: AP
Transcription Service.....Thesaurus, Capitol
Membership .....NAB
Pres., Gen., Sta., Comm. Mgr...A. Ferguson, Jr.
Sales Prom. Mgr., Pub. Dir.....James Savoye
Prog. Dir.....John Powell
Chief Engr.....Waliter Atamanec

WSIV—Pekin—1946

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Operated By....Pekin Bcstg. Co., Inc.
Business-Studio Address.....Arcade Bldg.
Tel.: 6-2134.....News Service: AP
Representative.....Sears & Ayer
Pres., Gen. Mgr.....W. Kenneth Patterson
Publicity Director.....Peg Horner
Sls. Prom., Comm., Sta. Mgr.....George Udry
Program Director.....Tom Dunn
Chief Engineer.....Lowell Lovely

WEEK—Peoria—1946—NBC

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By...West Central Bcstg. Co.
Address.....2907 Springfield Rd.
Tel.: 9-3961.....News Service: AP
Representative .....Headley-Reed
Trans. .....World
Membership .....NAB, RAB
V.P., Gen. Mgr.....Fred C. Mueller
Sta., Comm. Mgr.....Coleman Scott
Sales Prom. Mgr.....David Meister
Prog. Dir.....Hal Raymond
Pub. Dir.....Albert Knapp
Ch. Eng.....Wayne Lovely

WIRL—Peoria—1947

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Illinois Valley Bcstg. Co.
Bus.-Studio Address..121 N.E. Jefferson Ave.

Tel.: 4-9239.....News Service: UP
Representative .....H-R
Membership .....RAB
President.....Timothy W. Swain
Gen. Mgr., V.P.....John H. Altorfer
Station Manager.....James T. Butler
Commercial Mgr.....Effie Sams
Sales Prom. Mgr.....Mort Cantor
Program Director.....Robyn Weaver
Chief Engineer.....Rudy Luukinen

WMBD—Peoria—1927—CBS

Frequency: 1470 Kc. Power 5000 Watts
Owned-Oper. By.....WMBD, Inc.
Address .....212 South Jefferson Street
Tel.: 6-0711.....News Service: AP, UP
Reps.....Peters, Griffin, Woodward, Inc.
Membership .....NAB, RAB
Pres.....Charles C. Caley
Publicity Dir.....R. James Bateman
Dir. of Sales.....Harold C. Sundberg, Jr.
Program Director.....William L. Brown

WPEO—Peoria—1946

Frequency: 1020 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Dandy Bcstg.
Address.....614-A Main St.
Tel.: 4-9249.....News Service: AP
Representative .....Bolling
Gen. Mgr.....K. R. Greenwood

WBBA—Pittsfield—1954

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned .....Pike Broadcasting Co.
Address .....Pittsfield
Tel.: 650.....News Service: *UP
Representative.....Continental Radio Sales
President.....G. B. Meyer
Prog. Dir.....Neil Clark
General Manager.....Bill Meyer
Sta. Mgr., Chief Eng.....Frank Luepke

WGEM—Quincy—1948—ABN

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Quincy Bcstg. Co.
Business-Studio Address.....Hotel Quincy
Tel.: BA 2-6840.....News Service: AP
Newspaper Affiliation...Quincy Herald Whig
Transcription Service .....World
Representative.....Young Reps., Inc.
President.....T. C. Oakley
General Manager.....Joe Bonansinga
Comm. Mgr.....J. Ben Stewart
Prog. Dir.....Fred Colgan
Pub. Dir.....Hal Heidbreder
Chief Engineer.....Frank E. Laughlin

WTAD—Quincy—1927—CBS

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Lee Bcstg., Inc.
Address.....510 Maine St.
Tel.: BA 2-6200.....News Service: AP, UP
Newspaper Affiliation...Hannibal Courier Post
Representative.....Weed & Co.
President.....Lee P. Loomis
Gen., Nat'l Sales Mgr.....Walter J. Rothschild
Ass't Nat'l Sls.....Wayne W. Cribb
Prog. Dir.....Merritt Milligan
Chief Engineer.....J. E. Gray

WTAY—Robinson—1956
KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Ann Broadcasting Corp.
Address .....Box 160
Tel.: 1373.....News Service: AP
Representative.....Hil F. Best
President.....Kathryn A. Duncan
Comm. Mgr.....Laura L. Nolen
Sales Prom. Mgr.....James L. Foster
Program Director.....Thelma Dorsey
Publicity Director.....Harold E. Dorsey
Chief Engineer.....Harold Vandament

WROK—Rockford—1927
ABN

Freq.: 1440 Kc...Power: 1 Kw. d.; 500 W. n.
Owned.....Rockford Broadcasters, Inc.
Bus.-Studio Address....Rockford News Tower
Tel.: 2-6621.....News Service: AP
Transcription Service .....Thesaurus
Representative .....H-R
Membership .....NAB, RAB
President.....E. K. Todd
Gen., Comm. Mgr.....John J. Dixon
Sls. Prom. Mgr., Pub. Dir.....Betty L. Thro
Program Director.....Maurice P. Owens
Chief Engineer.....Maurice H. Nelson

WRRR—Rockford—1953

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Oper. By.....Rock River Bcstg.
Address.....113 S. Court St.
Tel.: 8-1869.....News Service: AP
Membership .....RAB
Representative .....Radio-TV Reps.
President.....William E. Walker
V.P., Gen. Mgr.....William R. Walker
V.P., Sales Mgr.....Jack Harvey

WHBF—Rock Island—1925
CBS

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By....Rock Island Bcstg. Co.
Business-Studio Address.....231 18th St.
Tel.: RI 6-5441.....News Service: AP, UP
Newspaper Affiliation....Rock Island Argus
Transcription.....Standard, Thesaurus
Representative .....Hyett, Avery-Knodel
Membership .....NAB, RAB
President.....Ben H. Potter
V.P., Gen., Sta. Mgr.....Leslie C. Johnson
Asst. Mgr., Dir. Sales.....Maurice Corken
Sales Manager.....Ted Arnold
Program Dir.....Frank S. Hicks
Publicity Dir.....Fern Hawks
Merchandising Mgr.....Heber Darton
Chief Engineer.....Robert J. Sinnett

WJBD—Salem—1956

Frequency: 1350 Kc.....Power: 500 Watts, d.

Owned.....Salem Bcstg. Co.
Address.....121 S. Walnut St.
Tel.: 2000.....News Service: AP
Representative .....Grant Webb
Gen., Sales Mgr.....Bryan Davidson
Prog. Dir.....Joseph Lobaito

WHCO—Sparta—1955

Frequency: 1230 Kc.....Power 250 W.
Owned.....Hirsch Communication Eng. Corp.
Address..324 Broadway, Cape Girardeau, Mo.
Tel.: SP 333.....News Service: UP
President.....Robert O. Hirsch
General Manager.....James F. Collins
Station Sls. Prom. Manager..Buford L. Mabrey

WCVS—Springfield—1926 ABN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WCBS, Inc.
Business-Studio Address.....P. O. Box 1088
Tel.: 4-9855.....News Service: AP
Transcription Service.....Standard
Membership .....NAB
Representative .....Hal Holman
Pres., Ch. Eng.....H. L. Dewing
Gen., Sta., Comm. Mgr.....C. W. Neeld
Prog. Dir.....John Geil
Sales Prom. Mgr., Pub. Dir.....Bruce Still

WMAY—Springfield—1950 NBC

Freq.: 970 Kc...Power: 1 Kw. d.; 500 W. n.
Owned-Oper. By.....Lincoln Bcstg. Corp.
Address.....711 Myers Bldg.
Tel.: 4-1766.....News Service: UP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....RAB, NAB
Pres., Gen., Sta., Comm. Mgr..Gordon Sherman
Program Director.....Syl Binkin
Prom., Pub. Dir.....Joan Meisner
Chief Engineer.....Melvin Feldman

WTAX—Springfield—1930 CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WTAX, Inc.
Address..... .....Route 66 & E. Cook St.
Tel.: 2-4441.....News Service: AP
Transcription .....World
Representative .....Weed
Membership .....NAB, RAB
Pres., Gen., Sta. Mgr.....Oliver J. Keller
Commercial Manager.....O. J. Keller, Jr.
Sales Promotion Manager.....W. J. Simon
Program Director.....John W. Midgley
Publicity Dir.....Bill Miller
Chief Engineer.....E. C. Swearingen

WSDR—Sterling—1949

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Oper. By.....Blackhawk Bdcstg. Co.
Address .....Lawrence Bldg.
Tel.: MA 3400.....News Service: AP
Transcription Service.....Capitol, Thesaurus
Pres., Gen. Mgr.....Sam Bartlett
Comm. Mgr.....Lillian Bartlett
Asst. Sta. Mgr.....John Rowwer
Chief Engineer .....Ed Fisher

WIZZ—Streator—1953

Frequency: 1250 Kw.....Power: 500 Watts d.
Owned-Oper. By.....Streator Bcstg. Co.
Address .....Box 377
Tel.: 2-2947.....News Service: UP
Membership .....RAB
Managing Partner.....S. P. Bellinger
General Manager.....Vernon R. Nunn
Comm. Mgr.....Jack Hallstrom

WTIM—Taylorville—1949

Frequency: 1410 Kc.....Power: 1000 Watts d
Owned-Operated By.....Moyer Bcstg. Co.
Address .....Radio Rd.
Transcription Service....Standard, Thesaurus
Representative .....Continental
President .....Roger Moyer
General Manager.....James C. Hilderbrand

WKRS—Waukegan—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By....Waukegan News-Sun
Business Address.....P. O. Box 500
Tel.: DE 6-7900.....News Service: AP
Transcription Service.....World, Standard
Membership .....RAB, NAB
Representative .....McGillvra
President.....William F. Just
V. P., Gen. Mgr.....Joseph B. Kirby

WFRX—West Frankfort—1951

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned.....Pyramid Radio Bcstg. & TV Corp.
Address.....1300 S. Logan
Tel.: 1300.....News Service: UP
Representative .....Hal Holman
President.....Dr. Guy W. Lambert
Gen. Mgr.....Walter C. Schafer

WCBD—Zion—1947

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Oper. By.....Michael J. Mintern
Business Address.....2700 Enoch Ave.
Managing Director.....Michael J. Mintern
Commercial Manager.....Carl Q. Lee

Indiana

Pop. March 1 (Est.)—4,471,000; Families—1,398,000; Lic. Stations—60, Sta. CP's—1; Radio Homes—1,348,000; TV Homes—1,242,000

WCBC—Anderson—1946
KBS

Frequency: 1470 Kc. ....Power: 1000 Watts d.
Owned-Operated By .....Civic Bdcstg Corp.
Address .....Box 350
Tel.: 3-5321.....News Service: AP
Transcription Service.....World, SESAC
Membership .....NAB, RAB
Station Rep..... Hil Best
President.....Paul E. Billheimer
General Manager.....Gordon Beck
Sales Manager.....Raymond Pettis

WHBU—Anderson—1923
CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Anderson Bcstg. Corp.
Business-Studio.....640 Citizens Bank Bldg.
Tel.: 7791.....News Service: UP
Transcription Service .....Standard
Representative .....Walker
Membership .....RAB, NAB
President.....C. Bruce McConnell
General Manager.....John R. Atkinson
Chief Engr.....W. J. Hecht

WBIW—Bedford—1948

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Oper. By.....Radio Bedford, Inc.
Address .....P. O. Box 127
Tel.: 7555.....News Service: AP
Membership .....NAB, RAB
Representative .....McGillvra
Co-Manager.....J. H. McGillvra
Co-Manager.....A. I. McGillvra
Chief Engineer .....Carl J. Finger

WTTS—Bloomington—1949
ABN

Freq.: 1370 Kc.....Power 5 Kw. d., 500 W. n.
Owned-Oper. By.....Sarkes Tarzian, Inc.
Business-Studio Address....535 S. Walnut St.
Tel.: 2-3366.....News Service: AP
Representative .....Meeker
Membership .....NAB
President .....Sarkes Tarzian
Gen. Mgr., Prog. Dir.....Glenn Van Horn
Sales Mgr.....Ray Bartlett

WBNL—Boonville—1950
KBS

Frequency: 1540 Kc....Power: 250 Watts d.
Owned-Oper. By.....Boonville Bcstg. Co.
Address .....Box 273
Tel.: 980.....News Service: UP
Transcription .....SESAC
Membership .....NAB
General Mgr. .....H. C. Sanders
Program Dir.....Norman Hall

WCSI—Columbus—1950

Frequency: 1010Kc.....Power: 500 Watts d.
Owned-Oper. By.....White River Bcstg.
Address .....Box 469
Tel.: 7411.....News Service: AP
President.....R. L. Heminger
Gen. Mgr.....Jack E. Douglas
Chief Engineer.....Max Cockley

WCNB—Connersville—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....News Examiner Co.
Business-Studio Address.....406 Central Ave.
Tel.: 1950.....News Service: UP
Newspaper Affil.....News Examiner
-Representative .....Gill-Perna
Secretary.....G. S. Tatman
Gen., Comm. Mgr.....E. M. Jackson

WCMR—Elkhart—1956

Frequency: 1270 Kc.....Power: 5 Kw. d.
Owned .....WCMR
Address.....S. 17th and Mishawaka Rd.
Tel.: 3-4567.....News Service: AP
Transcription Service .....World, SESAC
Representative .....Hil F. Best
Membership .....NAB, RAB
President.....Clarence C. Moore
Gen., Sta. Mgr.....Paul R. Deck
Prog. Dir.....Harry Waterhouse
Chief Engineer.....Dave Hudson

WTRC—Elkhart—1931—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Truth Radio Corp.
Business-Studio Address.....Box 636
Tel.: 3-1960.....News Service: UP, AP
Newspaper Affiliatio.n.....Elkhart Truth
Representative .....H-R Reps
President.....John F. Dille, Jr.
Gen. Mgr.....Paul C. Brines
Commercial Mgr.....Don Freed
Sales Prom. Mgr.....Bob Barrett
Prog. Dir.....Edwin Huot
Publicity Dir.....B. J. Thompson
Chief Engineer.....Lester Zellmer

WEOA—Evansville—1936
CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned .....WEHT, Inc.
Business-Studio Address.....Box 395
Tel.: HA 4-9215.....News Service: UP
Membership .....NAB
Representative .....Adam Young
General Manager.....Edwin Richter, Jr.
Comm. Mgr.....William Hight
Prog. Dir.....Peter Dooley

WGBF—Evansville—1923
NBC

Frequency: 1280 Kc..Power: 5 Kw. d.; 1 Kw. n.

Owned-Operated By.....On The Air, Inc.
Business-Studio Address...1001 Diamond Ave.
Tel.: HA 2-1171.....News Service: AP
Representative .....Weed & Co.
Membership .....NAB, RAB
President.....Alvin Q. Eades
Ex. V.P., Gen., Sta. Mgr.....Martin L. Leich
Sales Prom., Pub. Dir.....Gene Crawford
Program Director.....Mrs. Pat Roper
Chief Engineer.....Erwin P. Schoeny

WIKY—Evansville—1947

Frequency: 820 Kc.....Power: 250 Watts d.
Owned-Oper. By...South Central Bcstg. Corp.
Address.....Box 148
Tel.: 4-8284.....News Service: AP
Transcription Service.....Thesaurus
Representative.....John E. Pearson Co.
Membership ..... RAB
Pres., Gen.-Sta. Mgr.....John A. Engelbrecht
Chief Engineer.....George F. Stoltz

WJPS—Evansville—1948 ABN

Frequency: 1330 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By.....WJPS, Inc.
Business-Studio Address.....206 Main St.
Tel.: HA 5-2221.....News Service: AP
Transcription Service.....Standard, World
Representative.....George P. Hollingbery
Membership .....NAB, RAB
President.....Robert S. Davis
Gen., Sta., Comm. Mgr.....Jack McLean
Sales Prom. Mgr.....Verne Paule
Chief Engineer.....James Jared

WANE—Ft. Wayne—1948 CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Corinthian Bcstg. Corp.
Address.....2915 W. State Blvd.
Tel.: AN 6212.....News Service: UP
Transcription Service .....Standard
Representative .....Petry
Membership .....NAB, RAB
V.P., Gen. Mgr.....R. Morris Pierce
Station Mgr.....Reid G. Chapman
Comm. Mgr.....Merlin H. Smith
Program Dir.....James Holston

WGL—Ft. Wayne—1924—ABN

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By..News-Sentinel Bcstg. Co., Inc.
Bus.-Studio Address....201½ W. Jefferson St.
Tel.: EA 3366.....News Service: UP
Newspaper Affiliation .....News-Sentinel
Representative ....Headley-Reed
Membership .....NAB, RAB
President.....Helene R. Foellinger
Gen., Sta., Comm. Mgr.....Merrill C. Johnson
Sales Prom. Mgr., Pub. Dir...Patricia McDowell
Program Director.....Norman Widenhofer
Chief Engineer.....Damon Wilson

WKJG—Ft. Wayne—1947 MBS-NBC

Frequency: 1380 Kc.....Power: 5000 Watts
Owner .....WKJG, Inc.
Business-Studio Add. .....220 E. Jefferson St.
Tel.: AN 2295.....News Service: UP
Membership .....NAB
Representative .....Raymer
President.....Clarence L. Schust
General Manager .....Edward G. Thoms
Commercial Manager.....Carleton Evans
Program Dir.....Calo Mahlock
Sales Prom. Mgr.....Wilson Schroeder
Chief Eng.....Eugene A. Chase

WOWO—Ft. Wayne—1926

Frequency: 1190 Kc.....Power: 50 Kw.
Owner...Westinghouse Broadcasting Co., Inc.
Bus.-Studio Address..124 W. Washington Blvd.
Tel.: AN 9436.....News Service: UP
Rep.....Peters, Griffin, Woodward, Inc.
Membership .....RAB, NAB
President.....Donald H. McGannon
General Mgr.....Carl W. Vandagrift
Commercial Manager.....Tom Longsworth
Sales Prom. Mgr.....Hilda C. Woehrmeyer
Program Dir.....Cal Bollwinkel
Publicity Dir.....Carol A. Johnson
Chief Engineer.....Hal Brokaw

WILO—Frankfort—1953—KBS

Frequency: 1570 Kc.....Power: 250 Watts
Owned.....Lake Erie Radio & TV Corp.
Address.....52½ E. Washington St.
Tel.: 3338.....News Service: UP
Station Rep.....Hil Best
President.....Theodore M. Nelson
Gen. Mgr.....Howard G. Pearcy
Commercial Manager.....Phil Wise
Program Director.....James Cronkright

WGRY—Gary—1950

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....WGRY, Inc.
Address .....3669 B'way
News Service .....UP
Membership .....NAB, RAB
Station Rep.....Grant Webb
President .....George Whitney
Mgr. .....Todd Branson

WWCA—Gary—1949

Frequency: 1270 Kc. .....Power: 1000 Watts
Owned-Operated By ..Lake Bdcastg Co., Inc.
Address .....Hotel Gary
Tel.: TU 6-9171.....News Service: AP
Membership .....NAB, RAB
Station Rep.....John E. Pearson Co.
Pres., Gen., Mgr.....Dee O. Coe
Sta. Mgr.....Joseph A. Haas
Sales Prom. Mgr.....Thomas B. March
Chief Engineer .....Victor Voss

WKAM—Goshen—1954—KBS

Frequency: 1460 Kc.....Power: 500 Watts d.

Owned-Operated By...Kosciusko Bcstg. Corp.
Address .....Hotel Goshen
Tel.: 3-2219.....News Service: AP
Representative .....Rambeau
Pres., Gen. Mgr.....William N. Udell
Sta. Mgr., Prog. Dir.....R. S. Olson
Comm., Sales Mgr.....C. J. Pajakowski
Chief Engineer.....R. J. Schilling

WJOB—Hammond—1928

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....South Shore Bcstg. Corp.
Address .....6405 Olcott
Tel.: TI 4-1230.....News Service: UP
Representative .....Rambeau
Pres., Gen. Mgr.....R. C. Adair
Program Director.....Gerald Mitchell
Commercial Manager.....Len Ellis
Sales Prom. Mgr.....Hugh Pieron
Publicity Dir.....Roy Eller
Chief Engineer.....Carl Hayworth

WHLT—Huntington—1957

Frequency: 1300 Kc.....Power: 500 Watts
Owned.....Huntington Bcstg. Co.
Address .....Box 11
Tel.: 8404.....News Service: UP
President .....Ted Nelson
Gen. Mgr.....Harry H. Packard

WFBM—Indianapolis—1926

Frequency: 1260 Kc.....Power: 5000 Watts
Owned.....Twin State Bcstg., Inc.
Address.....1330 N. Meridian St.
Tel.: ME 4-8521.....News Service: AP, INS
Transcription Service .....World
Representative .....Katz
Membership .....NAB, RAB
President.....W. C. Pullen, Jr.
V.P., Gen. Mgr.....Eldon Campbell
Comm. Mgr.....Frank Small
Prom. Mgr.....John F. Hurlbut
Program Dir.....Robert Yeager
Publicity Dir.....Estel D. Freeman
Asst. Chief Engr.....Robert Flanders

WGEE—Indianapolis—1956

Frequency: 1590 Kc.....Power: 5 Kw. d.
Owned.....Rollins Bcstg. Co.
Address.....4800 E. Raymond St.
Tel.: FL 9-5591.....News Service: AP
Representative .....Rollins Bcstg.
Membership .....RAB
President.....O. Wayne Rollins
Gen. Mgr.....Arnold C. Johnson
Dir. Sales.....A. R. Lanphear
Program Dir.....Fred H. Kuhlmann
Dir. Pub. Rel.....Tim Crow
Dir. Engineering.....G. R. Chambers

WIBC—Indianapolis—1938

Freq. 1070 Kc...Power: 50 Kw. d.; 10 Kw. n.
Owned-Operated By.....WIBC, Inc.
Business-Studio Address.....2835 N. Illinois
Tel.: WA 4-2661.....News Service: UP
Transcription Service.....SESAC, Thesaurus
Representative .....John Blair
Membership .....NAB, RAB
President, Gen. Mgr.....Richard M. Fairbanks
Commercial Manager.....Gilbert I. Berry
Prog. Dir.....William L. Dean
Prom. Dir.....Charles E. Ellis
Chief Engineer.....Robert W. Minton

WIRE—Indianapolis—1924 NBC

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....Indianapolis Bcstg., Inc.
Business-Studio Add...307 N. Pennsylvania St.
Tel.: 5-1541.....News Service: AP
Representative....Peters, Griffin & Woodward
President.....Eugene C. Pulliam
Gen., Sta. Mgr.....William C. Worcester
Comm. Manager.....Daniel C. Park
Prom. Dir.....Richard H. Clester
Prog. Dir.....Donald Bruce
Chief Eng.....Eugene E. Alden

WISH—Indianapolis—1941 CBS

Frequency: 1310 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By.....Indiana Bcstg. Corp.
Business-Studio Address..1440 N. Meridian St.
Tel.: ME 4-6411.....News Service: AP, UP
Transcription Service .....Thesaurus
Representative .....Bolling
Membership .....RAB, NAB
President.....C. Wrede Petersmeyer
Gen., Sta. Mgr.....Robert B. McConnell
Comm. Manager.....Robert Ohleyer
Prom. Mgr., Pub. Dir.....James A. Buck
Program Director.....William E. Frosch, Jr.
Chief Engineer.....Stokes Gresham, Jr.

WXLW—Indianapolis—1948

Frequency: 950 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....Radio Indianapolis, Inc.
Address.....3003 Kessler Blvd.
Tel.: WA 5-6494.....News Service: AP
Representative.....John Pearson Co.
Membership .....NAB, RAB
President.....Lyman S. Ayres
V. P., General Manager.....Robert D. Enoch
Program Director.....G. A. Smith, Jr.
Chief Engineer.....Bert Goetzinger

WITZ—Jasper—1948—KBS

Frequency: 990 Kc. ....Power: 1000 Watts d.
Owned-Operated By ..Jasper on the Air Inc.
Address.....P. O. Box 167
Tel.: 678.....News Service: UP
Transcription Service.....Thesaurus
Membership ..... RAB
President .....Dr. Gilbert E. Metzger
Gen., Sta. Mgr.....Dennis Keller
Commercial Manager.....Al Farber
Sales Prom. Mgr.....Jack Brandt
Program Director.....John Williamson
Chief Engineer.....Peter Russo

WAWK—Kendallville—1955

Frequency: 1570 Kc.....Power: 250 Watts d.

Owned-Oper. By....Noble DeKalb Bcstg. Co.
Address .....Box 47
Tel.: 764.....News Service: AP
Trans. .....World, Thesaurus
Representative .....Hil F. Best
Gen. Mgr. .....Paul L. King
Sales Mgr.....Weldon M. Cornell

WIOU—Kokomo—1948—CBS

Frequency: 1350 Kc.....Power: 1000 Watts
Owner.....Booth Radio & TV Stations, Inc.
Business Address.....210½ North Main St.
Tel.: GL 7-1194.....News Service: AP
Representative .....Weed
Membership .....NAB, RAB
President.....John L. Booth
Comm., Gen., Sta. Mgr.....John Carl Jeffrey
Prog. Dir.....Hugo D. Salvo
Pub. Dir.....Dorothy Overton
Chief Engineer.....Elvin Cunningham

WASK—Lafayette—1942 MBS

Frequency: 1450 Kc..... Power: 250 watts
Owned.....Lafayette Bcstg., Inc.
Business-Studio Address .....McCarty Lane
Tel.: 24300.....News Service: UP
Representative.....Wm. G. Rambeau
Membership .....NAB, RAB
President.....E. Joseph Bannon
Gen., Sta. Mgr.....Henry Rosenthal
Comm. Mgr.....Dick Pittenger
Program Dir.....Sid Knight
Chief Engineer.....Richard Cochran

WLOI—La Porte—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By...La Porte County Bcstg. Co.
Address.....P. O. Box 385
Tel.: 4144.....News Service: AP
Sta. Rep. .....Pearson
Membership .....RAB
President.....Dee O. Coe
Gen. Mgr.....Robert L. Harris
Sales Prom. Mgr.....Thomas B. March
Chief Engineer.....Victor Voss

WBTO—Linton—1954——KBS

Frequency: 1600 Kw.....Power: 500 Watts d.
Owned-Oper. By.....The Linton Bcstg. Co.
Address .....Hwy. 54

WSAL—Logansport—1949 MBS

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Operated By ..Logansport Bdg. Corp.
Address .....P. O. Box 399
Tel.: 3111.....News Service: AP
Membership .....NAB, RAB
General Manager.....Richard E. Jackson
Comm. Mgr.....Joe Wiler

WORX—Madison—1953—KBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By .....WORX
Address .....Telegraph Hill
Tel.: 1270.....News Service: UP
Representative.....Hil F. Best Co.
Transcriptions.....MacGregor, Standard
Pres., Chief Eng.....C. E. Henson
General Manager.....Herbert L. Arms
Comm. Mgr.....Lloyd L. Walker

WBAT—Marion—1947—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .... Marion Radio Corp.
Business-Studio Address...303½ S. Adams St.
Tel.: 5500.....News Service: AP
Representative .....Everett-McKinney
President.....Lester G. Spencer
V. P., Gen. Mgr.....William Fowler
Comm. Mgr.....A. G. Von Dielingen

WMRI—Marion—1955—KBS

Frequency: 860 Kc.....Power: 250 Watts
Owned.....Chronicle Publ. Co., Inc.
Address .....Marion, Ind.
Tel.: 5705.....News Service: UP
Newspaper Affil.:...Leader-Tribune, Chronicle
Representative.....Sears & Ayer
President .....Gardner Thomas
Gen. Mgr.....Robert Fincannon
Prog., Pub. Dir.....Ralph Wayne
Chief Engineer.....Robert Shively

WIMS—Michigan City—1947

Freq.: 1420 Kc...Power: 1 Kw. d.; 500 Wts. n.
Owned.....Northern Indiana Bcsters., Inc.
Business-Studio Address....Old Chicago Road
Tel.: TR 4-5245.....News Service: UP
Station Representative.....Wm. G. Rambeau
Pres., Gen. Mgr.....William N. Udell
Sales Prom. Mgr.....S. C. McDonnell
Comm. Manager.....Al Halus
Pub. Dir.....Henry Lange
Chief Engineer.....Robert E. Schilling

WPCO—Mount Vernon—1955 KBS

Frequency: 1590 Kc.....Power: 500 Watts d.
Owned.....Mt. Vernon Broadcasting Co.
Address .....Box 231
Tel.: PO 3-4484.....News Service: UP
Pres., Gen. Mgr., Chief Eng.....H. C. Sanders
Sta., Comm. Mgr.....F. Courtney Smith
Program Dir.....Bob Webster

WLBC—Muncie—1926—CBS

Frequency: 1340 Kc ..... Power: 250 Watts
Owned-Operated By .. Tri City Radio Corp.
Business Address.....Box 271
Tel.: AT 8-4403.....News Service: AP
Transcription Service.....Standard, World
Representative .....Hal Holman
Membership .....NAB
Pres., Gen. Sta. Mgr.....D. A. Burton
Commercial, Prom. Mgr.....Bill Craig
Program Director.....Lee Allerton
Chief Engineer.....Pat Finnegan

WLRP—New Albany—1949

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By..Ohio Valley Bcstg., Inc.
Address .....Box 285
Tel.: WH 4-2235.....News Service: UP
Station Rep.....Hil F. Best Co.
Membership .....NAB
Pres., Gen., Sta. Mgr. .....Roy L. Hickox
Comm., Sales Prom. Mgr.....Lynn Stephens
Program Director.....Jerry Fordyce
Publicity Dir.....Bill Gillum

WOCH—North Vernon—1955

Frequency: 1460 Kc.....Power: 500 Watts
Owned ..... Dorrell Ochs
Address .....P. O. Box 46
Tel.: FI 9-8421.....News Service: AP
Transcription .....SESAC, Associated
Membership .....NAB
President, Gen. Mgr.....Dorrell Ochs
Sta. Mgr.....Arno Walker
Comm. Mgr.....Marguerite Ochs
Program Dir.....Eddie Sears
Publicity Director.....Tom Porter
Chief Engineer.....Edwin Healy

WARU—Peru—1954
KBS

Frequency: 1630 Kc.....Power: 1000 Watts
Owned-Oper. By..Wabash-Peru Bcstg Co., Inc.
Address .....Hwy. 24
News Service .....AP
Transcription .....Thesaurus, Standard
Representative .....McGillvra
Membership .....NAB
President, Gen. Mgr.....Dr. Wendell Hansen
Station Manager.....Howard Roby
Chief Enginer.....Bob Bassett

WPGW—Portland—1950—KBS

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Glenn West
Address .....Box 608
Tel.: 1094.....News Service: UP
Transcription Service.....SESAC, World
Owner, Gen. Mgr.....Glenn West

WRAY—Princeton—1950

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Princeton Bcstg. Co.
Address .....Box 8
Tel.: FU 5-4861.....News Service: AP
Representative .....McGillvra
Owner, Gen., Sta. Mgr.....M. R. Lankford
Program Director.....Stuart Lankford
Commercial Mgr.....D. T. Critchfield
Publicity Dir.....Richard Lankford
Chief Engineer.....Norman C. Fisher

WKBV—Richmond—1926
ABN

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Operated By .... Central Bcstg. Corp.
Address.....W. Main St.
Tel.: 3-1156.....New Service: UP
Transcription Service.....World
Representative ..... Robert Meeker
Membership .....NAB
Pres., Gen., Sta. Mgr.....Lester G. Spencer
Comm., Sls.....Roland L. Nusbaum
Sales Prom. Mgr.....C. E. Stevens
Publicity Director.....W. Woehrmann
Program Director.....Marie Robbins
Chief Engineer.....L. J. Duning

WSLM—Salem—1953—KBS

Frequency: 1220 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Don H. Martin
Address .....Radio Ridge
Tel.: 700.....News Service: AP
Transcription Service.....Thesaurus, World
Representative.....Hil F. Best
Membership ..... RAB
Pres., Gen. Mgr.....Don H. Martin
Commercial Mgr.....Margaret Martin
Sales Promotion Mgr.....Boyd Smedley
Program Director.....Margaret Martin
Chief Engineer.....Darrell Dixon

WJCD—Seymour—1949
KBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....Dr. Azra C. Baker
Address.....1534 Ewing St.
Tel.: JA 2-3969.....News Service: AP
Transcription .....Capitol, Standard
Membership .....NAB
Sta., Comm. Mgr.....Bob Shippee
Program Director.....Dick Lauf
Chief Engineer.....Eugene Perrigo

WJVA—South Bend—1947
KBS

Frequency: 1580 Kc. .....Power: 250 Watts d.
Owned-Oper. By..Booth Radio & TV Sta., Inc.
Address .....North Hickory Road
Telephone .....CE 4-1111
Representative .....Pearson
President.....John L. Booth
Managing Dir.....M. G. Creel

WNDU—South Bend—1944
ABN

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Oper. By..Michiana Telecasting Corp.
Address.....Box 989
Tel.: CE 3-7111.....News Service: AP
Representative .....Edward Petry
President.....Father Theodore Hesburh, C.S.C.
Vice-President.....Bernard Barth
Station Manaer.....W. T. Hamilton
Program Director.....Wm. Etherton
Comm., Sls. Prom. Mgr.....Daniel Martin
Chief Engineer.....Bazil O'Hegan

WSBT—South Bend—1921
CBS

Frequency: 960 Kc.....Power: 5000 Watts

Owned-Operated By The South Bend Tribune
Bus.-Studio Address....300 W. Jefferson Blvd.
Tel.: CE 3-3141.....News Service: UP, INS
Newspaper Affiliation....South Bend Tribune
Transcription .....Standard
Representative.....Paul H. Raymer
Membership .....NAB, RAB
Vice Pres.....Franklin D. Schurz
General Manager.....Neal B. Welch
Commercial Manager.....Will R. Darch
Promotion Manager.....James Halpin
Program Dir.....Paul F. Kruyer
Chief Engineer.....Arthur R. O'Neil

WTCJ—Tell City—1948
KBS

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By.....James R. Brewer
Address .....Tell City
Tel.: 740.....News Service: AP
Owner, Manager.....James R. Brewer

WBOW—Terre Haute—1927
NBC

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By.....Radio WBOW, Inc.
Business-Studio Address.....6th & Poplar Sts.
Tel.: CR 5034.....News Service: AP
Representative .....Weed
Membership .....NAB
President.....J. W. O'Connor
Comm., Gen., Sta. Mgr.....Ralph A. Petti, Jr.
Prog., Pub. Dir.....Martin Plasak
Chief Engineer.....Howard Stewart

WMFT—Terre Haute—1958

Frequency: 1300 Kc.....Power: 500 Watts d.
Owned.....Citizens Bcstg. Co., Inc.
Address .....2327 Lafayette
Tel.: N-3985
President.....Archie S. Mobley
General Manager.....Adlai C. Ferguson, Jr.

WTHI—Terre Haute—1947
CBS

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Oper. By Wabash Valley Bdg. Corp.
Address.....918 Ohio St.
Tel.: CR 9481.....News Service: UP
Transcription .....World
Representation.....Bolling Co., Inc.
Membership .....NAB
President.....Anton Hulman, Jr.
Gen. Mgr.....Joseph M. Higgins
Station Mgr.....Darel Wibble
Sales Prom. Mgr.....Charles Cogan

WAOV—Vincennes—1940
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Vincennes Sun Co.
Business Address .....Vincennes
Tel.: 787-788.....News Service: UP
Newspaper Affil.....Sun Commercial
Representative...Peters, Griffin & Woodward
President.....Eugene C. Pulliam
Gen. Mgr.....Howard N. Greenlee
Station Mgr.....A. H. Edmondson, Sr.
Comm., Prom. Mgr.....William Litherland
Program Director.....Robert Duckworth
Publicity Dir.....William Arthur
Chief Engineer.....Ralph Baldwin

WRSW—Warsaw—1952

Frequency: 1480 Kc.....Power: 500 Watts
Owned-Oper. By..Reub Williams & Sons, Inc.
Address .....Times Building
News Service .....UP
Newspaper Affil. .....Times-Union
Transcription .....Thesaurus, Capitol
President.....R. B. Williams
General Manager.....C. R. Williams
Station Manager.....William Mollenhour
Commercial Manager.....Jack Essenberg
Sales Prom., Pub. Mgr.....William Long
Program Director.....Marie Snyder

WAMW—Washington—1955
KBS

Frequency: 1580 Kc.....Power: 250 W., d.
Owned-Operated By..Washington Radio, Inc.
Address.....615 S.E. 11th St.
Tel.: 1810.....News Service: AP
Newspaper Affil.....Wash. Herald
Representatives.....Hil F. Best Co.
Transcription Service.....Thesaurus, Capitol
Membership .....NAB
President.....Mrs. H. B. Bausman
General Manager.....Joe Edwards
Commercial Manager.....Joe Floerke
Prog. Dir.....Gene Cabel
Chief Engineer.....Joe Fox

To Broadcasters

AP

Means

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The Associated Press
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New York 20, N. Y.

Iowa

Pop. March 1 (Est.)—2,772,000; Families—852,000; Lic. Stations—63, Sta. CP's—2; Radio Homes—836,000; TV Homes—786,000

KLGA—Algona—1956—KBS

Frequency: 1600 Kc.....Power: 5 Kw. d.
Owned.....Kossuth County Bcstg.
Address .....Box 47
Tel.: CY 4-2475.....News Service: AP
Trans. .....Langworth
Representative .....Walker Co.
President .....Frederick Epstein
Gen. Mgr.....James J. Wychor
Prog. Dir.....Elaine Hutchins

KASI—Ames—1948—KBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By.....William M. Evans
Business-Studio Address.....328½ Main St.
Tel.: CE 2-3152.....News Service: UP
Transcription Service .....Thesaurus
Representative .....Pearson
Gen., Sta. Mgr.....Arthur A. Skinner
Commercial Mgr.....Ralph Elwick
Program Director.....Ruby Tillerson

KJAN—Atlantic—1950—KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By..Nishna Valley Bcstg. Co.
Address .....Box 69
Tel.: 1717.....News Service: AP
Transcription .....World, Thesaurus
Representative.....Continental Radio Sales
Membership .....NAB
Pres., Publicity Dir.....Robert Einhouse
Gen., Sta. Mgr....F. G. Miller & H. A. Preston
Comm., Sales Prom Mgr.....E. G. Faust
Prog. Dir.....Roy Marsh
Chief Engineer.....Bob Freund

KWBG—Boone—1950—KBS

Freq.: 1590 Kc...Power: 1 Kw. d.; 500 Wts. n.
Owned-Operated By.....Boone Bcstg. Co.
Address .....P. O. Box 36
Tel.: 1590.....News Service: UP
Membership .....NAB
General Manager.....H. A. Garvey
Program Director.....Tom Quinlan

KBUR—Burlington—1941 ABN

Frequency: 1490.....Power: 250 Watts
Owned-Operated By....Burlington Bcstg. Co.
Business-Studio Address.....Roosevelt Ave.
Tel.: PL 2-2701.....News Service: AP
Transcription Service.....Standard, Thesaurus
Representative .....Rambeau
Membership .....RAB, NAB
President.....Gerard B. McDermott
General Mgr.....David H. Steinle
Program Director.....Richard Mosena
Chief Engineer.....Cletus Paull

KCIM—Carroll—1950

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Carroll Broadcasting Co.
Address .....Radio Park
Tel.: 4321.....News Service: AP
Transcription Service .....Thesaurus
Representative .....Pearson
Membership .....NAB
General Manager.....Leo R. Mayr
Commercial Manager.....Lee Sandberg
Progam Director.....Neil Trobak
Chief Engineer.....Don Stanzyk

KCRG—Cedar Rapids—1947 MBS

Frequency: 1600 Kc.....Power 5000 Watts
Owned-Oper. By.....Cedar Rapids TV Co.
Address.....104 1st St., S.W.
Tel.: EM 4-4194.....News Service: AP, INS
Newspaper Affil.....Gazette
Representative.....Everett McKinney
President .....Joseph F. Hladky, Jr.
General Manager.....Frank T. Nye
Station Manager.....Richard J. Butterfield
Director of Radio.....L. L. Abbott
Chief Engineer.....Ira McDaniel

KPIG—Cedar Rapids—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Cedar Rapids Bcstg.
Business Address.....211 1st St., S.W.
Tel.: EM 3-8265.....News Service: UP
Representative .....Devney
Transcription .....Lang-Worth
President .....John C. Kelly
Gen., Sta. Mgr.....James I. Mitchell
Commecial Manager.....James L. Stramel
Program Director.....Robert Carpenter
Chief Engineer.....Adam P. Talmadge

WMT—Cedar Rapids—1922 CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned.....American Bcstg. Stations, Inc.
Bus.-Studio Address..Paramount Theater Bldg.
Tel.: EM 4-0171.....News Service: AP, INS, UP
Trans. Serv...Thesaurus, Associated, Standard
Representative .....Katz
Membership .....NAB, RAB
President.....William B. Dolph
V.P., General Manager....William B. Quarton
Sales Manager.....Kenneth L. Hastie
Promotion Mgr.....Jim Bowermaster
Program Manager.....Dean Landfear
Publicity Director.....Chuck Worcester
Chief Engineer.....George Hixenbaugh

KCOG—Centerville—1949 KBS

Frequency: 1400 Kc.....Power: 10 Watts d.
Owned.....Centerville Bcstg. Co.
Address.....1910 S. Main St.
Tel.: 407.....News Service: AP
Newspaper Affil.....Daily Iowegian

Gen., Sta. Mgr.....Clyde Holbrook
Comm. Mgr., Ch. Eng.....W. H. Lemen
Program Director.....Richard King

KCHA—Charles City—1949
KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Radio Incorporated
Address.....300½ N. Main St.
Tel.: 787.....News Service: AP
Membership.....NAB
Pres., Gen. Mgr.....Lu Verne J. Bromberg

KCHE—Cherokee—1952—KBS

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Operated By....Cherokee Bcstg. Co.
Address.....219½ W. Main St.
Tel.: 51.....News Service: AP
Representative.....Best
Membership.....NAB
Pres., Gen. Mgr.....C. Reznikow

KCLN—Clinton—1956

Frequency: 1390 Kc.....Power: 1 Kw.
Owned.....Valley TV & Radio, Inc.
Address.....514 S. Second St.
Tel.: CH 3-2174.....News Service: AP
V.P., Mgr.....Kenneth M. Parker
Comm. Mgr.....Kenneth A. Willis
Prog. Dir.....Cres Fluegel

KROS—Clinton—1941
MBS

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Operated By ...Clinton Bdcstg Corp.
Address .....246 Fifth Avenue South
Tel.: CH 2-1252.....News Service: UP
Transcription Service .....RCA
Representative .....Pearson
Membership .....NAB, RAB
President, General Manager...B. M. Jacobson
Oper. Dir., Ch. Eng.....G. A. Parker

KSWI—Council Bluffs—1947
KBS

Frequency: 1560 Kc. .....Power: 500 Watts d.
Owned-Operated By ....Nonpareil Bdctg. Co.
Address.....120 S. Main
News Service.....UP
Newspaper Affil.....New Nonpareil
Transcription Service.....Thesaurus
Representative.....Arthur Hagg & Assoc.
Membership .....NAB, RAB
Gen., Sta. Mgr., Chief Eng..Robert H. O'Brien
Comm. Mgr.....Don Gillman
Sales Prom., Pub.....Marjorie W. Morris
Program Director.....R. M. Hallgren

KSIB—Creston—1946—KBS

Frequency: 1520 Kc....Power: 1000 Watts d.
Owned-Oper. By...Southwest Iowa Bcstg. Co.
Address .....Radio Center
Tel.: ST 2-2155.....News Service: AP
Transcription Service .....Thesaurus
Representative .....Pearson
President.....Arden D. McKee
Gen., Sta., Comm. Mgr.....E. M. Horning
Prog., Pub. Dir.....J. R. Mills
Chief Engineer.....Wayne Hatchett

KFMA—Davenport—1952

Frequency: 1580 Kc.....Power: 500 Watts d.
Owned-Oper. By.....KFMA Broadcasting Co.
Address.....415 Perry St.
Tel.: 6-4407.....News Service: UP
Station Representative .....McGillvra
Pres., Gen. Mgr.....Lester L. Gould
Sta., Comm. Mgr.....Howard N. Fisher
Prog., Pub. Dir.....Bill Greener
Chief Engineer.....Raymond E. Shields

KSTT—Davenport—1946
MBS

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Operated By...Quint Cities Bcstg. Co.
Address.....310 Harrison St.
Tel.: 6-2541.....News Service: UP
Membership .....NAB
Representative .....Walker Co.
Pres., Gen. Mgr.....Frederick Epstein
Prog., Dir., Chief Eng.....Joseph Coval

WOC—Davenport—1922—NBC

Frequency: 1420 Kc. ....Power: 5000 Watts
Owned-Operated By ....Tri-City Bdcstg. Co.
Address.....805 Brady Street
Tel.: 3-3661.....News Service: UP
Representative....Peters, Griffin, Woodward
Membership .....NAB, RAB
President .....Col. B. J. Palmer
V.P. & Treasurer.....D. D. Palmer
Vice-Pres.....Ralph Evans
Station Manager.....Ernest C. Sanders
Sales Manager.....Mark Wodlinger
Sales Prom. Mgr.....Richard Upp
Program Dir.....Raymond E. Guth
Chief Eng.....P. Arvidson

KDEC—Decorah—1947
KBS

Frequency: 1240 Kc.....Power: 250 Watts d.
Owned-Operated By.....Scenic Bcstg. Co.
Business-Studio Address...308½ W. Water St.
Tel.: 1240.....News Service: AP
Membership .....NAB
Representative.....W. D. Roberts
Pres., Gen. Mgr., Prog. Dir.....Verne Koenig
Commercial Mgr.....Kenneth Bjerke
Chief Engineer.....Donald Jackson

KDSN—Denison—1956

Frequency: 1580 Kc.....Power: 500 Watts
Owned.....Denison Bcstg. Co.
Address .....Box 337
Tel.: 34.....News Service: UP
Representative.....W. Donald Roberts
Trans. .....Lang-Worth, Standard
President .....Walt Morrison

KCBC—Des Moines—1946

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....Majestic Bcstg. Co.
Address .....Box 1404
Tel.: CR 7-4483.....News Service: AP, INS
Representative .....Devney
Membership .....RAB
President .....Karl Peters
General Manager.....Rollo H. Bergeson
Commercial Manager.....Claire E. Grant
Sales Prom. Mgr.....Don Purdy
Program Director.....Bob Lutz
Chief Engineer.....Robt. S. Brown

KIOA—Des Moines—1948
ABN

Freq.: 940 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned.....Public Radio Corp.
Address.....Radio Center Bldg.
Tel.: AT 2-9191.....News Services: INS, UP
Transcription Service .....World
Representative .....H-R Reps.
Membership .....NAB, RAB
President .....Lester Kamin
General Manager.....Bill J. Scharton
Exec. V.P.....Bill Martin
Program Director.....Larry Monroe
Chief Engineer.....U. L. Lynch

KRNT—Des Moines—1935
CBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Business Address.....9th & Pleasant Sts.
Tel.: CH 3-4141.....News Services: AP, UP
Newspaper Affiliation .....Register-Tribune
Station Representative .....Katz
Membership .....RAB, NAB
Transcription .....Standard
General-Station Managr.....Bob Dillon
Commercial Manager.....Paul Elliott
Business Mgr.....Richard Percival
Program Director .....Dick Covey

KSO—Des Moines—1921

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....KSO Inc.
Address.....1910 Ingersoll Ave.
Tel.: CH 3-0571.....News Service: INS
Representative.....John E. Pearson
Membership .....NAB, RAB
President.....Lyman S. Ayres
General Manager.....Raymond W. Baker
Chief Engineer.....Samuel Mazza

KWDM—Des Moines—1948
MBS

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By..Des Moines Bcstg. Corp.
Business-Studio Address.....419½ Locust
Tel.: AT 2-8363.....News Service: INS
Representative .....McGavren-Quinn
Membership .....RAB
President.....George W. Webber
Commercial Manager....E. William Patterson
Program Director.....Edith D. Webber
Chief Engineer.....Werner Schwarz

WHO—Des Moines—1924
NBC

Frequency: 1040 Kc.....Power: 50,000 Watts
Owned-Operated By.....Central Bcsta. Co.
Address.....1100 Walnut St.
Tel.: AT 8-6511.....News Service: AP, INS, UP
News Service.....AP, INS, UP
Trans. Service.....Thesaurus, SESAC
Representative....Peters, Griffin & Woodward
Membership .....NAB, AB
President.....Col. B. J. Palmer
V. Pres. & Resident Mgr.....Paul A. Loyet
Exec. V. Pres.....Ralph Evans
Sales Manager.....Robert H. Harter
Sls. Prom. Mgr.....Robert O. Link
Program Director.....Jack Kerrigan
Production Director.....Cecil C. Huntzinger
Chief Engineer.....Roy W. Pratt

KDTH—Dubuque—1941—ABN

Frequency: 1370 Kc.....Power: 1000 Watts
Owner.....Dubuque Telegraph-Herald
Bus.-Studio Address...Eighth Ave. & Bluff St.
Tel.: 3-6421.....News Service: AP
Station Representative .....Pearson
Membership .....NAB, RAB
President .....Fred Woodward
General Manager.....K. S. Gordon
Commercial Manager.....A. C. Newburgh
Program Director.....Robert Gribbon
Chief Engineer.....Donald Abitz

WDBQ—Dubuque—1933
MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Dubuque Bcstg. Co.
Business-Studio Address.....505 Main St.
Tel.: 3-8241.....News Service: UP
Representative.....Robert Meeker
Transcription Service .....World
Membership .....NAB, RAB
General Manager.....James R. King
Commercial Manager.....Patrick G. Fleming
Program Mgr.....Thomas G. Goodman

KLIL—Estherville—1952
ABN-KBS

Frequency: 1340 Kc.....Power: 100 Watts
Owned.....Estherville Bcstg. Corp.
Address.....4500 Excelsior Blvd.
News Service.....AP
Trans. Service .....World
Pres., Gen. Mgr.....William E. Schons
Station Mgr.....Jack Turnbull
Chief Eng.....Cleon LeMont

KFAD—Fairfield—1953—KBS

Frequency: 1570 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Hiawatha Bcstg. Co.

Address .....Hy. 34
News Service .....AP
Trans. Service....Thesaurus, World, Keystone
President, Gen. Mgr.....S. A. Chesely

KVFD—Ft. Dodge—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northwest Bcstg. Co.
Business-Studio Address.....Warden Bldg.
Tel.: 4-0351.....News Service: UP, INS
Transcription Service .....Thesaurus
Representative .....Pearson
Membership .....NAB, RAB
President, Gen., Sta., Mgr.....Edward Breen
Commercial Manager.....Max E. Landes
Program Director.....Drexel Peterson
Chief Engineer.....David G. Sinclair

KWMT—Fort Dodge—1956

Frequency: 540 Kc.....Power: 1000 Watts d.
Owned.....American Bcstg. Stations, Inc.
Address.....540 A Street
Tel.: 7-2651.....News Service: AP
Representative .....Everett-McKinney
Gen. Mgr.....Burns Nugent
Station Mgr.....W. N. Schnepp
Chief Engineer.....Wilbur Flaherty

KXGI—Ft. Madison—1948 KBS

Frequency: 1360 Kc.....Power: 1 Kw. Watts d.
Owned-Oper. By.....KXGI, Inc.
Business-Studio Address.....Marquette Bldg.
Tel.: 1360.....News Service: UP
Representative .....Devney
President.....J. E. McNaughton
General Mgr.....John E. Armel
Prog. Dir.....Jack Lee

KGRN—Grinnell—1957—KBS

Frequency: 1410.....Power: 500 Watts d.
Owned.....Grinnell Bcstg. Corp.
Address.....P. O. Box 67
Tel.: BE 6-5444.....News Service: AP
Pres., Gen. Mgr., Ch. Eng. Jerrell Henry

KXIC—Iowa City—1948 KBS

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Johnson County Bcstg. Corp.
Bus.-Studio Address.....Box 751
Tel.: 8-1181.....News Service: AP
Trans. Service .....Thesaurus
Representative .....Pearson
Membership .....NAB, RAB
President.....Scott Swisher
General Sta. Mgr.....Gene Claussen
Commercial Mgr.....F. M. Broders
Program Director.....Robert Shelladay
Chief Engineer.....Elliott Full

KOKX—Keokuk—1947

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 w. n.
Owned-Operated By .....Keokuk Bdcstg. Co.
Address.....500½ Main St.
Tel.: 235.....News Service: UP
Representative.....John E. Pearson
Membership .....NAB
President.....H. W. Stadler
Gen., Sta., Comm. Mgr.....Robert W. Erickson
Prog. Dir., Chief Eng.....Joe Malkin

KLEM—Le Mars—1954

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....George M. De Ruyter
Address .....Box 1410
Tel.: 1410.....News Service: AP
Transcription .....Thesaurus
Representative.....W. Donald Roberts
Membership .....RAB
Manager.....George M. DeRuyter
Assistant Manager.....Robert Coddington

KFJB—Marshalltown—1923

Frequency: 1230 Kc.....Power: 250 Watts
Operated By.....Marshall Electric Co.
Address.....133 E. Main St.
Tel.: 3361.....News Service: AP
Newspaper Affil. .....Times-Republican
Transcription .....Thesaurus
Membership .....NAB, RAB
Representative .....Pearson
President.....John W. Norris
General Mgr.....William P. White
Comm. Mgr.....William C. Doll
Program, Pub. Dir.....Max Dale Smith
Chief Engineer.....Herbert Andersor

KGLO—Mason City—1936 CBS

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Radio, Inc.
Bus.-Studio Address.....2nd & Pennsylvania
Tel.: 2800.....News Services: AP, UP
Representative .....Weed
Exec. V.P., Gen. Mgr.....Herbert R. Ohrt
Nat. Sales Mgr.....Walter J. Rothschild
Asst. Nat. Sales Mgr.....Wayne W. Cribb

KRIB—Mason City—1948 KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mason City Bcstg. Co.
Address.....402 - 19th S.W.
Tel.: 5400.....News Service: AP
Representative .....Pearson
Transcription Service .....Thesaurus
Pres., Gen., Sta. Mgr., Prog. Dir.....Ed Lamson
Comm., Sales Prom. Mgr.....Emanuel Frank
Publicity Dir.....Nancy Kelly
Chief Engineer.....John Hibbard

KSMN—Mason City—1948

Frequency: 1010 Kc.....Power: 1000 W., d.
Owned-Oper. By.Land O' Corn Bdcstg Co., Inc.
Address.....5 W. State
Tel.: GA 3-8634.....News Service: UP

Transcription ..... Standard
Representative ..... Hil F. Best
Membership ..... RAB
President ..... Charles E. Warren
General Manager ..... Robert L. Booe
Sales Prom. Dir. ..... Richard Brinkmann
Chief Engineer ..... Hubert Marshall

KWPC—Muscatine—1947

Frequency: 860 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Muscatine Bcstg. Co.
Address ..... Mulberry & Houser
Tel.: AM 3-2442 ..... News Service: UP
Transcription Service ..... Thesaurus
Representative ..... Pearson
Membership ..... NAB, RAB
Gen., Sta. Mgr. ..... George J. Vogler
Commercial Manager ..... Vince Beckey
Program Director ..... Marion Templeman
Chief Engineer ..... David McGowan

KCOB—Newton—1955

Frequency: 1280 Kc. ..... Power: 1000 W. d.
Owned-Operated ..... Newton Broadcasting Co.
Address ..... Box 190
Tel.: 2100 ..... News Service: AP
Transcription ..... World
Representative ..... Grant Webb
General Manager ..... Jack Kohrumel
Prog. Dir. ..... Blean A. Calkins

KOEL—Oelwein—1950

Freq.: 950 Kc. ... Power: 1 Kw. d., 500 Watts n.
Owned-Oper. By .. Northeast Iowa Radio Corp.
Address ..... 109 S. Frederick
Tel.: 120 ..... News Service: INS, UP
Representative ..... Pearson
Transcription Service ..... Thesaurus, World
Membership ..... NAB, RAB
President ..... C. W. Crahan
Gen., Sta. Mgr. ..... W. J. Teich
Comm., Prom. Mgr. ..... Donald McKee
Prog., Pub. Dir. ..... Dale Wood
Chief Engineer ..... Arnold Zaruba

KBOE—Oskaloosa—1950

Frequency: 740 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... Oskaloosa Bcstg. Co.
Address ..... Box 518
Tel.: OR 3-3493 ..... News Service: AP
Transcription Service .... Standard, Thesaurus
Representative ..... Pearson
Membership ..... NAB, RAB
President ..... E. G. Wenrick
Gen., Sta., Comm. Mgr. ..... Glen Stanley
Program Director ..... Donn Kirton
Chief Engineer ..... William Brubaker

KBIZ—Ottumwa—1941—ABN

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By ..... KBIZ, Inc.
Address ..... 209 E. Second St.
Tel.: MU 2-4535 ..... News Service: AP
Transcription Service ..... World
Representative ..... W. D. Roberts
President ..... James J. Conroy
General Mgr. ..... Berg Allison
Sales Prom. Mgr., Pub. Dir. ..... Kay Rea
Program Director ..... Jim Bolen
Chief Engineer ..... Loyd Hanson

KLEE—Ottumwa—1954
KBS

Frequency: 1480 Kc. ..... Power: 500 Watts d.
Owned ..... Carroll H. Marts
Address ..... 425½ West 2nd St.
Tel.: MU 4-5425 ..... News Service: UP
Membership ..... NAB
Pres., Gen. Mgr. ..... J. W. O'Connor
Sta., Comm. Mgr. ..... Joseph Salvi
Program Director ..... John E. Palmer
Chief Engineer ..... David Barcus

KFNF—Shenandoah—1924

Freq.: 920 Kc. .. Power: 1 Kw. d., 500 Watts n.
Owned-Operated By ..... Capital Bcstg. Co.
Address ..... 405 Sycamore
Tel.: 1302 ..... News Service: AP, INS
Representative ..... H-R
Membership ..... NAB, RAB
President ..... Don Searle
General, Station Manager ..... K. C. Titus
Program, Publicity Director ..... Pete Howard
Chief Engineer ..... Franz Cherny

KMA—Shenandoah—1925
ABN

Frequency: 960 Kc. ..... Power: 5 Kw. d.
Owned-Operated By ..... May Bcstg. Co.
Address ..... Shenandoah, Iowa
Tel.: 192 ..... News Service: AP, UP
Representative ..... Edward Petry
Membership ..... NAB
President ..... Edward W. May
Gen. Mgr., Exec. V.P. ..... Owen Saddler
Sta., Comm. Mgr. ..... Anthony Koelker
Sales Manager ..... C. H. Hamilton, Jr.
Promotion Manager ..... Duane Modrow
Program Director ..... Dean Naven
Chief Engineer ..... R. J. Schroeder

KMNS—Sioux City—1954

Frequency: 620 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Siouxland Bcstg. Co.
Address ..... 620 Insurance Exchange Bldg.
Tel.: 8-0628 ..... News Service: UP
Transcription ..... Lang-Worth
Representative ..... Pearson
President ..... Wm. F. Johns, Jr.
General Mgr. ..... James R. Duryea
Commercial Mgr. ..... James Barkley
Sales Prom. Mgr. ..... Raymond Coffie
Program Director ..... Donald Frost
Publicity Dir. ..... Nancy Burns
Chief Eng. ..... Philip Maher

KSCJ—Sioux City—1927
ABN

Frequency: 1360 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Perkins Bros. Co.

Business-Studio Address.....415 Douglas St.
Tel.: 5-7993.....News Service: AP
Trans. Service .....World
Representative.....George P. Hollingbery
Membership .....NAB
President.....W. R. Perkins
Sta., Comm. Mgr.....Eugene T. Flaherty
Sales Prom. Mgr., Pub. Dir.....Jean Harraday
Program Dir.....Elizabeth Sammons
Chief Engineer.....S. C. Dier

KTRI—Sioux City—1938

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By....Sioux City Bcstg. Co.
Address .....400 Commerce Bldg.
Tel.: 8-0165.....News Service: UP
Representative .....Everett-McKinney
Membership .....RAB
President .....John C. Kelly
General Manager.....Lennon Kelly
Chief Engineer.....Sam Seldon

KICD—Spencer—1942

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Iowa Great Lakes Bcstg. Co.
Address .....Spencer, Iowa
Tel.: 1240.....News Service: AP
Representative .....Pearson
Trans. .....Thesaurus, Standard
Membership .....NAB
Gen. Mgr.....Ben B. Sanders
Program Director.....Mason Dixon

KAYL—Storm Lake—1948
KBS

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By....Cornbelt Bcstg. Co.
Address .....Park Building
Tel. .....RE 2-3520
Transcription .....World, Standard
Membership .....NAB, RAB
President .....O. J. Grau
Gen., Mgr., Prog., Pub. Dir.....P. R. Benson
Chief Engineer.....Robert L. Lamb

KWWL—Waterloo—1947
MBS

Freq.: 1330 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By ..Black Hawk Bdcstg Co.
Address .....Insurance Bldg.
Tel.: AD 4-4404.....News Service: AP
Representative .....Avery-Knodel, Inc.
Membership .....NAB, RAB
Pres., Gen., Sta. Mgr. .....Ralph J. McElroy
Comm., Sales Prom. Mgr.....John Coco
Program Manager.....Warren Mead
Chief Engineer.....T. W. Kirksey

KXEL—Waterloo—1942
ABN

Frequency: 1540 Kc..... Power: 50,000 Watts
Owned-Oper. By.....Josh Higgins Bcstg. Co.
Address.....Highway 20 East
Tel.: AD 3-3371.....News Service: INS, UP
Transcription .....World, Lang-Worth
Representative .....Bolling
President .....Egmont Sonderling
V.P., Mgr.....Alan Henry
Commercial Manager.....Al Laval
Comptroller.....William E. Craig
Dir. of Operations.....Don E. Kassner

KJFJ—Webster City—1950
KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Triangle Bcstrs.
Address .....Box 222
Tel.: 1500.....News Service: AP
Transcription .....Capitol, World
Pres., Acct. Exec.....D. D. Treu
Sta. Mgr.....Glen Barnett

Kansas

Pop. March 1 (Est.)—2,188,000; Families—693,000; Lic. Stations—47, Sta. CP's—0; Radio Homes—684,000; TV Homes—512,000

KSOK—Arkansas City—1946
KBS

Freq.: 1280 Kc.....Power: 1 Kw. d., 100 W. n.
Owned-Operated By .The KSOK Bdcstg. Co.
Address .....Box 455
Tel.: 2666.....News Service: AP
Transcription Service.....Thesaurus
V. P., General Manager.....S. C. Thompson
Nat. Sales Mgr.....Ben Ludy

KARE—Atchison—1939
KBS

Frequency: 1470 Kc. ... Power: 1000 Watts
Owned-Oper. By ..Griffith-Buenning Bdstg. Co.
Address.....Fifth & Kansas Ave., Atchison
News Service .....AP
Representative.....Sears & Ayer
Membership .....NAB, RAB
Co-Owners....J. M. Griffith, Paul H. Buenning
Gen. Mgr.....J. M. Griffith
Comm. Mgr.....Paul H. Buenning
Program Director.....Ed Arthur
Chief Engineer.....L. H. Winegardner

KCRB—Chanute—1952
KBS

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Operated By..Midwest Bdcstg System
Address.....Beech & Plummer
Tel.: 434.....News Service: AP
Representative .....Best
President.....Cecil W. Roberts
Gen. Mgr.....John H. Beydler
Comm. Mgr.....Glenn A. Halbe
Program Director.....Donna Vest

KGGF—Coffeyville—1930
ABN

Frequency: 690 Kc..Power: 10 Kw. d.; 5 Kw. n.
Owned-Oper. By..The Midwest Bcstg. Co., Inc.
Business-Studio Address.....8th & Elm
Tel.: 1843.....News Service: AP
Representative .....Hollingberry
Transcription Service .....World
Membership .....NAB
President.....Richard M. Seaton
Gen., Sta., Sales Prom. Mgr., Pub. Dir..R. Pratt
Commercial Manager.....E. B. Spoonamore
Program Dir.....Richard S. Embody
Chief Engineer.....J. S. Jamimet

KXXX—Colby—1947

Frequency: 790 Kc.....Power: 5000 Watts d.
Owned.....Town & Farm Co., Inc.
Address.....Grand Island, Neb.
Tel.: HO 2-3305.....News Service: UP
Rep. .....H-R Reps.
Membership .....NAB, RAB
President .....Don Searle
Exec. V.P.....William A. Martin
Station Manager.....Ed. Mason
Regional Sales Mgr.....Bill Moore
Business Mgr.....Willard Morton

KFRM—Concordia—1947
ABN-MBS

Frequency: 550 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....KMBC Bcstg. Co.
Address .....KMBC Building
Tel.: HA 2650.....News Service: AP
Representative....Peters, Griffin & Woodward
Membership .....NAB, RAB
Transcription .....World
Pres., Comm. Mgr., Pub. Dir.....Don Davis
V. P., Sls. Mgr.....G. T. Higgins
Exec. V. P.....J. T. Schilling
Sta. Mgr., Prog. Dir.....Dick Smith
Chief Eng.....Henry Goldenberg

KNCK—Concordia—1954
KBS

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned.....General Bcstg. Co., Inc.
Address .....Concordia, Kans.
Tel.: 1414.....News Service: UP
Representative .....Best
Pres., Gen., Sta. Mgr.....W. F. Danenbarger
Comm. Mgr., Prog. Dir.....Oscar W. Allen
Chief Engineer.....Gene Shrouf

KGNO—Dodge City—1930
MBS

Frequency: 1370 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By.....Dodge City Bcstg. Co.
Business Address.....705 Second St.
Tel.: HU 3-3151.....News Service: AP
Newspaper Affil...Dodge City Publishing Co.
Representative .....Venard
Membership .....NAB
President.....J. C. Denious, Jr.
Gen., Station Mgr.....W. Elliott
Comm., Prom. Mgr.....Ruth Petersen
Program Director.....Don Mills
Publicity Dir.....Don Hopkins
Chief Eng.....Bob Ellinger

KBTO—El Dorado—1953
KBS

Frequency: 1360 Kw.....Power: 500 Watts d.
Owned-Oper. By.....El Dorado Bcstg. Co.
Address .....205½ S. Main
Tel.: 130.....News Service: AP
Representative .....Indie Sales
Trans. Service .....Standard
Owner.....O. A. Tedrick
General Manager.....Jim Platt
Sales Prom. Mgr.....Jay Pratt
Program Dir.....Bob Lutz

KVOE—Emporia—1939—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Bluestem Bcstg. Co., Inc.
Address.....Broadview Hotel
Tel.: 154.....News Service: AP
Transcription Service .....Standard
Membership .....NAB, RAB
Representative .....Hal Holman
Pres., Gen. Mgr.....E. J. McKernan, Jr.
Operations Head.....Curt Stallings
Chief Engineer.....Charles Stark

KMDO—Fort Scott—1954
KBS

Frequency: 1600 Kc.....Power: 500 Watts d.
Owned.....Ft. Scott Bcstg. Co.
Address .....Box 72
Tel.: 2545.....News Service: AP
Representative.....Hil F. Best
General Mgr.....L. C. McKenney
Station Mgr.....Jim McKenney

KIUL—Garden City—1935
NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KIUL, Inc.
Address .....Box 446
Tel.: 3251.....News Service: AP
Representative.....Hal Holman
Transcription Service .....World
Membership .....NAB, RAB
President, General Mgr.....Robert Wells
Comm., Prom. Mgr.....Joe Weddle
Program Dir.....Tony Jewell
Publicity Dir.....Mary Connors
Chief Eng.....Joe Tennessen

KNCO—Garden City—1947

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Oper. By..Ark Valley Bcstg. Co., Inc.
Address .....Box 247
Tel.: 4366.....News Service: UP
Transcription .....Standard
Representative.....Continental Radio Service
Membership .....NAB

Gen., Comm. Mgr.....John Hendry
Sales Prom. Mgr.....John Lambert
Program Director.....Wilma Goulding
Chief Engineer.....Gene Conjurske

KWGB—Goodland—1947 MBS-KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owner-Oper. By.....Goodland Bcstg. Co.
Address.....Box 569
Tel.: 331.....News Service: UP
Transcription Service..Capitol, Cole, Keystone
Owner, General Mgr.....James E. Blair
Commercial Mgr.....Bert Blair

KVGB—Great Bend—1937 NBC

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Operated By.....KVGB, Inc.
Address.....2007 17th St.
Tel.: 4317.....News Service: AP
Transcription Service.....World
Representative.....Hollingbery
Membership.....NAB, RAB
V.P., Gen., Sta. Mgr.....Grover C. Cobb
Asst. Mgr.....Robert D. Hilgsndorf
Commercial Mgr.....Sherwood R. Parks

KAYS—Hays—1948—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KAYS, Inc.
Address.....2450 Hall St.
News Service.....AP
Transcription.....World
Representative.....Hal Holman
Membership.....NAB, RAB
President.....Ross Beach
Gen., Sta. Mgr.....Bob Schmidt
Program Director.....Kay Melia
Prom. Director.....Don Treu
Commercial Manager.....Bud Ryan
Publicity Dir.....Tad Felts
Chief Engineer.....Glenn Barnett

KWBW—Hutchinson—1935 NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Nation's Center Bcstg. Co.
Business-Studio Address.....17th & Harding
Tel.: MO 2-4486.....News Service: AP
Transcription Service.....World, Thesaurus
Representative.....Devney
Membership.....NAB, RAB
General Manager.....Fred Conger
Commercial Director.....Robert Hanna
Prog. Dir.....Max B. Bicknell

KWHK—Hutchinson—1946

Frequency: 1260 Kc..Power: 1 Kw. d.; 500 n.
Owned-Operated By....KWHK Bcstg. Co., Inc.
Business-Studio Address.....18 W. 5th St.
Tel.: 5-4461.....News Service: AP
Representative.....Everett-McKinney
Pres., Gen. Mgr.....J. D. Hill
Commercial Manager.....Vern Minor

KIND—Independence—1947 MBS-KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By.....Central Bcstg., Inc.
Bus.-Studio Transmitter.....114 North 8th St.
Tel.: 1010.....News Service: AP
Pres., Gen. Mgr.....Nels Rupard
Commercial Manager.....Donald L. Wiggins
Program Director.....Jimmy Goodman

KJCK—Junction City—1949 KBS

Frequency: 1420 Kc. ...Power: 1000 Watts d.
Owner-Oper. By.....Junction City Bcstg. Co.
Address.....724½ No. Washington St.
Tel.: CE 8-3165.....News Service: AP
Membership.....NAB, RAB
Representative.....Indie Sales
Transcription Service.....Thesaurus
Pres., Gen. Mgr.....R. L. Weir, Jr.
Program Director.....Bruce Karns
Sales Mgr.....A. B. Valencia

KCKN—Kansas City—1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Cy Blumenthal
Address.....Box 165
Tel.: FA 1-3200.....News Service: UP
Transcription.....Standard
Representative.....Charles Bernard
General Mgr.....Ed Charles
Sales Manager.....Al Vunovich

KLWN—Lawrence—1951

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned-Operated By.....Lawrence Bcstrs. Inc.
Address.....Route 5
Tel.: VI 3-1320.....News Service: UP
Transcription Service.....Thesaurus, World
Representative.....Indie Sales
Membership.....NAB, RAB
Gen., Sta. Mgr.....Arden Booth
Commercial Manager.....Charles Steeper
Program Director.....Bob Guest
Chief Engineer.....Earl Sundbye

KCLO—Leavenworth—1948 KBS

Frequency: 1410 Kc. ....Power: 500 Watts d.
Owned-Oper. By..Geo. B. & Florance Anderson
Address.....P. O. Box 809
Tel.: 5003.....News Service: AP
Representative.....Hil F. Best
General Manager.....George B. Anderson
Station Manager.....Bob Kent
Chief Engineer.....A. F. Moretti

KSCB—Liberal—1948

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Seward County Bcstg. Co.
Business Address.....P. O. Box 311

Tel.: MA 4-3891 ..... News Service: AP
Transcription Service ..... Thesaurus
Representative ..... Hil F. Best
Membership ..... NAB, RAB
President ..... Alf M. Landon
Gen., Sta. Manager ..... Leon S. Salathiel
Comm. Mgr. ..... David Blevins
Prog. Dir. ..... Mark Shor
Chief Engineer ..... Alvin Peters

KMAN—Manhattan—1950
KBS

Frequency: 1350 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... Manhattan Bcstg. Co.
Address ..... 114 No. 4th St.
Tel.: PR 8-4451 ..... News Service: AP
Transcription Service ..... World
Newspaper Affil. ..... Mercury
Membership ..... NAB
President ..... Fred A. Seaton
Gen., Sta. Manager ..... Lowell E. Jack

KNDY—Marysville—1956
KBS

Frequency: 1570 Kc. ..... Power: 250 Watts, d.
Owned ..... Marshall Transmitter Inc.
Address ..... 803½ Broadway
Tel.: 255 ..... News Service: AP
Transcription Service ..... Thesaurus
Membership ..... NAB
Gen., Comm. Mgr. ..... T. K. McDonnell
Program, Pub. Director ..... Al Hunter
Chief Engineer ..... Gary Vadnais

KNEX—McPherson—1949
KBS

Frequency: 1540 Kc. ..... Power: 250 Watts d.
Owned-Operated By ..... K. R. Krehbiel
Address ..... Box 186
Tel.: 1540 ..... News Service: AP
Newspaper Affil. ..... Daily Republican
Membership ..... NAB, RAB
Gen. Mgr. ..... Claude Hughes
Prog., Pub. Dir. ..... M. Heitschmidt
Chief Engineer ..... Claude Hughes

KJRG—Newton—1953—KBS

Frequency: 950 Kc. ..... Power: 500 Watts, d.
Owned ..... Geo. Basil Anderson
Address ..... Box 77
Tel.: 3240 ..... News Service: AP
Transcription Service ..... Thesaurus
Station Rep. ..... Best, Biddick
Owner, Gen. Mgr. ..... Geo. Basil Anderson
Station Mgr. ..... Robert Kent

KOFO—Ottawa—1949

Frequency: 1220 Kc. ..... Power: 250 Watts d.
Owned-Operated By ..... Ottawa Bcstg. Co.
Address ..... P. O. Box 46
Tel.: 1045 ..... News Service: UP
Membership ..... RAB
Transcription Service ..... World
Partners ..... Roderick B. Cupp, E. W. Cupp
General Mgr. ..... Roderick B. Cupp
Commercial Mgr. ..... Ronald G. Reed
Chief Eng. ..... G. Servatius

KLKC—Parsons—1948—KBS

Frequency: 1540 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... Community Bcstg. Co.
Address ..... 109½ S. Central
News Service ..... AP
Station Mgr. ..... Richard R. Combs

KOAM—Pittsburg—1937
NBC

Freq.: 860 Kc. ..... Power: 10 Kw. d., 5 Kw. n
Owned-Oper. ..... The Pittsburg Bcstg. Co., Inc.
Address ..... Professional Bldg.
Tel.: 2165 ..... News Service: AP
Representative ..... Hollingbery
Membership ..... NAB
President ..... E. V. Baxter
Gen., Sta. Mgr. ..... John O. Bartlow
Commercial Mgr. ..... W. Stout
Sales Prom. Mgr. ..... Paul Hudson
Chief Engineer ..... Jack Lawrence

KSEK—Pittsburg—1947
KBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Stauffer Publications, Inc.
Address ..... Box 610
Tel.: 742 ..... News Service: AP
Membership ..... NAB
Newspaper Affil. ..... Headlight Sun
Representative ..... Avery-Knodel
President ..... O. S. Stauffer
Gen. Mgr. ..... Jack T. Steele
National Sales Manager ..... Ben Ludy
Chief Engineer ..... John Glynn

KWSK—Pratt—1952—KBS

Frequency: 1570 Kc. ..... Power: 250 Watts
Owned ..... Clem Morgan
Address ..... 209½ S. Main St.
Tel.: 1570 ..... News Service: UP
Trans. Ser. ..... RCA
Membership ..... NAB, RAB
Gen., Sta. Mgr. ..... Clem Morgan
Sales Prom. Mgr. ..... Dave Tucker
Comm. Mgr. ..... F. Morgan Jr.

KRSL—Russell—1956—KBS

Frequency: 990 Kc. ..... Power: 250 Watts
Owned ..... Prairie States Broadcasting Co.
Address ..... Box 548
Tel.: HU 3-2194 ..... News Service: AP
Representative ..... Best
President, Chief Eng. ..... Melville L. Gleason
Gen. Mgr. ..... William S. Scott
Comm. Mgr. ..... Cal Haworth
Ch. Eng. ..... Ervin Siemoneit

KSAL—Salina—1937—MBS

Frequency: 1150 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... KSAL, Inc.
Bus.-Studio Address ..... 7th & Iron

Tel.: TA 3-3701.....News Service: AP
President.....R. J. Laubengayer
Sta., Comm. Mgr.....R. V. Jensen
Chief Eng.....Don Englehart

WIBW—Topeka—1927—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned By.....Stauffer Publications, Inc.
Address.....Box 119
Tel.: CE 3-2377.....News Service: AP, UP
Newspaper Affil. ..... Journal, Capital
Transcription.....Standard
Membership.....NAB
Representative.....Avery-Knodel
President.....O. S. Stauffer
General Manager.....Thad Sandstrom
Sales Mgr.....Hilton Hodges

KJAY—Topeka—1949

Frequency: 1440 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By.....KJAY, Inc.
Address.....916 Kansas Ave.
Tel.: CE 3-1336.....News Service: UP
Representative.....Young
Membership.....NAB
President.....Dale S. Helmers
General Manager.....Ed Schulz
Program Director.....Joe Stavas
Chief Engineer.....Rae Bowman

KTOP—Topeka—1947 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Bailey Axton
Address.....Box 538
Tel.: 4-3444.....News Service: AP
Representative.....Stars National, Inc.
Membership.....NAB
Pres., Gen., Sta. Mgr.....Bailey Axton
Comm., Prom. Mgr.....Louise Axton
Program Director.....Merle Blair
Publicity Director.....Roger Wilson
Chief Engineer.....Henry Guch

WREN—Topeka—1926—ABN

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By...WREN, Bdcstg. Co., Inc.
Address.....10th & Fillmore Sts.
Tel.: CE 2-0505.....News Service: AP
Transcription Service.....Thesaurus, World
Representative.....Hollingberry
Membership.....NAB, RAB
President.....Alf M. Landon
Gen., Sta. Manager.....Max G. Falkenstein
Commercial Manager.....Paul Dixson
Program Manager.....Bob Richmond
Sales Promotion Manager.....Bonnie Purnell
Chief Engineer.....Al King

KAKE—Wichita—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....KAKE Broadcasting Co., Inc.
Address.....1500 North West St.
Tel.: WH 3-4221.....News Service: AP
Representative.....McGillvra
Membership.....NAB
President.....Mark H. Adams
Gen., Sta. Mgr.....Martin Umansky
Commercial Manager.....Roger Peppard

KANS—Wichita—1936—NBC

Frequency: 1480 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By.....State Bcstg. Co.
Business-Studio Address....1015 N. Broadway
Tel.: HO 4-2387.....News Service: AP
Representative.....Simmons
Membership.....NAB, RAB
General Mgr.....Frank J. Lynch
Sales Mgr.....Bob Mays
Program Dir.....John Si

KFBI—Wichita—1922

Freq.: 1070 Kc.....Power: 10 Kw. d., 1 Kw. n.
Owned-Operated By.....KFBI, Inc.
Business-Studio Address.....Box 1402
Tel.: TE 8-3377.....News Service: AP
Transcription Service.....Lang-Worth
Membership.....NAB
Representative.....Avery-Knodel
Gen., Sta. Mgr.....Hale Bondurant
Program Dir.....Jim O'Neill
Comm. Mgr.....Lew Hunter
Pub. Director.....Emily Kelly
Chief Engineer.....K. W. Pyle

KFH—Wichita—1922—CBS

Frequency: 1330 Kc....Power: 5000 Watts d.
Owned-Operated By...Radio Station KFH Co.
Business-Studio Address.....KFH Bldg.
Tel.: AM 2-4491.....News Service: AP
Newspaper Affiliation.....Eagle
Representative.....Blair
Membership.....RAB, NAB
President.....John Rigby
Gen. Mgr.....T. P. Bashaw
Comm. Mgr.....John Merrell
Program Supv.....Donald Anderson
Sales Prom. Mgr.....Russell Lowe
Chief Engineer.....Leslie Campbell

KWBB—Wichita—1951

Frequency: 1410 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By...Wichita Beacon Bcstg. Co.
Address.....2829 Salina Ave.
Tel.: TE 8-3331.....News Service: AP
Transcription Service.....Thesaurus, RCA
Representative.....Hollingbery
Membership.....NAB, RAB
President.....O. E. Bradley
General Manager.....J. Milton Hall
Comm. Mgr.....Harold H. Hale
Program Director.....Virginia Welch
Chief Engineer.....Gene Williams

Kentucky

Pop. March 1 (Est.)—3,104,000; Families—853,000; Lic. Stations—74, Sta. CP's—3; Radio Homes—836,000; TV Homes—543,000

WCMI—Ashland—1935—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Edwina Broadcasting Co.
Address .....120 20th Street
Tel.: EA 4-6111.....News Service: AP
Representative .....George P. Hollingbery
President .....George H. Clinton
General Manager.....W. R. Martin
Program Director.....Lota Caines
Chief Engineer.....Robert L. Gilmore

WTCR—Ashland—1954

Frequency: 1420 Kc.....Power: 5000 Watts d.
Owned .....WTCR, Inc.
Address .....P. O. Box 848
Tel.: CA 661.....News Service: AP
Representative .....Rambeau, Dora-Clayton
Membership .....NAB
President .....Jane E. Trimmer
General Manager.....N. S. Tweel
Sales Prom. Mgr.....Jimmy Oakes
Program Director.....Margaret Stephens

WBVL—Barbourville—1955

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Brown Radio & TV Co.
Address.....109 Sycamore St.
Tel.: 498.....News Service: AP
Transcription .....Thesaurus
Representative .....Hil F. Best
Pres., Gen. Mgr.....Dwight L. Brown
Sales Prom. Mgr.....Homer L. Jackson
Program Dir.....Bessie L. McDonald
Chief Eng.....Everett Lawson

WBRT—Bardstown—1955 KBS

Frequency: 1320 Kc.....Power: 1000 W. d.
Owner.....L. W. Adams, Gen. Mgr.
Address.....216 N. 3rd
Tel.: FI 8-3943.....News Service: AP
Trans. .....Thesaurus
Membership .....NAB
Prog. Dir.....Glenn Nickels

WCBL—Benton—1954—KBS

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Purchase Bcstg. Co.
Address .....Box 126
Tel.: LA 7-2581.....News Service: UP
Representative .....Continental
Membership .....NAB
President.....J. Shelby McCallum
Manager .....John Stewart
Program Dir.....Jerry Crutchfield

WKCT—Bowling Green—1947 ABN

Freq.: 930 Kc...Power: 1 Kw. d.; 500 Wts. n.
Owned-Oper. By ...Daily News Bdcstg. Co.
Address .....804½ College St.
Tel.: VI 3-4325.....News Service: UP
Newspaper Affiliation..Park City Daily News
Representative .....Pearson
Membership .....NAB
President .....J. Ray Gaines
Gen., Sta. Mgr., Sales Mgr.....Al Temple
Chief Engineer.....Jack Hendricks

WLBJ—Bowling Green—1939 MBS-KBS

Freq.: 1410 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By...Bowling Green Bcstrs., Inc.
Address .....901 Fairview
Tel.: VI 3-3212.....News Service: AP
Representative .....Walker
Membership .....NAB
Asst. Gen. Mgr.....Cy. N. Bahakel
Station Mgr.....Robert Procter
Prog. Dir.....Dean Danner

WTCO—Campbellsville—1948 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Taylor Co. Bcstg. Co.
Address.....P. O. Box 28
Tel.: 380.....News Service: UP
Transcription .....SESAC
Representative .....Hil F. Best
President.....H. T. Parrott
General Manager.....Redman L. Turner

WMTA—Central City—1954

Frequency: 1380 Kc.....Power: 500 Watts
Owner.....Central City, Greenville Bcstg. Co.
Address.....110 North First St.
Tel.: 818.....News Service: UP
Transcription .....SESAC
Representative .....Hil F. Best
Station Mgr.....Bobby Anderson

WNES—Central City—1955 KBS

Frequency: 1600 Kc.....Power: 500 Watts, d.
Owner.....Muhlenberg Bcstg. Corp.
Address.....Box 325
Tel.: 1000.....News Service: AP
Transcription .....World
Rep.....Kentucky Radio Sales
President.....Andy Anderson
Gen., Mgr.....Ronald L. Beane
Promotion Mgr.....Dean Harden

WAIN—Columbia—1951 KBS

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-County Bcstg. Corp.
Address .....Columbia
Tel.: 4111.....News Service: UP
Station Representative.....Hil Best
Trans. Ser.....MacGregor, World

Pres., Sta., Gen. Mgr.....S. C. Bybee
Program Director.....Oris Gowen
Asst. Mgr., Sales Dir.....Lanier Burchell
Chief Engineer.....Lewis Owens

WCTT—Corbin—1946
MBS-KBS

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Oper. By....Corbin Times-Tribune, Inc.
News Service .....AP
Newspaper Affil.....Corbin Times-Tribune
Transcription Service .....World
President.....J. Springer Robinson
General Manager.....John L. Crawford
Station Manager, Prog. Dir.....Kenneth Turner
Commercial, Sls. Prom. Mgr....S. G. Hembree
Chief Engineer.....C. R. Austin

WZIP—Covington—1947
KBS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....WZIP, Inc.
Bus.-Studio Address...Sixth & Madison Aves.
Tel.: JU 1-5300.....News Service: UP
Pres., Comm. Mgr.....Leonard P. Goorian
Gen. Mgr.....Edward Weston
Prog. Dir.....Bob Atterton

WCPM—Cumberland—1951
KBS

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....Cumberland Bcstg. Co.
Address.....P. O. Box 955
Tel.: 260.....News Service: UP
Transcription Service .....World
Representative .....Best
Pres., Gen. Mgr.....Elmo Mills
Station Manager.....Clyde Beal

WCYN—Cynthiana—1956
KBS

Frequency: 1400 Kc.....Power: 100 Watts
Owned.....WCYN Radio, Inc.
Address.....Pike & Walnut Sts.
Tel.: 480.....News Service: AP
Trans. .....Thesaurus
President.....Estil R. Anderson
Gen. Mgr.....Bob Doll
Comm. Mgr.....Mrs. Helen Williams

WHIR—Danville—1947
MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Commonwealth Bcstg. Corp.
Address .....Burgin Road
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Hal Holman Co.
Membership .....NAB, RAB
Comm. Mgr.....W. T. Isaac

WIEL—Elizabethtown—1950
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elizabethtown Bcstg. Co.
Tel.: RO 5-5151.....News Service: UP
Transcription Service .....Thesaurus
Station Representative.....Hil Best
Membership .....NAB
President.....J. W. Hodges
General Manager.....Dee Huddleston
Comm. Mgr., Prog. Dir.....Thomas Skinner
Chief Engineer.....Thomas Baldwin

WSTL—Eminence—1956

Frequency: 1600 Kc.....Power: 500 Watts, d.
Owned.....J. W. Dunavent
Address .....Eminence
Tel.: EM 5198.....News Service: AP
Representative.....Kentucky Radio Sales
Trans. .....Thesaurus
Manager.....J. W. Dunavent

WSAC—Ft. Knox—1955

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Operated By...Fort Knox Bcstg. Corp.
Address.....Fort Knox, Ky.
Tel.: WI 2-2354.....News Service: UP
Representative .....McGavren-Quinn
Pres., Gen. Mgr.....B. E. Cowan
Program Director.....Clem Cockrel
Chief Engineer.....Eugene Hornback

WFKY—Frankfort—1946
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Frankfort Bcstg. Co.
Address.....Kentucky Ave. Extended
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Burn-Smith
Pres., Gen. Mgr.....Ken Hart
Commercial Mgr.....Bud McClain
Prog. Dir.....Mary Garland
Chief Engineer.....Wally Roach

WFKN—Franklin—1954
KBS

Frequency: 1220 Kc.....Power: 250 Watts, d.
Owned.....Franklin Bcstg. Co.
Address.....103 N. High St.
Tel.: 33.....News Service: AP
Representative.....Hil F. Best Co.
General Manager.....L. L. Valentine
Commercial Mgr.....Howard H. Ogles

WFUL—Fulton—1951

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By..West Tenn. Bcstg. Corp.
Address .....Box 481
Tel.: 1270.....News Service: UP
Station Representative.....Hil Best
Membership .....NAB
President .....Paul Westpheling

Gen., Sta. Mgr.....Mrs. P. Westpheling
Comm. Mgr.....J. O. Lewis

WGOR—Georgetown—1957

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned.....Georgetown Bcstg. Co.
Address.....P. O. Box 516
Tel.: 1715
Owner.....Robert E. Johnson
Manager.....W. J. Harris, Jr.

WKAY—Glasgow—1946—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Glasgow Bcstg. Co., Inc.
Address .....Park-to-Park Hwy.
News Service .....UP
Transcription Service.....World, Standard
Membership .....NAB
President.....Jack Pedigo
Gen., Sta., Comm. Mgr., Chief Eng..Clovis Sadler
Sales Prom. Mgr.....J. M. Barrick
Pub., Prog. Dir.....Moena E. Sadler

WHLN—Harlan—1941—KBS

Frequency: 1410 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....Radio Harlan, Inc.
Address .....Harlan
Tel.: 625.....News Service: UP
Transcription Service.....World
Representative .....Burn-Smith
Membership .....NAB
P esident.....J. Francke Fox, Jr.
V.P., Gen. Mgr.....J. T. Morgan
Sales Prom. Mgr.....Larry Dean
Chief Engineer.....Marvin Johnson

WHBN—Harrodsburg—1955 KBS

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By.....Fort Harrod Bcstg. Corp.
Address .....Box 247
Tel.: 1420.....News Service: UP
Rep. .....Continental
General Manager.....Vic Bellamy
Pres., Sales Mgr.....I. G. Spencer

WKIC—Hazard—1947—KBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mt. Bcstg. Service, Inc.
Address.....Peoples Bank Building
Tel.: 720.....News Service: UP
Transcription Service .....World
Representative.....Hil F. Best
Membership .....NAB
President.....Fred B. Bullard
General Manager.....Art Grunewald
Station Manager.....Julius Lasslo
Prog. Dir.....Norma Strong
Chief Eng.....Y. Bowling

WSON—Henderson—1941 KBS

Frequency: 860 Kc.....Power: 500 Watts d.
Owned-Oper. By....Henderson Bcstg. Co., Inc.
Address .....Box 418
Tel.: VA 6-3923.....News Service: UP
Pres., Gen. Mgr.....Hecht S. Lackey
Station Manager.....M. E. Schaeffer
Comm. Mgr.....Ewing Graham

WHOP—Hopkinsville—1940 CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Hopkinsville Bcstg. Co., Inc.
Address.....1102 So. Virginia St.
Tel.: TU 5-5331.....News Service: UP
Transcription Service.....World
Representative .....Jack Masla
Membership .....NAB, RAB
Pres., Gen., Sta. Mgr.....F. E. Lackey
Comm. Mgr.....Katherine Peden
Program Director.....Margaret Wyatt
Chief Engineer.....Leo Y. Wilson

WKOA—Hopkinsville—1954 KBS

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owner.....Pennyrile Bcstg. Co.
Address.....808½ South Main St.
Tel.: TU 6-1204.....News Service: AP
Newspaper Affil.....Kentucky New Era
Representative .....Hil F. Best
President.....Charles W. Stratton
General Manager.....Don Ritter
Prog. Dir.....Bob Spradlin
Chief Engineer.....Walter Wilson

WLBN—Lebanon—1954—KBS

Frequency: 1590 Kc.....Power: 1 Kw., d.
Owned.....Lebanon-Springfield Bcstg. Co.
Address.....P. O. Box 647
Tel.: 486.....News Service: AP
Transcription .....World
Representative .....Hil F. Best
General Manager.....J. T. Whitlock
Sales Prom. Mgr.....Allen Baker
Chief Engineer.....W. B. Kelly

WLAP—Lexington—1928 ABN

Frequency: 630 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned By.....Communiiy Bcstg.
Business-Studio Address.....177 N. Upper St.
Tel.: 3-2727.....News Services: UP, AP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....NAB, RAB
Pres., Gen. Mgr.....Frederic Gregg, Jr.
Commercial Mgr.....L. C. Redmon

WLEX—Lexington—1946 KBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lexington Bcstg. Co.
Address.....134 N. Limestone St.
Tel.: 3-0433.....News Service: AP
Membership .....NAB
Representative .....Bolling, Dora-Clayton

President.....J. D. Gay, Jr.
V.P., Gen. Mgr.....Earl L. Boyles
Commercial Mgr.....Jim Tomblin
Program Director.....Evelyn Benge
Chief Engineer.....J M. Robertson

WVLK—Lexington—1947
MBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By....Bluegrass Bcstg. Co., Inc.
Address.....Phoenix Hotel
Telephone.....LE 4-6470
Transcription Service.....Thesaurus
Representative.....Burn-Smith
Membership.....NAB
President.....Donald J. Horton
General Mgr.....Ted Grizzard

WFTG—London—1955

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..London Broadcasting Co.
Address.....Box 333
Tel.: 598.....News Service: UP
Transcription Service.....Standard
Representatives.....Hil F. Best Co.
Pres., Gen., Sta. Mgr.....Elmo Mills
Comm. Mgr.....Charles Redmond
Prog. Dir.....Charles D. Nelson
Chief Engineer.....Russell Henson

WAVE—Louisville—1933
NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Inc.
Business Address.....334 E. Broadway
Tel.: JU 5-2201.....News Service: AP
Transcription Service....Thesaurus, Standard
Rep.....NBC Spot Sales
Membership.....NAB
General-Station Manager.....Nathan Lord
Commercial Manager.....Woody Dulaney, Jr.
Program Director.....James Caldwell

WGRC—Louisville—1936
MBS

Frequency: 790 Kc. ..Power: 5000 d. 1000 n.
Owned-Operated By....Northside Bcstg. Corp.
Bus.-Studio Address.....Ky. Home Life Bldg.
Tel.: JU 7-8871.....News Service: AP
Membership.....NAB
Transcription.....World
Representation.....Weed
President.....J. Porter Smith
Gen. Mgr.....Charles L. Harris
Comm. Mgr.....Tom Underwood
Pgm. Dir.....Paul Ruhle
Chief Engineer.....W. J. Morrison

WHAS—Louisville—1922
CBS

Frequency: 840 Kc. ...Power: 50,000 Watts
Owned-Oper. By.....WHAS, Inc.
Address.....525 W. Broadway
Tel.: JU 5-2211.....News Service: AP
Newspaper Affil.....Courier-Journal
Representative.....Henry I. Christal Co.
Membership.....NAB
President.....Barry Bingham
V.P., Man. Dir.....Victor A. Sholis
Commercial Manager.....John M. Fouts
Publicity Director.....William Loader
Program Director.....George Walsh
Chief Engineer.....Orin Towner

WINN—Louisville—1940

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Kentucky Bcstg. Corp., Inc.
Bus.-Studio Address.....412 Speed Building
Tel.: JU 5-5148.....News Service: UP
Representative.....Avery-Knodel
V. P., Gen. Mgr.....Glen Harmon
Comm. Mgr.....James Nathan
Promotion Mgr.....Helen Roberts
Chief Engineer.....Melvin Scarsdale

WKLO—Louisville—1948
ABN

Freq.: 1080 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Mid-America Bcstg. Corp.
Business-Studio Address....Henry Clay Hotel
Tel.: JU 3-4441.....News Service: UP
Representative.....John Blair & Co.
News. Affil.....Lancaster (Ohio) Eagle-Gazette
Membership.....NAB
President.....Charles Sawyer
Exec. Vice-Pres.....J. P. Williams
Manager.....W. H. Spencer
Promotion Manager.....Ben Erskine
Program Director.....Blaine Cornwell
Publicity Director.....Roberta Bunnell
Chief Engineer.....William H. Faulkner

WKYW—Louisville—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Kentucky, Inc.
Bus.-Studio Address.....431 W. Jefferson St.
Tel.: JU 3-4811.....News Service:AP
Representative.....Burn-Smith
Transcription....Capitol, Standard, Associated
President.....F. Eugene Sandford
V.P., Sta. Manager.....Edwin E. S. Weldon

WLOU—Louisville—1952

Frequency: 1350 Kc.....Power: 5000 Watts d.
Owned-Oper. By.Rounsaville of Louisville, Inc.
Business-Studio Address.....2549 S. Third St.
Tel.: ME 7-6531.....News Service: UP
Representative.....Gill-Perna, Dora-Clayton
Transcription.....Lang-Worth
President.....Robert W. Rounsaville
General Manager.....W. A. Selley
Program Director.....W. E. Summer
Sales Prom. Mgr.....J. Schwartz
Chief Engineer.....Steve Dawson
Technical Director.....Paul Cram

WFMW—Madisonville—1949
KBS

Frequency: 730 Kc.....Power: 250 Watts d.

Owned-Oper. By Messenger Bdctsg. Co., Inc.
Address ..... Box 351
Tel.: 1885 ..... News Services: UP, AP
Trans. Service .. Capitol, Thesaurus, Standard
Membership ..... NAB
Sta. Mgr. ..... H. W. Wells
Comm. Mgr. ..... Elmer L. Kelley, Jr.
Program Director ..... J. G. Gatlin
Chief Eng. ..... Charles Lee

WTTL—Madisonville—1956

Frequency: 1310 Kc. ..... Power: 500 Watts, d.
Owned ..... Hopkins County Bcstrs.
Address ..... Box 387
News Service ..... AP
Manager ..... Evers Mick
Comm. Mgr. ..... Leslie LeGrand
Ch. Eng. ..... Conway Smith

WWXL—Manchester—1956 KBS

Frequency: 1580 Kc. ..... Power: 250 Watts d.
Owned ..... Wilderness Rd. Bcstg. Co.
Address ..... 109 Court St.
News Service ..... UP
Representative ..... Ky. Radio Sales
President ..... J. L. Tigue
General Manager ..... Cal Smith

WKTM—Mayfield—1946

Frequency: 1050 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Mayfield Bcstg.
Studio Address ..... Box 232
Tel.: 46 ..... News Service: UP
Transcription Service ..... Thesaurus
Representative ..... Best
Owner, Gen. Mgr. ..... Fred L. Thomas
Comm. Mgr. ..... John M. Latham

WNGO—Mayfield—1947—KBS

Frequency: 1320 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... West Ky. Bcstg. Co.
Address ..... Paducah Rd.
Tel.: 1597 ..... News Service: AP
Transcription Service ..... Thesaurus
Representative ..... Indie Sales
President ..... Mose Bohn
General Manager ..... Chas. W. Stratton
Commercial Manager ..... Ken Slaughter
Program Director ..... Ottis Davis
Chief Engineer ..... Joe Hargrove

WFTM—Maysville—1948 MBS-KBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ... Standard Tobacco Co., Inc.
Bus. Address ..... 626 Forest Ave.
Tel.: LO 4-3361 ..... News Service: UP
President ..... Charles P. Clarke
General Sta. Mgr. ..... John W. Betts
Commercial Mgr. ..... Herbert Williams

WMIK—Middlesboro—1948 KBS

Frequency: 560 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... Cumberland Gap Bcstg.
Address ..... Box 698
Tel.: 980 ..... News Service: UP
Representative ..... McGillvra
Membership ..... RAB
President ..... Dr. U. G. Brummett
Gen. Mgr. ..... Maurice K. Henry
Program Director ..... Bill Baker
Chief Engineer ..... K. Bronell Reedy

WFLW—Monticello—1955 KBS

Frequency: 1570 Kc. ..... Power: 250 Watts d.
Owned-Operated By .... Wolf Creek Bcstg. Co.
Address ..... Box 36
Tel.: 192 ..... News Service: UP
Transcription ..... SESAC
Station Manager ..... Fred A. Staples

WMOR—Morehead—1955 KBS

Frequency: 1330 Kc. ..... Power: 1000 Watts, d.
Owned & Operated By ... Morehead Bcstg. Co.
Tel.: 880 ..... News Service: UP
Transcription Service ..... Thesaurus
President ..... J. Earl McBrayer
General Manager ..... W. M. Whitaker
Chief Eng. ..... Earl S. Young

WLOC—Munfordville—1948

Frequency: 1150 Kc. ..... Power: 1 Kw., d.
Owned ..... S. Central Ky. Bcstg. Co.
Address ..... Munfordville
Tel.: JA 4-4111 ..... News Service: UP
Representative ..... Kentucky Radio Sales
Trans. ..... World
Gen. Mgr. ..... J. W. Pickett

WNBS—Murray—1948

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Murray Bcstg. Co.
Address ..... P. O. Box 548
Tel.: 1340 ..... News Service: AP
Transcription Service ..... Thesaurus
Manager ..... Edward Griffin

WNKY—Neon—KBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned ..... Letcher Bcstg. Corp.
Address ..... Box 566
News Service ..... UP
Representative ..... Kentucky Radio Sales
Gen. Mgr. ..... James A. Fleming

WNOP—Newport—1948

Frequency: 740 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Tri-City Bcstg. Co.
Business-Studio Address .... 606 Monmouth St.
Tel.: JU 1-7100 ..... News Service: UP
President ..... James G. Lang
General Manager ..... Ann Rolles Lang
Sta. Mgr., Prog. Dir. ..... R. D. Nunn
Comm. Mgr., Pub. Dir. ..... R. L. Pike
Chief Engineer ..... Jack L. Tichenor

WOMI—Owensboro—1938
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Owensboro Bcstg. Co., Inc.
Address.....Box 536
Tel.: MU 3-1558.....News Service: AP
Newspaper Affiliations...Messenger, Inquirer
Representative.....Burn-Smith
President.....Lawrence W. Hager
General Manager.....Hugh O. Potter
Sales Prom. Mgr.....Jim Wilkinson
Program Director.....Cliffordean Potter
Chief Engineer.....Harold I. Peters

WVJS—Owensboro—1947
ABN

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By..Owensboro On The Air, Inc.
Business-Studio Address.....324 Allen St.
Tel.: MU 3-3521.....News Service: UP
Representative.....William G. Rambeau
Membership .....NAB
President.....V. J. Steele
Gen., Sta. Mgr.....Malcolm Greep
Commercial Manager.....John T. Rutledge
Program Director.....Earl Fisher
Chief Engineer.....Earl Jagoe

WKYB—Paducah—1946
MBS

Freq.: 570 Kc...Power: 1 Kw. d., 500 Wts., n.
Owned-Oper. By.....Barrington Co. of Ky.
Address.....526 Jefferson St.
Tel.: 2-1678.....News Service: AP
Transcription Service .....World
Representative .....Pearson
Membership .....NAB
Pres. .....Bruce Barrington
Gen. Mgr.....Ed Brewer
Ch. Eng.....Tom Summers
Prog. Dir.....Mal Topping

WPAD—Paducah—1930
CBS-KBS

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Oper. By ..Paducah Bdcstg. Co., Inc.
Address .....Box 450
Tel.: 2-8231.....News Service: UP
Trans. Serv.....Thesaurus
Representative .....Stars National
Membership .....NAB, RAB
President, Gen. Mgr.....Pierce E. Lackey
Station Manager.....W. Prewitt Lackey
Comm. Manager.....Linn Wolff
Prog., Prom. Mgr.....Benny Smith
Chief Engineer.....U. C. Morris

WSIP—Paintsville—1949
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Big Sandy Bcstg. Co.
Address .....121 Main St.
Tel.: 1196.....News Service: AP
Station Rep.....Hil Best, Ky. Radio Sales
General Manager.....Ted Arnold Silvert
Program Dir.....Bill Barker
Chief Engineer.....Eugene Baldridge

WKLX—Paris—1955—KBS

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned & Operated By.....Paris Bcstg. Co.
Address.....630 Main St.
Tel.: 1440.....News Service: UP
Representative .....Continental
President.....D. C. Stephens
General Manager.....Mrs. D. C. Stephens
Station Manager.....Walter E. May

WLSI—Pikeville—1949

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cumberland Pub. Co.
Address .....Pikeville
Tel.: 456.....News Service: UP
Newspaper Affiliation.....Pike County News
Transcription Service .....Thesaurus
Representative.....Ky. Radio Sales
President.....Mrs. W. J. Ward, Jr.
General Manager.....Roy E. Alexander
Prog., Pub. Dir.....John C. Adkins

WPKE—Pikeville—1949
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....E. Ky. Bdcstg. Corp.
Address .....Pikeville, Ky.
Tel.: 1280.....News Service: AP
Station Rep. .....Continental
Pres., Gen. Mgr.....Jack L. Hatcher
Commercial Manager.....H. G. Sturgill
Chief Engineer.....James K. Hoskins

WMLF—Pineville—1957

Frequency: 1230.....Power: 250 Watts
Owned.....States Bcstg. System
Address .....Radio Park
Tel.: ED 7-2100.....News Service: AP
V.P., Gen. Mgr.....South C. Bevins
Comm. Mgr.....Cal Smith

WDOC—Prestonburg—1952
KBS

Frequency: 960 Kc.....Power: 1 Kw., d.
Owned .....WDOC Radio
Address.....No. Lake Drive
Tel.: 2338.....News Service: UP
Transcription Service .....MacGregor
Gen. Mgr.....Rex Osborne
Comm. Mgr.....Paul Fairchild

WPKY—Princeton—1950
KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Princeton Bcstg. Co.
Address.....Dawson Rd. (Box 478)
Tel.: 2072.....News Service: AP
Gen. Mgr.....Leslie Goodaker

Comm. Mgr.....Ellis Burnam
Sales Prom. Mgr.....Twyman Boren
Publicity Dir.....Wilburn Wilson
Chief Engineer.....Marvin Mahoney

WRVK—Renfro Valley—1956

Frequency: 1460 Kc.....Power: 500 Watts, d.
Owned.....Renfro Valley Bcstrs., Inc.
News Service .....UP
Representative.....Kentucky Radio Sales
Trans. .....World
V.P., Gen. Mgr.....Tom Hargis
Comm. Mgr.....Benton Stokes

WEKY—Richmond—1953
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned .....WEKY, Inc.
Address .....McKee Bldg.
Tel.: 1340.....News Service: UP
Transcription Service .....Thesaurus
Pres., Gen. Mgr.....O. C. Halyard, Jr.
Comm. Mgr.....Fred Welch
Program Director.....John Sullivan

WRUS—Russellville—1953
KBS

Frequency: 610 Kc.....Power: 500 Watts d.
Owned-Oper. By.....So. Kentucky Bcsters.
Address.....P. O. Box 110
Tel.: PA 6-2471.....News Service: UP
Station Representative.....Hil F. Best
President.....Roth E. Hook
General Manager.....Woodrow P. Sosh
Sta. Mgr., Eng.....Ecrl Johnson
Sales Mgr., Prog. Dir.....J. H. Johnson

WSFC—Somerset—1947
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Southeastern Bcstg. Co.
Address .....Hwy. 1247
Tel.: 1240.....News Service: UP
Representative.....Ky. Radio Sales
Pres., Gen. Mgr.....Mike Layman
Commercial Manager .....Donald Orwin
Program Director.....John A. Hartnett
Technical Dir.....Ralph F. Denton

WMTC—Vancleve—1948

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Kentucky Mt. Holiness Assn.
Bus.-Studio Address .....Vancleve
News Service .....AP
Representative ..... Continental
President.....Dr. Lela G. McConnell
General Manager.....Wilfred Fisher
Program Dir.....Violet Person
Chief Engineer.....Kenneth Amspaugh

WTCW—Whitesburg—1953

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Folkways Bcstg. Co., Inc.
Address .....Box 660
Tel.: 2711.....News Service: AP
Membership .....NAB
Trans. Service .....SESAC
President .....Ernest Tubb
Gen. Mgr.....Donald W. Crosthwaite
Comm. Mgr.....Wallace R. Day

WWKY—Winchester—1954

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owner.....Winchester Bcstg. Co., Inc.
Address .....Box 535
Tel.: 1380.....News Service: AP
Representative .....Indie Sales
President.....N. B. Ratliff
General Manager.....Charles Drew
Commercial Manager.....Ernie Coyle
Chief Engineer.....Tommy Bratton

Louisiana

Pop. March 1 (Est.)—3,112,000; Families—859,?00; Lic. Stations—78, Sta. Cp's—0; Radio Homes—814,000; TV Homes—582,000

KROF—Abbeville—1948

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Abbeville Bcstg. Serv. Inc.
Business Address.....P.O. Drawer 620
Tel.: TW 3-2531.....News Service: AP
Transcription Service .....World
Membership .....NAB
President.....H. Frenzel Pere
General Manager.....George P. Martin

KALB—Alexandria—1935
ABN

Frequency: 580 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By .Alexandria Bdcstg. Co., Inc.
Address.....601 Wash. St.
Tel.: 3-2543.....News Service: AP
Transcription Service .....World
Representative .....Weed & Co.
Membership .....NAB, RAB
President.....T. B. Lanford
Gen. Manager.....Walter D. Melson
Station Manager.....Alex Marchand
Commercial Manager.....Barbara LeBlanc
Sales Promotion Manager.....Joyce Hodges
Program Director.....Jim Gaines
Chief Engineer.....Roger Cockfild

KDBS—Alexandria—1953
KBS

Frequency: 1410 Kc.....Power: 1 Kw.
Owned .....Dixie Bcstg. Ser.
Address .....Box 306
Tel.: 3-7454.....News Service: UP
General Mgr.....Irving Ward-Steinman

Local Commercial Mgr.....D. Ed Pebbles
Station Director.....W. G. Lynch
Chief Engineer.....Henry J. Lazarone

KSYL—Alexandria—1947
NBC

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.....KSYL, Inc.
Address.....Box 1489
Tel.: 6611.....News Service: AP
Rep.....Exerett-McKinney, Clarke Brown
Membership.....NAB
Pres., Comm. Mgr.....Milton Fox
Gen., Sta., Sls., Mgr., Pub. Dir...Virgil G. Evans
Program Director.....Sylvan Fox
Chief Engineer.....Jim Perkins

WABL—Amite—1955

Frequency: 1570 Kc.....Power: 500 Watts, d.
Owned-Oper. By.....Amite Broadcasting Co.
Address.....118 N.E.R.R. Ave.
Tel.: 8385.....News Service: UP
Station Mgr.....A. M. Smith
Commercial Mgr.....Hugh Wall

KGAN—Bastrop—1957

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Bastrop Bcstg. Co.
Address.....Box 1340
Tel.: 1340.....News Service: AP
Gen. Mgr.....Bill Davis
Sta., Comm. Mgr.....Harry Howard

KTRY—Bastrop—1948—KBS

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Morehouse Bcstg. Co.
Address.....Enterprise Bldg.
Tel.: 1400.....News Service: UP
Transcription.....World
Membership.....NAB
Manager.....George I. Johnson
Program Director.....Carl Livingston

WAIL—Baton Rouge—1946
MBS

Frequency: 1460 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By.....Merchants Bcstrs.
Address.....310 College Dr.
Tel.: DI 4-5275.....News Service: AP
Membership.....NAB, RAB
Chairman of the Board....Dwight M. Martin
President.....Tom E. Gibbens
Vice-Presidents..Edgar B. Stern, Jr., Robert D. Swezey, A. Louis Read
Secretary.....Louis A. Prejean
Treasurer.....Francis H. Lee
Station Mgr.....Owen Elliott

WIBR—Baton Rouge—1948

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Community Bcstg. Co.
Address.....P. O. Box 1226
Tel.: DI 8-6716.....News Service: AP
Membership.....NAB
Representative.....Walker
Trans.....Lang-Worth
President.....G. T. Owen
V.P., Gen. Mgr.....Robert Earle
Prog. Dir.....Bernard Zuccaro
Comm. Mgr.....Olas Olsen
Sta. Mgr., Pub. Dir.....Scott W. Erwin
Chief Eng.....E. E. Case

WJBO—Baton Rouge—1934
NBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By..Baton Rouge Bcstg. Co., Inc.
Business-Studio Address.....444 Florida St.
Tel.: DI 2-5271.....News Service: AP, INS
News. Affil.....State Times, Morning Advocate
Membership.....NAB
President.....Douglas L. Manship
Gen. Mgr.....Howard L. Brooks
Comm. Mgr.....John D. Wooldridge
Chief Engineer.....Theodore Hubert

WLCS—Baton Rouge—1946

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Air Waves, Inc.
Business Address.....204 Baton Rouge
Tel.: 2-4411.....News Service: AP
Transcription Service.....World
Representative.....Wm. G. Rambeau
Membership.....NAB, RAB
President.....Norman Saurage, Jr.
Gen. Manager.....Lamar Simmons
Comm. Mgr.....T. A. LeBlanc
Prog. Dir.....Gene Nelson
Chief Eng.....Edward Van Valkenburg

WXOK—Baton Rouge—1953

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WXOK, Inc.
Address.....243 Convention St.
Tel.: DI 4-7604.....News Service: UP
Rep.....Clayton Cosse, Melville, Stars Nat.
President.....Jules Paglin
General Manager.....S. Ray, Jr.
Station Manager.....Thomas L. McGuire
Prog. Dir.....Lucille Pollack
Chief Engineer.....Thomas W. Wood

WHXY—Bogalusa—1954

Frequency: 920 Kc.....Power: 1 Kw. d.
Owned.....Bogalusa Bcstg. Co.
Address.....P. O. Box 689
Tel.: RE 2-4254.....News Service: AP
Station Rep.....Clark
Station Mgr.....Jim Howell
Program Director.....Dolores Williams

WIKC—Bogalusa—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Curt Siegelin, Admin.
Business Address.....P. O. Box 811
Tel.: RE 5-1355.....News Service: AP
Pres., Gen. Mgr.....Curt Siegelin
Comm. Mgr.....J. H. Knight
Program Director.....Ed Bishop
Chief Engineer.....Charlie Pearson

KBCL—Bossier City—1957

Frequency: 1220 Kc.....Power: 250 Watts, d.
Owned.....Bossier Bcstg. Service
Address.....301 Ogilvie St.
Tel.: 3-1606.....News Service: AP
President.....T. A. DeClouet
Vice-Pres.....H. A. Bridge, Jr.

WARB—Covington—1953
KBS

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By.....A. R. Blossman, Inc.
Address.....Box 568
Tel.: 1600.....News Service: UP
President.....David C. Blossman
General Mgr.....Mark Rey
Manager.....Rick Webb

KSIG—Crowley—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KSIG Bcstg Co., Inc.
Bus.-Studio Address....320 N. Parkerson Ave.
Tel.: 1450.....News Service: AP
Representative.....T. F. Clark
Membership.....NAB, RAB
President.....Hirsch J. School
General Manager.....Louis M. Basso
Commercial Manager.....Ninfa G. Guidry
Chief Engineer.....W. H. Bland

KDLA—DeRidder—1950—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sabine Broadcasting Co.
Address.....P. O. Box 46
Tel.: 7600.....News Service: UP
Transcription.....McGregor
Membership.....NAB
Co-Owners.....C. Reddoch, J. McCrary
General Manager.....Ralph L. Hooks
Comm., Sales Prom. Mgr...Wayne L. Sanders
Prog. Dir., Ch. Eng.....Ted Thompson

KEUN—Eunice—1952
MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tri-Parish Bcstg. Co.
Address.....Box 511
Tel.: GL 7-3041.....News Service: AP
Transcription Service.....World
Membership.....NAB
President.....Vincent Riehl
General Manager.....John A. Chauvin

KFNY—Ferriday—1956

Frequency: 1600 Kc.....Power: 1 Kw., d.
Owned.....Miss-Lou Bcstg. Co.
Address.....120 Louisiana Ave.
Tel.: 7200.....News Service: UP
Owner, President.....Mrs. Marie K. Zuccaro
Gen. Mgr.....Ervin Parks, Jr.

KLFT—Golden Meadow—1955
KBS

Frequency: 1600 Kc.....Power: 1000 W. d.
Owned-Operated By.....Leo J. Theriot
Address.....Theriot Bldg., Box 368
Tel.: 5-5165.....News Service: UP
Transcription Service.....Standard
Membership.....NAB, RAB
Representative.....Best
Sales Prom. Manager.....Cal Stethmayr
Sta. Mgr., Chief Eng.....H. Earl Herron
Commercial Manager.....Dudley Bernard

WFPR—Hammond—1947
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Airweb, Inc.
Business-Studio Address.....Box 432
Tel.: 960-3589.....News Service: UP
Transcription Service.....SESAC, World
Membership.....NAB
President.....Jesse L. Webb, Sr.
Prog. Dir.....William Day

KVHL—Homer—1955—KBS

Frequency: 1320 Kc.....Power: 1 Kw., d.
Owned.....Claiborne Bcstg. Corp.
Address.....Box 97
Tel.: 3804.....News Service: AP
Pres., Mgr.....Frank T. Harkness, Jr.
Prom. Mgr.....Jim Blanchard

KCIL—Houma—1946
NBC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....KCIL, Inc.
Address.....Radio Center
Tel.: 6828.....News Service: AP
Transcription Service.....World
Station Rep.....Indie Sales
Membership.....NAB
President.....Denver T. Brannen
Commercial Manager.....Harry Hunter
Sales Prom. Mgr., Prog. Dir..Virginia W. Ryder
Chief Engineer.....James Gamble

KJEF—Jennings—1950
MBS-KBS

Freq.: 1290 Kc..Power: 1 Kw. d., 500 Watts, n.
Owned-Oper. By.....Jennings Bcstg. Co., Inc.
Address.....1521 Lake Arthur Ave.
Tel.: 1155.....News Service: UP
Membership.....NAB
Pres., Gen. Mgr., C. Eng.....Clovis L. Bailey
Prog. Dir.....Noel Wooley
Comm. Mgr.....Gerald Dugas

KLEC—Jonesville—1956—KBS

Frequency: 1480 Kc.....Power: 500 Watts, d.
Owned.....Old South Bcstg. Co.
Address.....Jonesville
Telephone.....2481
President.....Mrs. Laurie G. Ratcliffe
Gen. Mgr.....Paul Schilling

KPEL—Lafayette—1957

Freq.: 1420 Kc.....Power: 1 Kw. d., 500 Wts. n.

Owned-Oper. By.....Pelican Bcstg. Co.
Address .....Box 853
Tel.: CE 4-7418.....News Service: UP
Rep.....William G. Rambeau, Clarke Brown
Membership .....RAB
President.....John Paul Goodwin
General Maanger.....William A. Patton
Comm. Manager.....James M. Drake

KVOL—Lafayette—1935—NBC

Frequency: 1330 Kc. .....Power: 1000 Watts
Owned-Oper. By..Evangeline Bcstg. Co., Inc.
Address.....510 S. Buchanan
Tel.: CE 4-5151.....News Service: AP
Newspaper Affiliation.....Daily Advertiser
Representative .....Meeker
Membership .....NAB
General Manager.....George H. Thomas
Comm. Mgr.....Thomas G. Pears
Station Mgr.....E. H. Hughes
Prog. Dir.....J. Richard Aker
Chief Engineer.....A. Martin

KAOK—Lake Charles—1947 MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KAOK, Inc.
Address.....P. O. Box 1399
Tel.: 6-7541.....News Service: UP
Fepresentative .....Stars National
President.....Jules J. Paglin
Sta. Mgrs.....T. Gresham, R. Rhodes
Managing Director.....Stanley W. Ray, Jr.

KLOU—Lake Charles—1947

Frequency: 1580 Kc.....Power: 1000 Watts
Owned-Oper. By.....Gulf Bcstg. Co., Inc.
Bus.-Studio Address.....Box 975
Tel.: HE 6-7277.....News Service: AP
Representative ..... Walker
Membership .....NAB
President.....G. T. Owen
Vice-Pres.....Bob Earle
General Mgr.....R. S. Davison
Chief Engineer.....G. M. Meisner

KPLC—Lake Charles—1935 NBC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....Calcasieu Bcstg. Co.
Address.....P. O. Box 1521
Tel.: HE 9-2713.....News Service: AP
Transcription Service .....World
Representative .....Weed
Membership .....NAB
President.....T. B. Lanford
Gen., Sta. Mgr.....P. E. Mills, Jr.
Commercial Mgr.....R. M. White
Sales Prom. Mgr.....Shirley Kelley
Prog. Director.....Eleanor Shirley
C. Eng.....Edgar Barton

KLPL—Lake Providence—1957 KBS

Frequency: 1050 Kc.....Power: 250 Watts, d.
Owned.....Radio Services Co. of Greenville, Miss. & Lake Providence, La.
Address .....Box 342
Tel.: 834.....News Service: UP
Representative.....Bogner & Martin
Membership .....NAB
Presidents.....E. McMurray & F. Baldiwin
Sta., Comm. Mgr.....Gene Underwood

KLLA—Leesville—1956 KBS

Frequency: 1570 Kc.....Power: 250 Watts
Owned.....Leesville Broadcasting Co.
Address .....P. O. Box 1323
News Service .....UP
Gen. Mgr.....Irving Ward-Steinman
Local Comm. Mgr.....Ed Marshall
Prog. Dir.....Bob Hamm
Chief Engineer.....Byron Stokes

KDBC—Mansfield—1954 KBS

Frequency: 1360 Kc.....Power: 1 Kw. d.
Owned.....DeSoto Bcstg. Corp.
Address .....P. O. Box 740
News Service .....UP
Trans. Ser. .....Standard
Representative.....Hil F. Best
Gen., Comm. Mgr.....Arthur L. Greene

KAPB—Marksville—1954 MBS-KBS

Frequency: 1370 Kc.....Power: 1000 Watts, d.
Owner.....Avoyelles Bcstg. Corp.
Address .....110 W. Mark St.
Tel.: 7206.....News Service: AP
Representative .....Hil F. Best
Membership .....NAB
President .....W. L. Billups
V.P.....C. A. Coco
Gen. Mgr.....Willie J. Bordelon
Chief Engineer.....Charlie Woodside

KAPK—Minden—1952

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Parish Bcstg. Co.
Address .....Box 588
Tel.: FR 7-1513.....News Service: UP
Pres., Gen. Mgr.....Martin Kirsch, Jr.
Asst. Mgr.....Howard McKenney
Chief Engineer.....Billy Hyatt

KLIC—Monroe—1950—MBS KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Dr. Frank Cerniglia
Address.....626 Bernhardt Bldg.
Tel.: 3-4617.....News Service: UP
Station Rep. .....Dora-Clayton
General Mgr.....Dr. Frank Cerniglia

KMLB—Monroe—1930—ABN

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.

Owned-Oper. By....Liner's Bcstg. Station, Inc.
Business Address.....DeSiard St.
Tel.: 7161.....News Service: UP
Representative .....Pearson
President.....Mrs. Robert Gaston, Jr.
V.P., Gen. Mgr.....Charles Price
Sec'y.-Treas.....J. C. Liner III
Program Dir.....James Plaisance

KNOE—Monroe—1944

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....James A. Noe
Business-Studio Address.....Box 1472
Tel.: FA 2-8155.....News Service: AP
Representative .....H-R Reps
Membership .....NAB, RAB
President .....James A. Noe
V.P., General Manager.....Paul H. Goldman
V.P. & Dir of Eng.....Ray Boyd
Sales Prom. Mgr.....Mrs. Dixie Ware

KMRC—Morgan City—1954
KBS

Frequency: 1430 Kc.....Power: 500 Watts
Owned.....Tri-City Bcstg. Inc.
Address .....P. O. Box 889
Tel.: 9036.....News Service: UP
Transcription .....Thesaurus
Membership .....NAB
President.....Warren J. Fortier
General Mgr.....Earl Wooton
Treasurer.....Mortimer Silverman, Jr.
Secretary .....Louise Bensabet

KNOC—Natchitoches—1947
KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Natchitoches Bcstg. Co.
Business-Studio Address.....5th & Sirod
Tel.: 2353.....News Service: AP
Transcription ..... World
Membership .....NAB
Pres., Gen. Mgr., Chief Eng...B. H. Bailey, Jr.
Sta., Sales Prom. Mgr.....N. A. Fletcher
Commercial Manager.....Dwayne Murphy

KANE—New Iberia—1946
ABN-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....New Iberia Bcstg. Co.
Address .....Box 383
Tel.: EM 9-6726.....News Service: AP
Transcription Service .....World
General Mgr.....George H. Thomas
Sta. Mgr.....Donald Bonin
Commercial Manager.....Sherry A. Lopez
Program Dir.....June Stein
Chief Engineer.....Merle Case

KVIM—New Iberia—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Queen City Bcstg. Co.
Address.....P. O. Box 50
Telephone 2-5826
General Manager.....John H. Coco

WBOK—New Orleans—1951

Frequency: 800 Kc.....Power: 1000 W., d.
Owned-Oper. By.....WBOK, Inc.
Address .....505 Baronne St.
Tel.: TU 5363.....News Service: UP
Representative .....Stars National
President.....Jules J. Paglin
Exec. V.P., Gen. Mgr.....Stanley W. Ray, Jr.
Station Mgr.....Ed Prendergast
Commercial Manager.....Fred Schwarz
Sales Prom. Mgr., Prog. Dir.....Marion Owen
Publicity Director.....Norman Duffour
Chief Engineer.....Joan Rhodes

WDSU—New Orleans—1923
NBC

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....WDSU Bcstg. Corp.
Business-Studio Address.....520 Royal St.
Tel.: TU 4371....News Services: AP, UP, INS
Representative .....John Blair
Membership .....NAB, RAB
President.....Edgar B. Stern, Jr.
Exec. V.P. & Gen. Mgr.....Robert Swezey
Comm. Mgr.....Harold Wheelahan
Sta. Maanger.....John F. Screen
Program Dir.....Jim Dunbar
Ch. Eng.....Lindsey Riddle

WJBW—New Orleans—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Louise C. Carlson
Business-Studio Address.....Cigali Bldg.
Tel.: .....MA 3488
Representative.....Robert S. Keller
Gen. Mgr.....Louise C. Carlson
Commercial Manager.....Ed Carlson
Program Director.....Jerry Clark
Chief Engineer.....John Rhode

WJMR—New Orleans—1946

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By...Supreme Bcstg Co., Inc.
Address .....Jung Hotel
Telephone .....EX 3131
Membership .....NAB
Representative .....Forjoe
President .....Chester Owens
Exec. V.P.....George A. Mayoral
Gen. Mgr.....Mort Silverman

WYLD—New Orleans—1949

Frequency: 600 Kc.....Power: 100 Watts, d.
Owned-Oper. By..Rounsaville of New Orleans
Address.....2906 Tulane Ave.
Telephone .....GA 4112
Transcription Service .....Lang-Worth
Representative .....Gill-Perna
Membership .....NAB
Gen. Mgr.....Joe Starr
Sales Prom., Pub. Dir.....David Shaffer
Prog. Dir.....Larry McKinley
Chief Engineer.....Samuel Perkins

WNOE—New Orleans—1925

Frequency: 1060 Kc...Power: 50,000 d.; 5000 n.
Owned-Operated By.....James A. Noe
Business-Studio Address.....St. Charles Hotel
Tel.: EX 2173.....News Services: AP, INS
Representative .....H-R
Membership .....NAB, RAB
President.....James A. Noe
Gen. Mgr.....Bill C. Baldwin
Comm. Mgr.....Cleve J. Brien
Program Director.....Larry Fischer
Chief Engineer.....A. J. Bourgeois

WSMB—New Orleans—1925 ABN

Frequency: 1350 Kc.....Power: 5 Kw.
Owned .....WSMB, Inc.
Address.....Maison Blanche Bldg.
Tel.: MA 5921.....News Service: AP
Transcription Service .....World
Representative .....Hollingbery
Membership .....NAB
President.....John M. Shaheen
General, Sta. Mgr.....M. "Frank" Warren
Commercial Mgr.....D. V. Donegan
Program Director.....Marshall Pearce
Sales Prom. Mgr., Pub. Dir.....Dixie Pearce
Chief Engineer.....Harold Nebe

WTIX—New Orleans—1951

Frequency: 690 Kc.....Power: 5,000 Watts
Owned-Oper. By.....The Storz Stations
Address.....624 Canal St.
Tel.: MA 3562.....News Service: UP
Membership .....NAB
Station Representative .....Young
President .....Todd Storz
V.P., General Mgr.....Fred Berthelson
Program Director.....John Barrett

WTPS—New Orleans—1947

Frequency: 940 Kc.....Power: 1000 d.; 500 n.
Owned-Oper. By.....The Times Picayune
Business Address.....615 Howard Ave.
Transcription Service .....Associated
News Service .....AP
Membership .....NARTB
Representative .....Branham
General Mgr.....H. F. Wehrmann
Prog. Dir.....Carl J. Junker

WWEZ—New Orleans—1947

Frequency: 690 Kc.....Power: 5000 Watts
Owned-Operated By.....WWEZ Radio Inc.
Bus.-Studio Address.....614 N. Rampart St.
Tel.: CA 3521.....News Service: UP
Representative .....Grant Webb
President.....A. L. Chilton
General Manager.....Joe A. Oswald
Prog. Dir.....Ken Elliott
Ch. Eng.....Harrison C. Mondy

WWL—New Orleans—1922 CBS

Frequency: 870 Kc.....Power: 50,000 Watts
Owned-Operated By.....Loyola U. of South
Tel.: RA 2194.....News Services: UP, AP
News Service.....UP, AP
Transcription Service.....Standard, Thesaurus
Representative .....Katz
Membership .....NAB
General Manager.....W. H. Summerville
Manager.....John L. Vath

KREH—Oakdale—1953—KBS

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Louisiana Bcstg. Service
Address.....Ville Platt Hiway
News Service .....UP
Membership .....NAB
Manager.....R. M. Jernigan

KSLO—Opelousas—1947 ABN-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KSLO Bcstg. Co.
Address .....KSLO Building
Tel.: 2633.....News Service: UP
Representative.....Sears & Ayer
Membership .....NAB
General Mgr.....W. Eugene Jones
Comm. Mgr.....A. B. Read, Jr.
Prog. Dir.....W. Allegood
Chief Engineer.....Richard M. Cole

KCLP—Rayville—1957—KBS

Frequency: 990 Kc.....Power: 250 Watts, d.

"WTIX is getting firster!"



"Right! More than twice the audience of the next two stations combined."

New word from New Orleans: WTIX now enjoys 32.6% of the daytime radio audience. (7 a.m.—6 p.m., Mon.-Fri., December - January Hooper.)

And then, there's Pulse: WTIX is first in 433 quarter - hours, tied for first in 22, second in only 48 and third in only 1 . . . of a total of 504 quarter hours.

So whether you go by Hooper or Pulse . . . you've got yourself the dominant New Orleans station . . . when you buy WTIX.

Chat with Adam Young . . . or WTIX General Manager Fred Berthelson.

WTIX – New Orleans, La.

Now 5,000 watts!—on 690 Kc.

"A STORZ STATION"

Owned.....Richland Bcstg. Co.
Address.....Box 535
Tel.: 4855.....News Services: AP
Membership.....NAB
Gen. Mgr.....David E. Chapman
Prog. Dir.....Marshall D. Peel, Jr.

KRUS—Ruston—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Ruston Bcstg. Co.
Address.....102 Park Ave. (Box 533)
Tel.: AL 5-2530.....News Service: UP
Newspaper Affil.....Leader
Membership.....NAB
President.....C. E. Faulk, Jr.
Gen. Manager.....William Carter
Chief Eng.....A. T. Moore

KCIJ—Shreveport—1950

Frequency: 980 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Edward McLemore
Address.....205 Milam St.
Representative.....Gill-Perna, Clarke Brown
Tel.: 4-6681.....News Services: UP, INS
General Mgr.....Vernon Hyles
Station Mgr.....Bob Shipley

KEEL—Shreveport—1922 NBC

Frequency: 710 Kc..Power 10 Kw. d.; 5 Kw. n.
Owned-Oper. By.....Foster & Associates
Address.....1500 N. Market
Tel.: 5-8692.....News Service: UP
Representative.....Blair
Membership.....NAB, RAB
Pres.....Gordon B. McLendon
Gen. Mgr.....R. H. Wilcox
Comm. Promotion Manager.....Marie Gifford
Prog. Dir.....Phil Page
Chief Engineer.....Rudy Johnson

KENT—Shreveport—1947 MBS

Frequency: 1550 Kc..Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Frank H. Ford
Business-Studio Address.....311 Milam Bldg.
Tel.: 3-3681.....News Service: AP
Transcription Service.....Standard
Representative.....Walker
Membership.....NAB
Owner Manager.....Frank H. Ford
General Manager.....Frank H. Ford, Jr.
Prom., Pub. Dir.....Bill Monroe
Commercial Manager.....William F. Ford
Chief Engineer.....L. J. Carlson

KJOE—Shreveport—1954

Frequency: 1480 Kc.....Power: 1 Kw. d.
Owned.....Audiocasting, Inc.
Adrress.....529½ Crockett St.
Tel.: 2-0732.....News Service: AP
Transcription.....Lang-Worth
Station Representative...Forjoe, Clarke Brown
Membership.....NAB, RAB
Pres., Gen. Mgr.....Joe Monroe
Sales Prom. Mgr.....Winnie Spruell
Comm. Mgr.....Pat Stove
Program Dir.....Vern Stierman
Ch. Eng.....N. L. Keys

KLUE—Shreveport—1957

Frequency: 1300 Kc.....Power: 1 Kw., d.
Owned.....Twin City Bcstg. Co.
Address.....850 Havens Rd.
Tel.: 2-4617.....News Service: UP
Representative.....Breen & Ward
Trans.....Thesaurus
Pres., Gen. Mgr.....Charles E. Ray
Comm. Mgr.....Dollye Lloyd

KOKA—Shreveport—1957

Frequency: 1050 Kc.....Power: 250 Watts
Owned.....Ebony Radio of La., Inc.
Address.....Box 3605
Tel.: 2-3122.....News Service: UP
Sta. Rep.....Pearson
President.....John McLendon
Gen., Sta., Comm. Mgr.....William Anderson

KRMD—Shreveport—1928 ABN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station KRMD
Bus.-Studio Address.....Box 1712
Telephone.....3-6171
Representative.....Weed
Membership.....NAB
Station Dir.....W. L. Switzer
Commercial Mgr.....Fred Hosli

KWKH—Shreveport—1925 CBS

Frequency: 1130 Kc.....Power: 50,000 Watts
Owned-Operated By..International Bcstg. Corp.
Bus.-Studio Address.....Commercial Building
Tel.: 2-8711.....News Service: AP, UP
Newspaper Affiliation.....Shreveport Times
Transcription Service.....Standard
Representative.....Christal Co.
Membership.....NAB, RAB
President.....William H. Bronson
Exec. V.P., Gen. Mgr.....Henry B. Clay
Comm., Asst. Mgr.....Fred Watkins, Jr.
Prom. Mgr., Pub. Dir.....James T. Briggs
Prog. Director.....Frank Page
Tech. Dir.....W. E. Antony
Chief Engineer.....O. S. Droke

KBSF—Springhill—1954 KBS

Frequency: 1460 Kc.....Power: 1000 Watts
Owned.....Springhill Broadcasting Co.
Address.....Box 597
Tel.: LE 9-4616.....News Service: UP
Transcription.....Thesaurus
Representative.....Hil F. Best
President.....Roy M. Fish
Gen., Sta. Mgr.....John K. Hill
Comm. Mgr.....Arthur Dickerson
Prog. Dir.....Howard Clark
Chief Engineer.....Robert Wainwright

KIKS—Sulphur-Lake Charles
1955—KBS

Frequency: 1310 Kc.....Power: 500 W. d.
Owned-Operated By.....Lake Bcstg. Co.
Address .....Box 895
Tel.: JA 7-5266.....News Service: UP
Representative .....Clarke Brown
Manager.....Cecil E. Bland, Jr.
Commercial Manager.....Carroll A. Wynn

KTLD—Tallulah—1954
KBS

Frequency: 1360 Kc.....Power: 500 Watts
Owned-Operated By.....Griffith Electric Co.
Address ..... Box 1360
News Service.....UP
Transcription .....Thesaurus
Representative.....Hil Best
Membership .....NAB
President, C. Eng.....Howard E. Griffith
Gen., Sta., Comm. Mgr.....Si Willing
Program Director.....'Nap" Nappier

KTIB—Thibodaux—1953

Frequency: 630 Kc.....Power: 500 W., d.
Owner.....Delta Bcstrs., Inc.
Address.....701 W. 5th St.
Tel.: 9006.....News Service: AP
Membership .....NAB, RAB
President.....F. H. Block
General Mgr.....Ray Saadi

KVPI—Ville Platte—1953
KBS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Ville Platte Bcstg. Co.
Address .....Box 566
Tel.: 5888.....News Service: AP
Membership .....NAB
President.....Lionel B. Deville
General Manager.....Chris Duplechain

KUZN—West Monroe

Frequency: 1310 Kc.....Power: 1 Kw., d.
Owned.....Howard E. Griffith
Address.....218½ Trenton St.
Telephone 2-1491
Membership .....NAB
Representative .....Best
Gen. Sales Prom. Mgr.....Ollie Bales

KEVL—White Castle—1955
KBS

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Big League Bcstg. Co.
Address.....Box 483, Plaquemine, La.
Tel.: 5116(P).....News Service: AP
Membership .....RAB
Representative .....Best
President .....Bill Lee
Gen. Mgr.....Lou Millet

KVCL—Winnfield—1955
KBS

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Southern Bcstg. Co.
Address .....Box 548
Tel.: 5822.....News Service: UP
Representative.....Sears & Ayer
Manager.....William G. Darland, Jr.
Program Dir.....Charles Christie
Chief Eng.....James Mackey

KMAR—Winnesboro—1957
KBS

Frequency: 1570 Kc.....Power: 500 Watts, d.
Owned.....Franklin Bcstg. Co.
Address .....Box 312
News Service .....UP
Gen. Mgr.....Si Willing
Prog. Mgr.....Buddy Martin

Maine

Pop. March 1 (Est.)—920,000; Families—268,000; Lic. Stations—23, Sta. CP's—0; Radio Homes—259,000; TV Homes—207,000

WFAU—Augusta—1946
MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Twin City Bcstg. Co., Inc.
Address .....Box 307
Tel.: MA 3-3878.....News Service: UP
Membership .....NAB
Transcription Service .....Standard
Representative .....O'Connell, Wheeler
President .....Faust Couture
General Manager.....Norman G. Gallant
Comm. Mgr.....Harry Simons
Program Director.....Mona Toothaker
Supervisory Engineer.....Joseph Roy

WRDO—Augusta—1932—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....WRDO, Inc.
Address .....175 Water Street
Tel.: MA 3-4735.....News Service: UP
Representative .....Weed
Membership .....NAB, RAB
Station Manager.....Leslie R. Hubley

WABI—Bangor—1922
ABN-MBS-YANKEE

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By....Community Bcstg. Service
Business-Studio Address.....57 State St.
Tel.: 6446.....News Service: UP
Representative.....Hollingbery, Kettell-Carter
Transcription .....World
Membership .....NAB, RAB
Exec. V.P., Gen. Mgr.....Leon Gorman, Jr.

V.P.-Operations ..... Walter Dickson
Res. Station Mgr. ..... John F. MacRae
Commercial Manager ..... Donald K. Knowles

WGUY—Bangor—1945—CBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned ..... M. L. Stone & D. L. Royte
Address ..... 26 Central St.
Tel.: 7354 ..... News Service: UP
Rep. ..... O'Connell, Wheeler
Membership ..... NAB
General Manager ..... Nicholas A. Bell
Commercial Manager ..... Mel Rubenstein
Program Director ..... Richard Dillinbeck
Publicity Director ..... D. J. Hart
Chief Engineer ..... Willfred Mank

WLBZ—Bangor—1926—NBC

Frequency: 620 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Maine Bcstg. Co.
Business-Studio Address ..... 100 Main St.
Tel.: BA 2-4656 ..... News Service: UP
Representative ..... Weed
Membership ..... NAB, RAB
General Manager ..... Edward Guernsey
Commercial Manager ..... Irving Hunter

WMMS—Bath—1957

Frequency: 730 Kc. ..... Power: 500 W., d.
Owned ..... Winslow T. Porter, Gen. Mgr.
Address ..... 195 Front St.
Tel.: HI 3-5542 ..... News Service: UP
Representative .... O'Connell ;Wheeler; Reilly
Promotion Manager ..... Lewis Colby
Program Director ..... Mark Roman
Chief Engineer ..... Dr. Harry F. Hinkley

WIDE—Biddeford—1948
MBS-YANKEE

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Biddeford Bdcstg. Corp.
Address ..... 234 Main St.
Tel.: 4-4566 ..... News Service: AP
Transcription Service ..... World
Rep. ..... Hollingbery, Kettel-Carter
Membership ..... RAB
Pres., Gen. Mgr. ..... Arthur Deters
Comm. Mgr. ..... Carl Swanson
Prog. Dir. ..... Tom Lummis

WCME—Brunswick—1955

Frequency: 900 Kc. ..... Power: 500 Watts
Owned ..... Westminster Broadcasting Co.
Address ..... River Road
Tel.: PA 5-5507 ..... News Service: AP
Transcription ..... World
Representative ..... Webb, Kirby
Pres., Gen. Mgr. ..... Robert H. Strawbridge
Comm., Sales Prom. Mgr. .. Clifford Kemberling
Program Director ..... Glenn H. Hilmer
Chief Engineer ..... Melville Whitcomb

WFST—Caribou—1957

Frequency: 600 Kc. ..... Power: 5 Kw., d.
Owned ..... Northern Bcstg. Co.
Address ..... Box 65
Tel.: 3731 ..... News Service: UP
Trans. ..... Standard
Representative ..... O'Connell
Membership ..... NAB, RAB
Gen. Mgr. ..... Elby Stevens
Chief Engineer ..... F. S. Tibbetts

WABM—Houlton—1950
YANKEE-NBC-ABN

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Aroostock Bcstg. Corp.
Address ..... 1340 North Rd.
Tel.: 2257 ..... News Service: UP
Transcription Service ..... Thesaurus
Representative ..... Webb
Exec. V.P. ..... Leon P. Gorman, Jr.
Sta. Mgr. ..... Ted Coffin
Sales Mgr. ..... Robert Young

WCOU—Lewiston—1938—MBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Twin City Bcstg. Co., Inc.
Business-Studio Address ..... 223 Lisbon St.
Tel.: 4-6921 ..... News Service: UP
Representative ..... O'Connell, Wheeler
President ..... Faust Couture
General Mgr. ..... John C. Libby
Commercial Manager ..... Oscar J. Normand
Program Dir. ..... Annette Howaniec
Chief Engineer ..... Carl P. Rounds

WLAM—Lewiston—1947
ABN

Frequency: 1470 Kc. ..... Power: 5000 Watts

To Broadcasters

AP

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Added Prestige

The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

WGAN

1938 – 1958

20 Years of Public Service To Maine People

Guy Gannett Broadcasting Services

390 Congress St.
Portland, Me.

WGAN 560 KC

WGAN-TV Channel 13

Owned-Oper. By..Lewiston-Auburn Bcstg. Corp.
Business-Studio Address.....129 Lisbon St.
Tel.: 4-5401.....News Service: AP
Representative .....Weed
Membership .....NAB
Pres., Gen. Mgr.....F. Parker Hoy
Station Manager.....Harold Dutch
Commercial Manager.....Romeo E. Sansoucy
Prog. Dir., Prom. Mgr.....Frank Sweeney

WCSH—Portland—1925
NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By....Maine Radio & TV Co.
Business-Studio Address.....157 High St.
Tel.: SP 2-0181.....News Service: UP
Representative .....Weed
Membership .....NAB, RAB
President.....Adeline B. Rines
General Manager .....William H. Rines
Mgr. Me. Bcstg. Sys.....D. K. Powers
Sta., Comm. Mgr.....Raymond Mercier
Pub. Dir., Prom. Mgr.....L. T. Pitman
Prog. Dir.....Robert L. Arnold
Chief Engineer.....Charles R. Brown

WGAN—Portland—1938—CBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Guy Gannett Bcstg. Services
Business-Studio Address.....390 Congress St.,
Tel.: SP 2-4661.....News Service: AP, UP
Newspaper Affil.....Gannet Publishing
Representative .....Avery-Knodel, Foster
Membership .....NAB
President.....Jean Gannett Williams
Vice-Pres., Gen. Mgr.....Creighton E. Gatchell
Sta. Mgr.....Francis H. Farnum, Jr.
Commercial Mgr.....R. W. Jennings
Sales Prom. Mgr.....G. H. Cummings
Prog. Dir.....C. R. Sanford
Chief Engineer.....Roger W. Hodgkins

WLOB—Portland—1957

Frequency: 1310 Kc.....Power: 1 Ww., d.
Owned.....Casco Bcstrs. Corp.
Address.....Falmouth Hotel, 212 Middle
Tel.: SP 5-2336.....News Service: UP
Representative.....O'Connell, Wheeler, Reilly
President.....Sherwood J. Tarlow
General, Station Manager.....Melvin L. Stone
Commercial Manager.....David L. Royte
Program Director.....Howard Leonard

WPOR—Portland—1946
ABN-YANKEE-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oliver Bcstg. Corp.
Business-Studio Address.....477 Congress St.
Tel.: SP 3-8111.....News Service: UP
Rep. .....Kettel-Carter, Hollingbery
Membership .....NAB
Pres., Secy.-Treas.....John M. Kimball
V.P., Gen. Mgr.....John H. Norton, Jr.
Station Mgr.....Donald E. Knowles
Commercial Manager.....William J. Mullen

Program Dir.....Robert O'Wril
Chief Engineer.....Joseph Williams

WAGM—Presque Isle—1932
YANKEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Aroostook Bcstg. Corp.
Address.....489 Main St.
Tel.: 9-2461.....News Service: AP
Representative.....Hollingbery, Kettel-Carter
Transcription Service .....Thesaurus
President.....Horace A. Hildreth
Station Manager.....Ted Coffin
Commercial Manager.....Robert Young
Program Director.....Richard B. Marshall
Chief Engineer.....John Richards

WRKD—Rockland—1952
ABN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Knox Bcstg. Co.
Address.....493 Main St.
Tel.: RO 1600.....News Service: UP
Transcription Service .....Standard
Membership .....NAB, RAB
Representative .....Kettell-Carter
President.....Carleton D. Brown
Station Manager.....Paul R. Huber
Commercial Manager.....Fred L. Perkins
Chief Engineer.....Miles Lamson

WRUM—Rumford—1953
KBS

Frequency: 790 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Rumford Bcstg. Co.
Address.....89 Congress St.
Tel.: 1057.....News Service: AP
Trans. Service.....World, SESAC
Representative.....O'Connell
Membership .....NAB
President.....Melvin L. Stone
Gen. Sta. Mgr., Prog. Dir.....Ken J. Ellis
Commercial Mgr.....G. B. Cunningham
Chief Engineer.....E. J. Tremblay

WGHM—Skowhegan—1956
KBS

Frequency: 1150 Kc.....Power: 1 Kw. d.
Address.....61 Water St.
Tel.: 7-2727.....News Service: AP
Representative .....O'Connell
President.....Melvin L. Stone
Sta. Mgr.....Robert M. Benson
Sales Mgr.....Harry K. Heustis

WSME—Sanford—1957

Frequency: 1220 Kc.....Power: 1 Kw., d.
Owned.....York Bcstg. Co.
Address .....Box 1220
Tel.: 1574.....News Service: UP
Representative .....O'Connell
President.....Melvin L. Stone
Gen. Mgr.....John A. Carlson

WKTQ—South Paris—1955

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Oxford Bcstg. Co.
Address .....Alpine St.
Tel.: PI 3-2311.....News Service: AP
Transcription .....Thesaurus
Pres., Comm. Mgr.....Gerald T. Higgins
Station Mgr.....Eldon H. Shute, Jr.
Program Dir.....Dick Dean
Chief Eng.....Donald Winslow

WGHM—Waterville—1956

Frequency: 1150 Kc....Power: 1000 Watts d.
Owned.....Pineland Broadcasting Co.
Address.....61 Water St., Skowhegan
Tel.: 7-2727 (Skow.).....News Service: AP
Transcription Service.....World, SESAC
Representative .....O'Connell
President .....Melvin L. Stone
Sta. Mgr.....Robert M. Benson
Comm. Mgr.....Donald L. Brough
Sales Prom. Mgr.....Harry K. Huestis
Program Director.....Ray Maxwell
Publicity Director.....Jack Dalton
Chief Engineer.....Edward J. Tremblay

WTVL—Waterville—1946
ABN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Kennebec Bcstg. Co.
Business-Studio Address.....36 Silver St.
Tel.: TR 3-3311.....News Service: UP
Transcription Service .....Standard
Representative.....Hollingbery, Kettell-Carter
Membership .....NAB, RAB
Pres., Gen.-Station Mgr.....Carleton D. Brown
Comm., Sls., Prom., Mgr.....Harold L. Vique
Program Director.....Fred Preble
Pub. Dir.....Ken Chase
Chief Engineer.....Don Sutherland

Maryland

Pop. March 1 (Est.)—2,923,000; Families—812,000; Lic. Stations—33, Sta. CP's—3; Radio Homes—768,000; TV Homes—688,000

WANN—Annapolis—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By...Annapolis Bcstg. Corp.
Business-Studio Address.....Box 749
Tel.: CO 3-2500.....News Service: UP
Representative .....Dora-Clayton, Walker
Gen., Sta., Comm. Mgr.....Morris H. Blum
Chief Engineer.....M. W. Pittman

WIPA—Annapolis—1946

Frequency: 810 Kc.....Power: 250 Watts d.
Owned-Oper. By.....WSAL Bcstg. Co.
Business Address.....P. O. Box 1551
Tel.: CO 3-9211.....News Service: AP
Pres., Gen. Mgr.....R. J. Kent
Station Manager.....R. J. Bennett
Chief Engineer.....J. D. Leyman

WNAV—Annapolis—1948

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Capitol Bdcstg. Co.
Address .....Admiral's Drive
Tel.: CO 3-2639.....News Service: AP
Transcription Service .....World
Representative .....Headley-Reed
President .....Henry Rau
General Manager.....Maxwell Marvin
Station Manager.....Bill W. Fillingham
Program Director.....Betty Straubel
Chief Engineer.....Lloyd Smith

WBAL—Baltimore—1925
NBC

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned.....Hearst Corp. (Radio & TV. Div.)
Address .....2610 North Charles St.
Tel.: HO 7-3000....News Service: AP, UP, INS
Transcription Service .....Thesaurus
Membership .....NAB
Representative .....Christal
V.P., & Gen. Mgr.....D. L. Provost
Sales Prom. Mgr.....D. K. Redding
Commercial Manager.....Alfred E. Burk
V.P., & Sta. Mgr.....Leslie H. Peard, Jr.
Program Manager.....W. Robert McKinsey
Publicity Director.....Roy Meachum
Chief Engineer.....W. D. Bareham

WBMD—Baltimore—1947

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Key Bcstg. Corp.
Business-Studio Address.....879 Park Ave.
Tel.: MU 5-7095.....News Service:UP
Representative .....Charles Bernard
Membership .....NAB
President.....George E. Hull
Gen., Sta., Comm. Mgr.....H. Shelton Earp, Jr.
Program Dir.....Thomas H. O'Connor
Chief Engineer.....Leo W. Karns

WCAO—Baltimore—1922

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. Py.....Plough Bcstg. Co., Inc.
Business-Studio Address..1102 N. Charles St.
Tel.: MU 5-0600.....News Service: AP
Representative .....Radio-TV Reps.
Comm. Mgr.....Byron Millenson
Program Dir.....Dick Covington

WCBM—Baltimore—1924
CBS

Frequency: 680 Kc...Power: 10,000 d.; 5000 n.
Owned-Oper. By.....Baltimore Bcstg. Corp.
Bus.-Studio Address.....Community House
Tel.: BE 5-8400.....News Service: AP, INS
Representative .....Bolling
Transcription Service .....Standard
Membership .....NAB, NAB
President .....John Elmer
Exec. V.P., Gen. Mgr.....G. H. Roeder
Sales Director.....John K. Healy
Asst. Mgr., Prog. Dir.....Charles A. Roeder
Chief Engineer.....G. Porter Houston

WFBR—Baltimore—1922

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By...The Baltimore Radio Show
Address .....10 E. No. Ave.
Tel.: MU 5-1300.....News Service: AP
Representative .....John Blair & Co.
Membership .....RAB, NAB
President .....Robert S. Maslin
V.P. & Gen. Mgr.....Robert B. Jones, Jr.
Sta., Prom., Pub. Mgr....Mrs. Jean Mowbray
Comm., Ass't. Gen. Mgr.....Dudley Tichenor
Program Director.....Ralph Phillips
Chief Engineer.....William R. Hoos

WITH—Baltimore—1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Maryland Bcstg. Corp.
Business-Studio Address....7 E. Lexington St.
Tel.: LE 9-7808.....News Service: AP
Transcription Service .....Standard
Rep.....Select Sta. Reps., Clarke Brown
Membership .....NAB
Pres., Gen. Mgr.....Thomas G. Tinsley, Jr.
Station Manager.....Robert C. Embry
Program Director.....Ed Bryant
Gen. Sls. Mgr.....G. S. Shaffer
Chief Engineer.....Paul Custer

WSID—Baltimore—1947

Frequency: 1010 Kc.....Power: 1000 Watts, d.
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address....912 N. Charles St.
Tel.: SA 7-8250.....News Services: INS, UP
Representative....UBC, Oakes, Dora-Clayton
President .....Richard Eaton
General Manager.....Marvin Mirvis

WWIN—Baltimore—1951
ABN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Belvedere Bcstg. Co.
Address.....1119 N. Charles St.
Tel.: SA 7-3555.....News Service: UP
Representative .....Meeker
Membership .....NAB, RAB
Pres., Gen. Mgr.....Thomas F. McNulty
V.P. Sls., Prom. Mgr.....A. B. Hartman
Prog. Dir.....Jack Dawson
Ch. Eng., Prog. Dir.....Clifford Inman

WUST—Bethesda—1951
(SEE WASHINGTON, D. C.)

WCEM—Cambridge—1947
KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....The Shore Bcstg Co.
Address.....Queen Anne Ave.
Tel.: 1580 .....News Service: AP
Transcription .....SESAC
Membership .....NAB
Pres., Gen. Mgr.....G. P. Richards
Sta., Commercial Mgr.....Sam Cannon, Jr.
Prog. Dir.....Bette B. Robbins

WCUM—Cumberland—1948 CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....The Tower Realty Co.
Address.....Williams Rd. at E. City Line
Tel.: 5400.....News Service: AP
Representative .....Thomas F. Clark
Membership .....RAB
President.....Karl F. Steinmann
Gen. Mgr.....Eldred Steinmann
Comm. Mgr.....Roy S. Knotts
Prog. Dir.....James Webster

WTBO—Cumberland—1928 NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Cumberland Valley Bcstg. Co.
Address .....Byrd Ave.
Tel.: PA 2-6666.....News Service: AP
Transcription Service .....Thesaurus
Representative .....Branham
Membership .....NAB, RAB
Pres., Gen., Sta. Mgr.....A. William German
Sls. Prom. Mgr., Pub. Dir...Virginia Rosenbaum
V.P., Comm. Mgr.....Floyd V. Conad
Prog. Dir.....Les Ford
Chief Engineer.....R. Wirgman

WAYE—Dundalk—1955—KBS

Frequency: 860 Kc.....Power: 500 W. d.
Owned-Operated By.....Erway Bcstg. Co.
Address.....916 N. Charles, Baltimore
Tel.: PL 2-4008.....News Service: UP
Representative.....Bcst. Time Sales
President, Gen. Mgr.....Guy S. Erway
Commercial Manager....Woodward W. White

WEBB—Dundalk—1955

Frequency: 1360 Kc.....Power: 1000 W. d.
Owned-Operated By.....1360 Bdcstg Co., Inc.
Address.....WEBB Bcst. Cntr., Baltimore
Tel.: WI 7-1245 (Balt.).....News Service: AP
Representative .....Gill-Perna
President .....Leon B. Back
Gen., Comm., Sales Prom. Mgr...B. A. Stecher
Chief Engineer .....Leroy Reckling

WFMD—Frederick—1936 CBS

Frequency: 930 Kc. .....Power: 1000 Watts
Owned-Operated By.....Monocacy Bcstg. Co.
Address.....1 West Seventh St.
Tel.: MO 3-4181.....News Service: AP
Station Representative .....Gill-Perna
Transcription Service .....Thesaurus
Membership ..... RAB
President .....Laurence Leonard
Sta., Comm. Mgr.....Roger A. Beane
Sales Promotion Manager.....John Speciale
Program Director.....Bill Howard
Publicity Director.....Pat Dean
Chief Engineer.....Russell Bassett

WARK—Hagerstown—1947 CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ....United Bcstg. Co., Inc.
Address .....128 S. Prospect St.
Tel.: RE 3-4500.....News Service: UP
Station Representation .....UBC
President .....Richard Eaton
General Manager.....Samuel Phillips
Sales Promotion Manager.....Carson Brooks
Prog. Dir.....Richard Collyer
Chief Engineer.....G. Harold Brewer

WJEJ—Hagerstown—1932 MBS-ABN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Hagerstown Bcstg. Co., Inc.
Business-Studio Address .....Franklin Court
Tel.: RE 9-2323.....News Service: AP
Transcription .....Thesaurus
Representative ..... Burn Smith
Membership .....NAB
Pres., Gen. Mgr. .....Grover C. Crilley
Sta., Comm., Sls., Prom. Mgr..W. H. Paulsgrove
Pub , Pgm., Dir.....Robert Lesher
Chief Engineer.....George McIntire

WASA—Havre De Grace 1948

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chesapeake Bcstg. Corp.
Address .....P. O. Box 97
Tel.: 800.....News Service: AP
Transcription Service .....Standard
Membership .....NAB
President, General-Station Mgr...Jason T. Pate
Comm.-Sales Prom. Mgr.....Charles W. Irwin
Program Director.....John H. Little
Chief Engineer.....Gerald D. Johnson

WKIK—Leonardtown—1953

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Southern Md. Bcstrs. Inc.
Address .....Leonardtown
Tel.: GR 5-2211.....News Service: UP
President.....J. L. Bittner
Comm., Sls. Prom. Mgr.....W. C. Redd

WPTX—Lexington Park 1953—KBS

Frequency: 920 Kc.....Power: 500 Watts, d.
Owned.....Patuxent Radio Inc.
Address .....Daugherty Bldg.
Tel.: VO 2-1031.....News Service: AP
Representative .....Burke-Stuart Co.
Trans. .....Lang-Worth
President.....James S. Beattie
Station Manager.....Edward P. Lenaway

WPGC—Morningside—1954

Frequency: 1580 Kc.....Power: 1000 Watts d
Owner .....WPGC Inc

Address 4421 Southern Ave., S.E., Wash., D. C.
Tel.: JO 8-6677 ..... News Service: AP
Representative ..... Forjoe
President ..... M. Richmond
Manager ..... Melvin Gene Winters
Prog. Dir. ..... John Marquette

WDVM—Pocomoke City—1955

Frequency: 540 Kc. ..... Power: 500 W. d.
Owned-Operated By .. Eastern Shore Bcstg. Co.
Address ..... Box 210
Tel.: EL 5-1515 ..... News Service: AP
Representative ..... Rollins
Transcription Service ..... World
Owner ..... G. Russell Chambers
Manager ..... David Welbourne, Jr.
Prog. Dir. ..... Tom Grigsby
Chief Engineer ..... Claude Jones

WINX—Rockville—1951

Freq.: 1600 Kc. . Power: 1 Kw. d., 500 Watts n.
Owned-Oper. By . . Montgomery Cty. Bcstg. Co.
Address ..... 8 Baltimore Rd.
News Service ..... UP
Representative ..... Oakes, Dora-Clayton
Membership ..... NAB
President ..... Richard Eaton
Gen., Sta. Mgr. ..... Pierre Eaton
Comm., Sales Mgr. ..... Peter Giordano
Program Dir. ..... Richard Denham
Chief Engineer ..... Arthur A. Snowberger

WBOC—Salisbury—1940
MBS

Frequency: 960 Kc. . . Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By . . . . The Peninsula Bcstg. Co.
Bus.-Studio Address ..... Radio TV Park
Tel.: PI 9-6131 ..... News Service: AP
Representative ..... Burn-Smith
Trans. ..... Thesaurus
President ..... John W. Downing
Gen., Sta., Comm. Mgr. ..... Charles J. Truitt
Program Director ..... John W. Downing, Jr.
Chief Engineer ..... Jack W. Ward

WICO—Salisbury

Frequency: 1320 Kc. ..... Power: 500 Watts, d.
Owned ..... Wicomico Bcstg. Co.
Address ..... Box 41
Tel.: PI 2-3230 ..... News Service: UP
Representative ..... United, Dora-Clayton
Co-Owner, Gen. Mgr. ..... Elizabeth Evans
Co-Owner, Ch. Eng. ..... W. Courtney Evans

WGAY—Silver Spring—1946

Frequency: 1050 Kc. . . . Power: 1000 Watts d.
Owned-Oper. By . . . . Tri-Suburban Bcstg. Corp.
Business Address ..... 11306 Kemp Mill Rd.
Tel.: WH 6-1050 ..... News Service: AP
Representation ..... Stars National
Membership ..... NAB, RAB
President ..... John W. Kluge
Gen.-Sta. Mgr. ..... Ernie Tannen
Comm., Sls., Prom. Mgr. ..... Ted Dorf
Program Dir. ..... Chuck Dulane
Chief Engineer ..... Arthur McDougall

WTOW—Towson—1954

Frequency: 1570 Kc. ..... Power: 1000 W., d.
Owned-Oper. By ..... WTOW, Inc.
Address ..... 26 West Pennsylvania Ave.
Tel.: VA 5-9660 ..... News Service: AP
Representative ..... Forjoe
Pres., Gen. Mgr. ..... John S. Booth
Sta., Comm. Mgr. ..... Edward Hearn
Sales Prom. Mgr. ..... George Vandenbrink
Publicity Director ..... Joseph Winters
Chief Engineer ..... William Willis

WTTR—Westminster—1953

Frequency: 1470 Kc. . . . . Power: 1000 Watts d.
Owned-Oper. By . . . Carroll County Bcstg. Corp.
Address ..... Box 28
Tel.: TI 8-5511 ..... News Service: UP
Transcription ..... Therausus
V.P., Gen., Comm. Mgr. . . . . Russell H. Morgan

WDON—Wheaton—1953—KBS

Frequency: 1540 Kc. ..... Power: 250 Watts
Owned ..... Commercial Radio Equip. Co.
Address . . . 1319 F St. N.W., Washington, D. C.
Tel.: ..... LO 5-0747
Gen. Mgr. ..... Everett L. Dillard
Station Manager ..... Jean M. Dillard
Sales Promotion Manager . . . William Mockbee

To Broadcasters

AP

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The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

Massachusetts

Pop. March 1 (Est.)—4,941,000; Families—1,509,000; Lic. Stations—57, Sta. CP's—1; Radio Homes—1,476,000; TV Homes—1,342,000

WARA—Attleboro—1950

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Attleboro Radio Assn.
Address.....8 N. Main St.
Tel.: 1-1320.....News Service: UP
Representative.....Foster & Creed
Membership .....NAB
Station Manager.....Keith S. Field
Advertising Manager.....William A. Dawson
General Manager.....J. Ottmar

WBZ-WBZA
(Synchronous Operation)
Boston-Springfield—1921

Frequency: 1030 Kc.....Power: WBZ, 50,000 Watts; WBZA, 1000 Watts
Owned.....Westinghouse Bcstg. Co. Inc.
Business-Studio Add...1170 Soldiers Field Rd.
Tel.: AL 4-5670.....News Service: UP
Membership .....NAB, RAB
Representative ....Peters, Griffin, Woodward
President.....D. H. McGannon
Station Manager.....P. E. Mills
Sales Mgr.....William J. Williamson
Adv. ,Sales Prom. Mgr.....Jack Williams
Program Manager.....Gerald Spinn
Publicity Director.....Robert Marshall
Chief Engineer.....W. H. Hauser

WCOP—Boston—1935

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....Plough Bdscg. Corp.
Bus.-Studio Address.....234 Clarendon St.
Tel.: CO 7-0123.....News Services: AP, UP
Transcription Service .....World
Representative .....Radio-TV Reps.
President .....Harold Krelstein
Gen., Sta. Mgr.....Roy V. Whisnand
Commercial Mgr.....P. T. McGovern
Prog. Dir.....Irvin Dierdorff, Jr.

WCRB—Boston—1948

Freq.: 1330 Kc.....Power: 5 Kw. d.; 1 Kw. n.
Owned.....Charles River Bcstg. Co.
Address .....Boston 54
Tel.: TW 3-7080.....News Service: UP
Station Rep.....Good Music Broadcasters
Transcription Service .....RCA
Membership .....NAB
Pres., Gen. Mgr.....Theodore Jones
Sta. Mgr.....Richard L. Kaye
Sales Mgr.....Leonard V. Corwin
Prog. Dir.....David S. Mac Neill
Chief Eng.....Allan Harrington

WEEI—Boston—1924
CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By .....CBS
Business-Studio Address.....182 Tremont St.
Tel.: HU 2-2323.....News Service: AP, UP
Membership .....NAB, RAB
Representative.....CBS Radio Spot Sales
President .....Arthur Hull Hayes
Gen. Mgr.....Thomas Y. Gorman
Sales Mgr.....Robert Sinnett
Sales Prom. Mgr.....J. Cullinane
Program Director.....K. R. Ovenden
Publicity Director.....Marie H. Houlahan
Chief Engineer.....Warren J. Stevens

WHDH—Boston—1926

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WHDH, Inc.
Bus-Studio Address.....6 St. James Ave.
Tel.: HA 6-5500.....News Service: AP
Newspaper Affil.....Herald-Traveler
Representative .....John Blair
Transcription Service .....BMI
Membership .....NAB, RAB
President.....Robert B. Choate
V.P., Managing Dir.....William B. McGrath
V.P., Sales Dir.....Alexander M. Tanger
Program Mgr.....John M. Day
Sales Prom. Mgr.....Robert B. Cheyne
Chief Engineer.....Philip K. Baldwin

WILD—Boston—1946

Frequency: 1090 Kc....Power: 1000 Watts d.
Owned-Oper. By.....The Bartell Group
Business-Studio Add.....Hotel Somerset
Tel.: CO 7-3005.....News Service: UP
Membership .....NAB, RAB
General Manager.....Morton J. Wagner
Sta., Comm. Mgr.....Peter P. Theg
Promotion Mgr.....Ken Maiden

WMEX—Boston—1934

Frequency: 1510 Kc.....Power: 5000 Watts
Owned-Oper. By.....Richmond Brothers
Business-Studio Address....70 Brookline Ave.
Tel.: CO 6-3900.....News Service: UP
Representative .....Forjoe
Membership .....NAB
Transcription Service .....SESAC
President .....Robert Richmond
Sta. Mgr.....Peter McGovern
Prog., Pub. Dir.....George Kaplan
Chief Engineer.....William Ferruzzi

WNAC—Boston—1922
MBS-YANKEE-NBC

Frequency: 680 Kc.....Power: 50 Kw.
Owned...Yankee Div., RKO Teleradio Pictures
Bus.-Studio Address.....21 Brookline Ave.
Tel.: CO 6-0800.....Newks Service: INS, UP
Representative .....H-R Reps.
Membership .....NAB, RAB
President .....Norman Knight
Exec. V.P., Gen. Mgr.....George Steffy
Comm. Mgr.....Tom Bateson
Nat. Sales Mgr.....Proctor Jones
Sales Prom. Mgr.....George Hallberg
Program Director.....John D. Maloy
Publicity Director.....Phyllis Doherty
Chief Engineer.....I. B. Robinson

WORL—Boston—1950

Frequency: 950 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Pilgrim Bcstg. Co.
Address.....705 Beacon Street
Tel.: CO 7-3800.....News Service: UP
Representative.....Headley Reed Co.
Membership .....NAB
President.....Joseph A. Dunn
Gen., Sta., Comm. Mgr.....Arthur E. Haley
Program Dir.....Stan Richards
Pub. Dir.....Polly Haddad
Chief Engineer.....John Parker

WEZE—Boston—1953—NBC

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By.....Air Trails Bcstg.
Address .....Bradford Hotel
Tel.: HA 6-1122.....News Service: AP
Representative .....Hollingbery
Membership .....RAB
Exec. V.P.....J. P. "Pat" Williams
General Manager.....Norton Virgein
Comm. Mgr.....Yale Lasker
Program Director.....Don Rogers
Continuity Dir.....Arthur Lypscon
Chief Engineer.....George Jowdy

WBOS—Boston—1947

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By...Champion Bcstg. Sys., Inc.
Address.....790 Commonwealth Ave.
Tel.: BE 2-5650.....News Service: UP
Representative.....Wm. G. Rambeau Co.
Gen. Mgr.....Ralph Weinman
Commercial Manager.....Harry Goodman

WBET—Brockton—1946

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Enterprise Publishing Co.
Business-Studio Address.....60 Main St.
Tel.: JU 6-1460.....News Service: AP
Membership .....NAB, RAB..
Transcription Service .....Thesaurus
Representative .....Walker
General Manager.....Charles A. Fuller
Commercial Mgr.....Earle G. Clement
Chief Eng.....Charles O. Nowell

WTAO—Cambridge—1948

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Middlesex Bcstg. Corp.
Address.....439 Concord Ave.
Tel.: EL 4-0500.....News Service: UP
Representative .....O'Connell
President.....Frank J. Lyman, Jr.
General Manager.....Wallace Dunlap
Commercial Manager.....Harry D. Goodwin
Sales Promotion Manager.....Joe Galvin
Chief Engineer.....Earl Ellsworth

WACE—Chicopee-Springfield 1946

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Regional Bcstg. Co.
Business Address.....Radio Center
Tel.: LY 4-6654.....News Service: INS
Transcription .....Thesaurus
Representative .....Forjoe
Membership .....NAB, RAB
President.....John S. Begley
Gen. Mgr.....Ralph J. Robinson
Prog. Dir.....Sy Levy
Chief Engineer.....H. R. Glinka

WALE—Fall River—1948 MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Narragansett Bcstg. Co.
Address.....18 N. Main St.
Tel.: OS 4-3535.....News Service: UP
Representative .....O'Connell, Wheeler
Membership .....NAB
Manager.....George L. Sisson, Jr.
Commercial Mgr.....Markey Gosciminski
Prog. Dir.....Ann Kenney
Ch. Eng.....Larry Coyle

WSAR—Fall River—1921 ABN

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By.....Fall River Bcstg. Co., Inc.
Bus.-Studio Address.....Box 927
Tel.: OS 7-9477.....News Service: UP
Newspaper Affilitaion.....Herald News, Inc.
Representative...Headley-Reed, Kettell-Carter
President.....Frank W. Miller
Gen. Mgr., Treas.....Lincoln W. N. Pratt
Commercial Manager.....Cornelius Sullivan
Program Director.....Richard F. Wilcox
Chief Engineer.....Arnold Molloy

WEIM—Fitchburg—1941 MBS-YANKEE

Frequency: 1280 Kc..Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Newcomb Bcstg.
Business-Studio Address.....717 Main St.
Tel.: 3-3766.....News Service: UP
Representative.....Walker, Nora Kirby
Transcription .....World
President.....Arthur A. Newcomb
General Manager.....Robert E. Berry
Chief Engineer.....Ted Kalin

WFGM—Fitchburg—1949

Frequency: 1580 Kc.....Power: 1000 W., d.
Owned-Oper. By..... Wachusett Bcstg. Corp.
Address .....455 Main Street
Tel.: FI 3-4897.....News Service: UP
Membership .....NAB
Reps. .....Everett-McKinney
President.....David M. Myers
Gen., Sta. Mgr.....Ruane B. Hill
Commercial Mgr.....Richard Ziegler
Sales Prom. Mgr.....James Chalmers
P ogram Director.....Tal Hood
Publicity Director.....Richard McLernon
Chief Engineer.....Donald L. Coleman, Jr.

WKOX—Framingham—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WKOX, Inc.
Bus.-Studio Address.....Mt. Wayte Ave.
Tel.: TR 3-7409.....News Service: UP
Representative.....Kettell-Carter, Grant Webb
Membership .....NAB
Station Manager.....Richard E. Adams
Commercial Manager.....A. A. Anderson
Program Dir.....John Gentri

WGAW—Gardner—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Gardner Bcstg. Co.
Business Number.....Green St.
Tel.: 1490.....News Service: UP
Representative .....Nona Kirby, Webb
Pres. & Gen. Mgr.....Charles E. Asher
Treasurer.....James D. Asher
Commercial Manager.....Roland Dahir
Program Director.....William Kennedy
Chief Engineer.....Gordon Wiley

WSBS—Great Barrington—1956

Frequency: 860 Kc.....Power: 250 Watts
Owned-Oper. By...Berkshire Bcstg. Co., Inc.
Address .....Rt. 7
Tel.: GR 1567.....News Service: UP
Pres., Gen., Comm. Mgr.....John T. Parsons
Sales Prom. Mgr.....Edward Comstock
Program Director.....Alan D. Vaber
Sales Prom. Dir.....Edward Tichenor

WHAI—Greenfield—1938
MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Haigis Bdcstg. Corp.
Business-Studio Address.....486 Main St.
Tel.: PR 4-4301.....News Service: AP
Transcription .....SESAC
Representative .....Walker
Membership .....RAB, NAB
Pres., Gen., Sta. Mgr.....John W. Haigis, Jr.
Commercial Mgr.....Harry J. Frank
Pub. Dir.....June Greene
Program Director.....Ira I. Hewey
Chief Engineer.....Delwin D. Shattuck

WHAV—Haverhill—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....WHAV, Inc.
Business-Studio Address.....30 How St.
Tel.: DR 4-4733.....News Service: UP
Representative .....Kettell Carter
Transcription Service .....Lang-Worth
Treasurer.....E. I. Cetlin
General Manager.....Robert I. Kimel
Program Director.....James Simmons
Chief Engineer.....David Cate

WHYN—Holyoke-Springfield
1941—CBS

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Oper. By...Hampden—Hamshire Corp.
Address.....1300 Liberty St., Springfield
Telephone.....RE 4-1126 (S)
Representative .....Branham, Wheeler
Membership .....NAB
Gen. Mgr. .....Charles N. DeRose
Business Manager.....Patrick J. Montague

WREB—Holyoke—1950—KBS

Frequency: 930 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Valley Bcstg. Corp.
Address.....225 High St.
Tel.: JE 2-3296.....News Service: UP
Trans. Ser. .....SESAC
Membership .....NAB, RAB
Representative.....Breen & Ward
General Manager.....Edmund F. Wakelin
Program Director.....David H. Foerster
Chief Engineer.....George G. Chandler

WCCM—Lawrence—1947

Frequency: 800 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Lawrence Bdcstg. Co.
Address.....9 Valley Street
Tel.: MU 3-7171.....News Service: UP
Pres., Gen. Mgr.....Geo. H. Jaspert
Comm. Mgr., Prom. Mgr...Daniel Ruggles, III
Prog. Dir.....John R. Canty
Chief Eng.....Norman Round

WCAP—Lowell—1951

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Northeast Radio Inc.
Address.....243 Central St.
Tel.: 4-0404.....News Service: UP
Representative .....Kettell-Carter, Webb
President .....Israel Cohen
Gen. Mgr.....William J. Warren

WLLH—Lowell-Lawrence
1934—MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Merrimac Bdcstg. Co.
Address.....39 Kearney Sq., Lowell
Tel.: GL 8-8715 (Lo).....News Service: UP
Representative .....Bolling
President .....Gerald Harrison
Gen. Mgr.....A. N. Armstrong, Jr.
Program Director.....Tom Clayton
Chief Engineer .....Anthony G. Michaels

WLYN—Lynn—1946

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Puritan Bcst. Service, Inc.
Business-Studio Address.....7 Willow St.
Tel.: LY 5-6200.....News Service: UP
Station Representative .....Walker
President.....Theodore Feinstein
General Manager.....Melvin Lahr

WHIL—Medford-Boston—1952

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Conant Bcstg. Co.
Address.....99 Revere Beach Pkwy.-Medford
Tel.: MY 6-1430.....News Service: UP
Representative .....Grant Webb
Pres., Gen. Mgr.....Sherwood J. Tarlow

Station Manager.....Joseph Kruger
Prog. Director.....Bob Walsh
Chief Engineer.....Sal Fulchino

WMOO—Milford—1956

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Milford Bcstg. Corp.
Address.....Opera House Bldg
News Service.....UP
Representative.....Nona-Kirby
Trans.....Thesaurus
Membership.....NAB
President.....James W. Miller
Gen. Mgr.....Edwin E. Strawniack
Sales Mgr.....Henry F. Murray

WBSM—New Bedford—1949

Frequency: 1420 Kc.....Power: 1000 Watts
Owned.....Bay State Broadcasting Co.
Address.....Pope's Island
Tel.: WY 3-1767.....News Service: UP
Representative.....Bolling Co.
Membership.....NAB
President.....Joseph P. Duchaine
Gen. Mgr.....Otto F. A. Arnold
Comm. Mgr.....Richard G. Evans
Prog. Dir.....Hal Peterson
Continuity Director.....Henry S. Galus

WNBH—New Bedford—1921
MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....E. Anthony & Sons, Inc.
Business-Studio Address.....432 County St.
Tel.: WY 8-5228.....News Service: AP
Newspaper Affiliation.....Standard-Times
Representative.....Walker Co.
Manager.....Henry N. Solomon

WNBP—Newburyport—1957

Frequency: 1470 Kc.....Power: 500 Watts, d.
Owned.....Tri-City Bcstg. Co.
Address.....Route 17
Tel.: HO 2-6654.....News Service: UP
Representative.....Walker
President.....Theodore Feinstein
Gen. Mgr.....J. Thomas Mathers

WMNB—North Adams—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Northern Berkshire Bcstg. Co.
Bus.-Studio-Transmitter Address...466 Curran
Tel.: MO 3-6567.....News Service: AP
Transcription Service.....Thesaurus
Representative.....McGillvra, Kirby
Membership.....NAB
Pres., Gen. Mgr.....J. Gordon Keyworth
Prog. Dir.....Roy M. Anderson

WHMP—Northampton—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Pioneer Valley Bcstg. Co.
Address.....78 Main St.
Tel.: JU 4-4275.....News Service: UP
Representative.....Nona Kirby, Webb
Membership.....NAB
President.....John H. Williams
Gen., Sta., Comm. Mgr....Alexander W. Milne

WCAT—Orange—1956

Frequency: 1390 Kc.....Power: 1000 W., d.
Owned-Oper. By.....Miller River Bcstg.
Address.....Brookside Rd.
Tel.: KI 4-2825.....News Service: UP
Representative.....Nona Kirby
Transcription Service.....Thesaurus
President.....James W. Miller
V.P., Gen. Mgr.....Edwin E. Stawniak
Program Dir.....Brad Drawbridge

WBEC—Pittsfield—1947—ABN

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By....Western Mass. Bcstg. Co.
Business-Studio Address.....33 Eagle St.
Tel.: 8292.....News Service: AP
Newspaper Affiliation.....Evening Eagle
Transcription Service.....World
Membership.....NAB
Rep.....Everett-McKinney, Foster & Creed
President.....L. K. Miller
Gen., Sta. Mgr.....W. Wendell Budrow
Comm., Sls. Prom. Mgr.....Edward Johnson
Prog., Pub. Dir.....Paul Edwards
Chief Engineer.....Robert Johnson

WBRK—Pittsfield—1938
MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Greylock Bcstg. Co.
Business-Studio Address.....8 Bank Row
Tel.: 2-1553.....News Service: UP
Representative.....Walker
Membership.....NAB
President.....Leon Podolsky
Gen., Sta. Mgr.....Walter Kearsey
Comm., Prom. Mgr.....Martin Schechter
Program Dir.....William Nickum
Chief Engineer.....Allan J. Smith

WPLM—Plymouth—1955

Frequency: 1390 Kc.....Power: 500 Watts, d.
Owned-Oper. By...Plymouth Rock Bdcstg. Co.
Address.....294 Court St.
Tel.: PL 2600.....News Service: UP
Representative.....Breen & Ward
Pres., Gen. Mgr.....Jack Campbell

WJDA—Quincy—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By...South Shore Bcstg. Co., Inc.
Business-Studio Address.....Box 373
Tel.: MA 9-1300.....News Service: UP
Representative.....Kirby, Breen & Ward
Membership.....NAB
Pres., Gen., Sta. Mgr.....James D. Asher
Comm., Sales Prom. Mgr.....K. P. Fallon, Jr.
Chief Engineer.....Arthur F. Lane

WESX—Salem—1939

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Oper. By.....North Shore Bcstg. Corp.
Address .....Box 710
Tel.: PI 4-5670.....News Service: UP
Station Rep.....Breen & Ward
President.....James D. Asher
Gen., Comm. Mgr.....George R. Eckels
Prog., Pub. Dir.....Norman Durkee

WESO—Southbridge-Webster
1955

Frequency: 970 Kc.....Power: 1000 Watts
Owned.....WESO Broadcasting Corp.
Address.....291 Main Street
Tel.: PO 4-4381.....News Service: UP
Representative .....Webb, Foster-Creed
Membership .....NAB, RAB
President.....Peter A. Bordes
Vice-President.....Joseph L. Rosenmiller
Gen., Sta. Mgr.....Joseph C. Amaturo
Comm. Mgr.....William Richard
Program Director.....Robert Farson
Chief Engineer.....Ken Duquette

WBZA-WBZ
(Synchronous Operation)
Springfield-Boston—1921

(See Boston Listing)

WHYN—Springfield—1941
CBS

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Oper. By..Hampden-Hampshire Corp.
Address.....1300 Liberty St.
Tel.: RE 4-1126.....News Service: UP
Representative .....Branham, Wheeler
Membership .....NAB
General Mgr.....Charles N. DeRose
Business Mgr.....Patrick J. Montague

WMAS—Springfield—1932
MBS-YANKEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WMAS, Inc.
Business-Studio Address.....101 West St.
Tel.: RE 7-1414.....News Service: UP
Representative .....Bolling
Membership .....NAB
President .....Gerald Harrison
Station Manager.....Robert Donahue
Comm. Mgr.....Zack Land
Prog. Dir.....Roland Dumas
Chief Eng.....John Michnovez

WSPR—Springfield—1936

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....WSPR, Inc.
Business Address.....63 Chestnut St.
Tel.: RE 2-4182.....News Service: UP
Representative.... Hollingbery, Kettell-Carter
Membership .....NAB, RAB
Pres., Gen. Mgr.....Alan C. Tindal
Commercial Manager.....John J. Sullivan
Station Mgr.....Paul Monson
Prog. Dir.....Gordie Baker
Chief Engineer.....Valentino Partyka

WTYM—Springfield—1949
1949

Frequency: 1600 Kc.....Power: 5000 Watts d.
Owned-Oper. By .....Springfield Bdcstg. Co.
Address.....Shaker Rd., E. Longmeadow
Tel.: RE 3-4187.....News Service: UP
Representative.....Dore & Pantcoast
Gen., Sta. Mgr.....Arthur Tacker
Commercial Manager.....Jim Towle

WTXL—West Springfield—
1949—ABN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Telecolor Corp.
Address.....34 Sylvan St.
Tel.: RE 9-4768.....News Service: UP
Representative .....Walker
Membership .....NAB, RAB
Pres., Gen. Mgr.....L. A. Reilly
Commercial Manager ....Holland D. Cameron
Station Mgr., Chief Engineer.....J. L. Spates

WPEP—Taunton—1949

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Silver City Bcstg. Corp.
Address .....174 Broadway
Tel.: VA 4-7528.....News Service: UP
Representative .....Nona Kirby
Membership .....NAB
Pres., Gen. Mgr.....J. Marshall McGregor
Sta. Mgr., Prog. Dir.....Joseph G. Quill
Comm. Mgr.....Earle Blackwell
Production Dir.....Charles S. Williams
Chief Engineer..... Lawrence Prado

WARE—Ware—1948
YANKEE-MBS-KBS

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central Bcstg. Corp.
Business-Studio Address.....56 M. Street
Tel.: .....WA 1250
Representative.....Breen & Ward
President.....Dr. Bertram M. Roberts
General Manager.....Allan W. Roberts
Station Manager.....John Von Dell
Commercial Manager.....Richard Vaughn

WDEW—Westfield—1957

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Westfield Bcstg. Co.
Business-Studio Address.....249 Union St.
Tel.: LO 2-2307.....News Service: INS
Membership .....NAB
President .....Albert L. Capstaff
General Manager.....Larry Jones

WOCB—West Yarmouth—1940
MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Oper. By .....E. Anthony & Sons
Address.....South Sea Ave.
Tel.: HY 501.....News Service: UP
Representative .....Walker
Newspaper Affil.....Standard Times
President .....Basil Brewer
Sta. Mgr.....Paul Stiles
Prog. Dir.....Joan S. Holbrook
Chief Engineer.....Frank L. Lynch

WAAB—Worcester—1931
ABN-MBS-YANKEE-NBC

Frequency: 1440 Kc.....Power: 5000 Watts
Owned by .....WAAB, Inc.
Bus.-Studio Address....Waterman Bcstg. Corp.
Tel.: PL 2-5611.....News Service: UP
Transcription Service .....World
Membership .....NAB, RAB
Rep. .....Hollingbery, Kettell-Carter
Pres., Gen. Mgr.....Bernard E. Waterman
Comm. Mgr.....C. Kaminski
Prog., Pub. Dir.....T. C. Sawyer
Chief Engineer.....George Capalbo

WNEB—Worcester—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....New England Bcstg. Co.
Address.....405 Main St.
Tel.: PL 6-4672.....News Service: UP
Representative .....Bolling
Membership .....NAB, RAB
President. .....Paul C. Lytle
Gen. Mgr.....John J. Hurley
Commercial Mgr.....Edward T. McCann, Jr.
Chief Engineer.....Vernon P. Wilson

WORC—Worcester—1925

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By.....WORC, Inc.
Bus.-Studio Address.....50 Franklin St.
Tel.: SW 9-0581.....News Service: AP
Representative .....Young, Wheeler
Pres., Gen., Sta. Mgr.....Robert F. Bryar
Comm., Sls. Prom. Mgr., Pub. Dir..Bart Coblentz
Program Director.....Richard Smith
Chief Engineer.....Herman A. Gruzin

WTAG—Worcester—1924
CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WTAG, Inc.
Business-Studio Address.....20 Franklin St.
Tel.: PL 5-4321.....News Service: AP
Newspaper Affil.....Telegram & Gazette
Representative.....Henry L. Christal Co.
Membership .....NAB
President.....Robert W. Booth
Vice Pres., Gen. Mgr.....Herbert L. Krueger
Commercial Manager.....Robert J. Brown
Local Sales Mgr.....R. L. Gravel
Sales Prom. Head.....Ben G. Oman, Jr.
Prod., Pgm. Dir.....A. J. Brissette
Chief Engineer.....E. A. Browning

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Pop. March 1 (Est.)—7,813,000; Families—2,257,000; Lic. Stations—92, Sta. CP's—5; Radio Homes—2,212,000; TV Homes—1,986,000

WABJ—Adrian—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Gerity Bcstg. Co.
Address.....2982 Treat Rd.
Tel.: CO 5-7123.....News Service: AP
Representative .....Michigan Spot Sales
Membership .....NAB, RAB
President.....James Gerity, Jr.
Gen., Sta. Mgr.....Donald J. Dean
Program Director.....Keith Roper
Chief Engineer.....Galen Stutzman

WALM—Albion—1952—KBS

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....Calhoun Bcstg. Co.
Address .....Hawes Bldg.
Tel.: 5065.....News Service: UP
Transcription Service .....Sesac
Membership .....NAB
General Manager.....C. Wayne Wright

WFYC—Alma—1948

Frequency: 1280 Kc....Power: 1000 Watts d.,
Owned-Oper. By .....WFYC, Inc.
Address.....5310 N. State Rd., Rt. No. 1
Tel.: 95.....News Service: UP
Transcription Service .....World
Representative .....Hollingbery
General Manager.....Gilbert E. Thomas
Station Manager.....David W. Sommerville

WATZ—Alpena—1946
NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Business Address.....M-32 West
Tel.: 1049.....News Service: AP
Representative .....Holman
President .....Les Biederman
Station Manager.....Drew McClay
Chief Engineer.....William Kiker

WHRV—Ann Arbor—1946

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....M. W. Broadcasting
Address.....15823 W. McNichols (Detroit)
Tel.: BR 3-2026 (D).....News Service: AP
Membership .....NAB
General Manager.....Larry Gentile
Station Manager.....Richard Harner
Prog. Dir.....Donald A. Herman
Chief Engineer.....James Allen

WPAG—Ann Arbor—1945

Frequency: 1050 Kc.....Power: 1,000 Watts d.
Owned-Operated By...Washtenaw Bcstg. Co.
Bus.-Studio Address....3rd Floor, Hutzel Bldg.
Tel.: NO 2-5517.....News Service: AP
Transcription ..... Thesaurus
Representative .....Everett-McKinney, Inc.
Membership .....NAB
Pres., Gen. Sta. Mgr.....Edward F. Baughn
Commercial Manager.....Kenneth MacDonald
Program Dir.....Albert Sanborn
Chief Engineer .....Bernard Ressler

WLEW—Bad Axe—1950—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Stevens Wismer Bcstg. Co.
Address.....935 S. Van Dyke Rd.
Tel: 1010.....News Service: AP
Rep.....Gill-Perna, Michigan Spot Sales
Trans. Ser...Standard, Lang-Worth, Thesaurus
Gen. Mgr.....John Wismer
Business Manager.....Jim Muehlenbeck

WBCK—Battle Creek—1948

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Michigan Bcstg. Co.
Address.....Security Natl. Bank Bldg.
Tel.: WO 3-5555.....News Service: UP
Transcription Service .....World
Representative .....Hollingbery
Membership .....NAB, RAB
President.....Robert H. Holmes
General Mgr.....E. F. Cahill
Chief Engineer.....Harley Hammond

WELL—Battle Creek—1925
ABN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Southern Mich. Bcstg.
Address.....Michigan National Bank Bldg.
Tel.: WO 4-7173.....News Service: AP
Newspaper Affil.....Enquirer and News
Transcription Service.....Thesaurus, Standard
Representative .....Meeker
Membership .....NAB, RAB
President.....Fred A. Knorr
Sta., Comm. Mgr.....P. J. Haller
Program Dir.....Robt. Geerdes
Publicity Director.....Jack Newman
Chief Engineer.....Earl J. Stone

WBCM—Bay City—1925
ABN-KBS

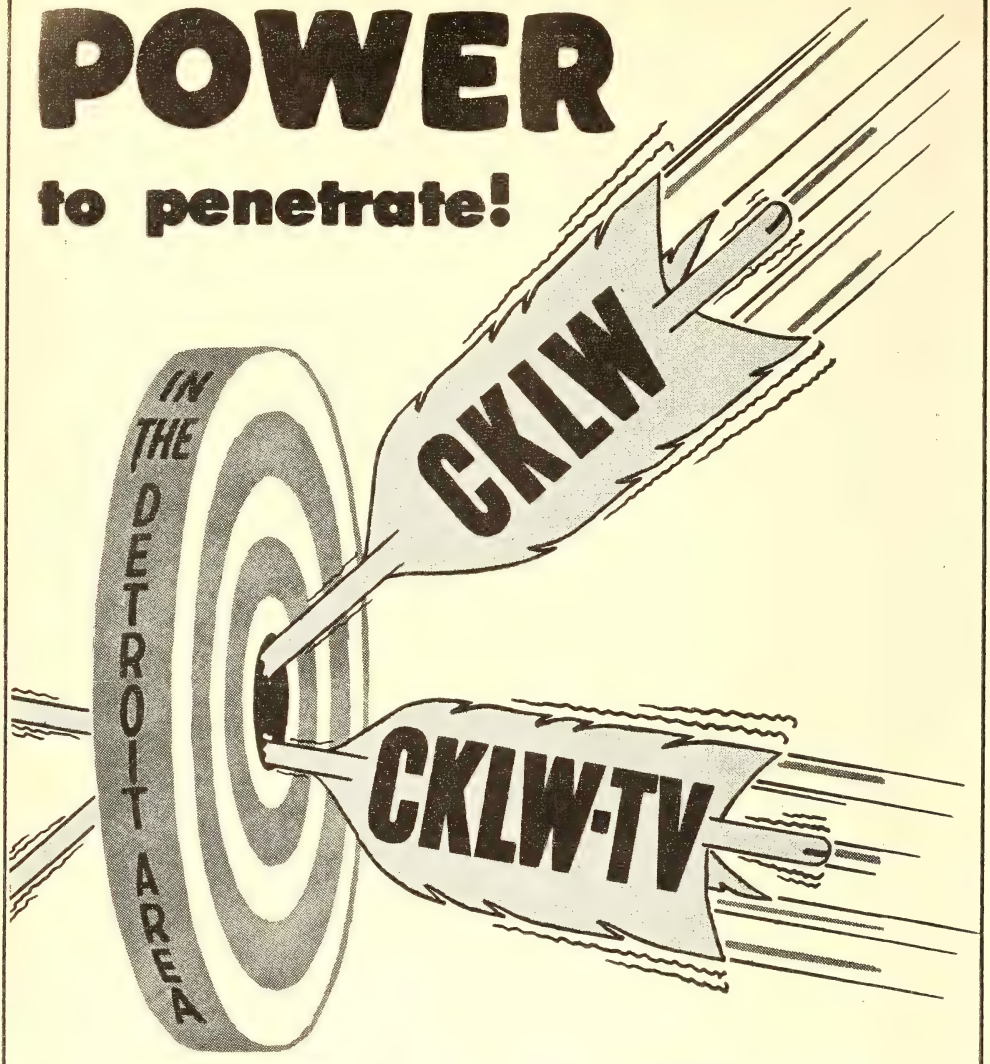
Freq.: 1440 Kc...Power: 1 Kw. d., 500 W., n.
Owned-Operated By.....Michigan Bcstg. Co.
Business-Studio Address.....Wenonah Hotel
Tel.: TW 3-7551.....News Service: UP
Transcription Service.....World, Lang-Worth
Representative.....George P. Hollingbery
Membership .....NAB, RAB
President.....Robert H. Holmes
Gen., Sta., Comm. Mgr.....Leo A. Jylha
Prog., Pub. Dir.....Hal Shore
Chief Engineer.....Wes Thompson

WWBC—Bay City—1956

Frequency: 1250 Kc.....Power: 1 Kw., d.
Owned.....Water Wonderland Bcstg. Co.
Address.....306 Phoenix Bldg.
Tel.: TW 3-4588.....News Service: AP
Representative .....Burke-Stuart
President.....Patrick J. Trahan
Manager.....Charles E. Anthony
Prom. Mgr.....Robert F. Benkelman

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ADAM YOUNG, INC.
National Representative

J. E. Campeau
President

GENERAL OFFICES GUARDIAN BLDG., DETROIT

WHFB—Benton Harbor-St. Joseph—1947

Frequency: 1060 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Palladium Publ. Co.
Address.....Michigan and Oak St., B. H.
Tel.: WA 5-2113.....News Service: AP
Newspaper Affil.....Palladium, Herald Press
Transcription Service.....World, Thesaurus
Representative .....Hal Holman
Membership .....NAB, RAB
President .....Stanley R. Banyon
General Manager.....J. P. Scherer
Program Director.....Don Priest
Sales Prom. Mgr.....Dwight Edmunds
Sales Manager.....Redd Gardner
Chief Engineer.....M. U. Robinson

WBRN—Big Rapids—1953 KBS

Frequency: 1460 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....WBRN, Inc.
Address.....P. O. Box 825
Tel.: 648.....News Service: AP
Transcription Service.....Thesaurus, SESAC
Representative .....Hil F. Best
Membership ..... RAB
Pres., Gen. Mgr.....Spencer Denison
Commercial Manager.....James Gilmartin
Chief Engineer.....R. F. Cook

WATT—Cadillac—1945 NBC

Frequency: 1240 Kc.....Power: 250 W., d.
Owned-Operated By...Midwestern Bcstg. Co.
Business-Studio Address.....U. S. 131, South
Tel.: PR 5-7831.....News Service: AP
Transcription Service .....SESAC
Representative ....Hal Holman
President .....Les Biederman
Station Manager.....Merritt L. Chandler
Commercial Manager.....Bill Kimball
Sales Prom. Mgr.....Bud Drobny
Chief Engineer.....Bill Kiker

WCER—Charlotte—1956

Frequency: 1390 Kc.....Power: 1 Kw., d.
Owned.....Eaton County Bcstg. Co.
Address.....1615 W. Lawrence Hwy.
Tel.: 1390.....News Service: AP
Representative .....Best
Trans. .....Thesaurus
President .....Roy McLean
Gen., Comm. Mgr.....Robert S. Greenhoe

WCBY—Cheboygan—1954

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Straits Bcstg. Co.
Address .....Mackinaw Ave.
Tel.: 554.....News Service: AP
Transcription Service .....Thesaurus
Representative .....Best
Pres., Gen., Sta., Sls. Prom. Mgr....R. E. Hunt
Commercial Mgr.....Ben Morrow
Program Director, Pub. Dir.....Dick Welsh
Chief Engineer.....Norbert C. Poeppelman

WTVB—Coldwater—1949

Freq.: 1590 Kc..Power: 5 Kw. d., 500 Watts n.
Owned-Oper. By ...Twin Valley Bdcstrs, Inc.
Address .....Box 32
Tel.: 1230.....News Service: AP
Representative.....Hil F. Best
President.....E. Harold Munn, Sr.
General Manager.....Lester A. Dana
Commercial Manager.....Normand Moore
Chief Engineer.....Virgil Royer

WKMH—Detroit-Dearborn 1946

Freq.: 1310 Kc.....Power: 5 Kw.
Owned-Oper. By....Knorr Broadcasting Corp.
Address.....15001 Mich. Ave., Dearborn
Tel.: TI 6-8500.....News Service: UP, AP
Representative ..... Headley-Reed
Transcription Service .....Lang-Worth
Membership .....NAB
Pres., Gen. Mgr.....F. A. Knorr
Sta. Mgr.....John J. Carroll
Sales Prom. Mgr.....Robert Hodges
Commercial Manager.....J. O. Gilbert
Publicity Director.....Robert Hodges
Chief Engineer.....Jerrald Martin

CKLW—Detroit—1932—MBS

Frequency: 800 Kc.....Power: 50,000 Watts
Owned-Oper. By..Western Ontario Bcstg. Co.,
Address.....3300 Guardian Bldg., Detroit 26
Tel.: WO 1-7200.....News Service: AP,UP
Representative .....Adam Young
Transcription Service.....World, Thesaurus
Representative .....Adam Young
Membership .....NAB, RAB
President, General Mgr.....J. E. Campeau
Dir., Oper.....S. C. Ritchie
Commercial Manager.....E. Wilson Wardell
Program Director.....John Gordon
Publicity Director.....Art Gloster
Chief Engineer.....Stewart Clark

WCAR—Detroit—1939

Freq.: 1130 Kc...Power: 50 Kw., d., 10 Kw., n.
Owned .....WCAR, Inc.
Address.....500 Temple Ave.
Tel.: TE 3-8100.....News Service: AP, INS, UP
Representative.....AM Radio Sales Co.
Pres., Gen. Mgr.....H. Y. Levinson
Exec. V.P.....Wayne N. Cook

WJBK—Detroit—1925

Freq.: 1500 Kc.....Power: 10 Kw. d., 1 Kw. n.
Owned-Operated By.....Storer Bcstg. Co.
Bus.-Studio Address.....7441 Second Blvd.
Tel.: TR 3-7400.....News Service: INS, AP
Representative .....Katz Agency
Membership .....NAB, RAB
President.....George B. Storer, Sr.
Managing Director.....Harry Lipson
Gen. Sales Mgr.....Herbert J. Weber, Jr.
Merchandising Manager.....Richard Miller
Program Director.....Bob Martin
Chief Engineer.....Joseph Haigh

WJLB—Detroit—1926

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Booth Bcstg. Co.
Business Address.....700 Buhl Bldg.
Tel.: WO 2-0220.....News Service: AP
Representative .....Forjoe
Membership .....NAB
President.....John L. Booth
Gen. Mgr.....Thomas J. Warner
Sta. Mgr.....Edwin E. Nye
Sales Prom. Mgr.....Commodore Clark

WJR—Detroit—1922—CBS

Frequency: 760 Kc.....Power: 50,000 Watts
Owned-Oper. By. WJR, The Goodwill Sta., Inc.
Address.....2100 Fisher Bldg.
Tel.: TR 5-4440.....News Service: AP, INS, UP
Transcription Service .....Thesaurus
Representative .....Christal
Membership .....NAB
President .....John F. Patt
V.P., & Gen. Mgr. .....Worth Kramer
Pub. Rel. Dir.....George Kendall
V.P., Radio Sales.....Elmer O. Wayne
Sales Prom. Mgr.....Jack Brussel
Program Manager.....James H. Quello
Chief Engineer.....A. Friedenthal

WWJ—Detroit—1920—NBC

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By ....The Evening News Assn.
Address.....622 W. Lafayette
Tel.: WO 2-2000.....News Service: AP, UP
Newspaper Affiliation.....Detroit News
Rep...Peters, Griffin & Woodward, McDermott
Membership .....NAB, RAB
President.....Warren S. Booth
General Manager.....Edwin K. Wheeler
Asst. Gen. Mgr.....Don DeGroot
Program Mgr.....Robert A. Henabery
Station Mgr.....Robert J. McIntosh
Sales Prom. Mgr.....Glen Kyker
Nat. Sales Mgr.....W. A. Schwartz
Local Sales Mgr.....Roland Gilbert
Business Mgr.....Henry C. Rogers
Gen. Eng. Mgr.....E. J. Love

WXYZ—Detroit—1925—ABN

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Oper. By.....WXYZ, Inc.
Business Address.....1700 Mutual Bldg.
Tel.: WO 3-8321.....News Services: INS, AP
Representative .....John Blair
Transcription Service .....Standard
Membership .....RAB, NAB
President.....James G. Riddell
Commercial Manager.....Harold L. Neal
Program Director.....Robert Baker
Prom. Mer., Pub. Dir.....Bud Kirvan
Asst. Radio Sales Mgr.....Robert Baldrica
Chief Engineer .....Charles Kocher

WDBC—Escanaba—1941 MBS

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Operated By.....Delta Bcstg. Co.
Business-Studio Address.....606 Lud St.
News Service .....AP
Pres., Gen. Mgr.....George D. Lindenthal
Station Manager.....F. J. Lindenthal
Publicity Director.....Wm. J. Duchaine
Chief Engineer.....Henry C. Olsen

WEXL—Ferndale—1923

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Sparks Bcstg. Co.
Business Address...2201 Woodward Hts. Blvd.
Tel. .....LI 4-2200
Representative .....Bernard
Membership .....NAB
Pres., Gen. Mgr.....Jacob B. Sparks
Manager .....Gordon A. Sparks
Sales Manager.....Ernest Holder
V.P., Chief Engineer.....Garnet G. Sparks

WAMM—Flint—1955

Frequency: 1420 Kc.....Power: 500 W. d.
Owned-Oper. By...Binder-Carter-Durham, Inc.
Address.....3506 E. Kearsley St.
Tel.: CE 9-8632.....News Service: UP
Representative .....Gil-Perma
Pres., Gen. Mgr.....Richard S. Carter
Comm. Mgr.....Ronald L. Craig
Program Director.....Melvin A. Moss
Chief Engineer.....Charles Wallace

WBBC—Flint—1947—MBS

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Oper. By..Booth Radio & TV Stations.
Bus.-Studio Address.....3076 E. Bristol Rd.
Tel.: CE 9-8686.....News Service: AP
Representative .....Weed
Membership .....NAB
President.....John Lord Booth
Sta., Gen. Mgr.....Josejh R. Fife

WFDF—Flint—1922—NBC

Frequency: 910 Kc..Power: 5 Kw., d., 1 Kw., n.
Owned-Operated By.....The Trebit Corp.
Address.....Garland at First Ave.
Tel.: CE 2-7158.....News Service: AP
Transcription Service .....Standard
Representative .....Katz
President.....Harry M. Bitner, Jr.
Act. Gen., Sta. Mgr.....Elmer A. Knopf
Comm., Sales Prom. Mgr.....Marvin Levey
Chief Engineer.....Gerald Wolpert

WKMF—Flint—1952

Frequency: 1470 Kc.....Power: 1 Kw.
Owned .....Knorr Bcstg. Corp.
Address.....112 W. Water St.
Telephone 9-7608
Station Rep.....Mich. Spot Sls., Headley-Reed
Membership .....NAB
Pres., Gen. Mgr.....Fred A. Knorr
Managing Director.....W. Eldon Garner

WMRP—Flint—1946—KBS

Frequency: 1570 Kc.....Power: 1 Kw.
Owned-Oper. By..Methodist Radio Parish, Inc.
Address.....3217 Lapeer St.

Tel.: CE 3-5112.....News Service: UP
Representative ..... Best
President .....Arthur Howard
Gen. Mgr.....William H. Morford
Program Director.....Everett Smith
Chief Engineer.....Robert Swayze

WTAC—Flint—1946—ABN

Freq.: 600 Kc.....Power: 1 Kw. d., 500 W. n.
Owned .....Founders Corp.
Address .....Box 929
Tel.: OW 4-4146.....News Service: UP
Station Representative .....Hollingbery
President.....John M. Shaheen
General Manager.....David Mendelsohn
Publicity Director.....Ruth Wise
Commercial Manager....Andrew C. Edgerton
Program Director.....Robert Halstead
Chief Engineer.....Robert Garner

WBFC—Fremont—1954—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Paul A. Brandt
Address.....Mt. Pleasant, Mich.
Tel.: 415.....News Service: AP
Transcription .....Lang-Worth
Representative .....Hil F. Best
Membership .....NAB
President.....Paul A. Brandt
Station, Commercial Manager.....Ben Tanus
Publicity Director.....Jean McGowen
Chief Engineer.....Charles Holbrook

WATC—Gaylord—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Midwestern Bcstg. Co.
Address....Paul Bunyan Bldg., Traverse City
Tel.: WI 7-7675.....News Service: AP
Representative.....Holman, Mich. Spot Sales
Gen. Mgr.....Les Biederman

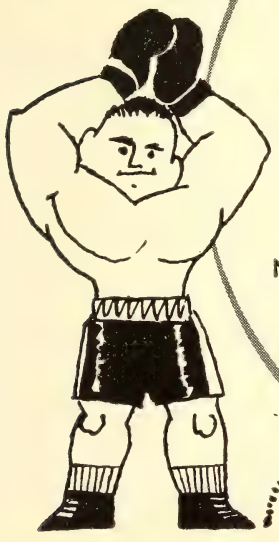
WGHN—Grand Haven—1956

Frequency: 1370 Kc.....Power: 500 Watts, d.
Owned.....Grand Haven Broadcasting Co.
Address.....228 Washington St.
Tel.: 5397.....News Service: UP
Transcription Service .....Thesaurus
President.....H. F. Wulf
Gen., Sta., Comm., Sls. Prom. Mgr...Bob Kirby
Pub. Dir.....Delrose Heinzleman
Chief Engineer.....Bob Schmitt

WFUR—Grand Rapids—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Furniture City Bcstg. Corp.
Address.....399 Garfield Ave., S.W.
Tel.: GL 6-9541.....News Service: UP
Transcription Service .....Associated
Pres., Gen., Sta. Mgr.....William Kuiper, Sr.
Commercial Manager....Peter Vanden Bosch
Sls. Prom., Pub. Dir.....William Kuiper, Jr.
Chief Engineer.....Gilbert Waite

WTAC
RADIO
DOMINATES!
FLINT, MICHIGAN



1st in the Market

All day average 42.6—Nearest competitor 16.0 (Hooper)
340 out of 360—¼ hours 1st.—20—¼ hours. 2nd. (Pulse)
See our audience composition—Monday through Friday. (Pulse)

National representative — George P. Hollingbery Co.

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One of the Founder's groups of Stations, including KPOA, Honolulu: WFBL, Syracuse, New York: WSMB New Orleans, Louisiana: KTVR-TV, Denver, Colorado

WGRD—Grand Rapids—1947

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....Music Bcstg. Co.
Business-Studio Add...35 Lafayette Ave., N.E.
Tel.: GL 9-4111.....News Service: AP
Transcription Service .....Standard
Representative .....Gill Perna
Pres., Gen. Mgr.....Paul F. Eichhorn
Sta., Comm. Mgr., Prog. Dir.....Glenn Le Pard
Publicity Dir.....Rudy Pessel
Chief Engineer.....Richard Groenevelt

WJEF—Grand Rapids—1945 CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper.....Fetzer Bcstg. Co.
Address .....Pantlind Hotel
Tel.: GL 6-8512.....News Service: AP
Transcription .....Thesaurus
Representative .....Avery-Knodel, Inc.
Membership .....NAB, RAB
President.....John E. Fetzer
General Mgr.....Carl E. Lee
Station Manager.....Martin Giaimo
Chief Eng.....Bruce M. Glycadgis

WLAV—Grand Rapids—1940 ABN

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Versluis Radio & Television, Inc.
Address.....6 Fountain St., N.E.
Tel.: GL 6-5461.....News Service: UP
Transcription Service .....Standard
Representative ..... Burke-Stuart
Membership .....NAB, RAB
President.....Leonard A. Versluis
Gen., Sta., Comm. Mgr.....Lee G. Stevens
Prog. Dir.....Don Mullen
Chief Engineer.....Carroll Hutchings

WMAX—Grand Rapids—1954

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owner .....WMAX, Inc.
Address .....Keith Theater Bldg.
Tel.: GL 6-8621.....News Service: UP
Representative .....Radio-TV Reps
General Manager.....Chas. A. Sprague
Commercial Mgr.....Joe Hooker

WOOD—Grand Rapids—1924 NBC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Wood Bcstg., Inc.
Address.....120 College Ave., S.E.
Tel.: GL 9-4125.....News Service: AP
Representative .....Katz Agency
Pres., Gen. Mgr.....Willard Schroeder
Radio Sales Mgr.....Michael Lareau
Gen. Sales Mgr.....Arthur M. Swift
Prom. Mgr.....Clark Grant
Prog. Dir.....Franklin Sisson
Publicity Director.....John Burpee
Chief Engineer.....Charles Robison

WMPL—Hancock—1957—KBS

Frequency: 920 Kc.....Power: 1 Kw., d.
Owned.....Copper Country Bcstg. Co.
Address .....Box 147
Tel.: 3155.....News Service: UP
Representative .....Best
Pres., Mgr.....Francis Locatelli
Comm. Dir.....Philip Frazer

WBSE—Hillsdale—1955—KBS

Frequency: 1340 Kc.....Power: 100 W.
Owned-Operated By....Stevens-Wismer Bcstg.
Address .....92½ Broad St.
Tel.: HE 7-4444.....News Service: AP
Transcription .....Thesaurus
Rep. .....Gil-Perna, Mich. Spot Sls.
Membership .....NAB, RAB
Gen., Sta. Mgr., Chief Eng.....E. H. Munn, Jr.
Comm. Mgr.....Lincoln A. Mayo

WHTC—Holland—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Holland Bcstg. Co.
Address .....5 E. 8th St.
Tel.: EX 2-3121.....News Service: AP
Representative .....Best
President .....W. A. Butler
Gen. Mgr.....Sandy Meek
Program Director.....Harold Franken
Chief Engineer.....Juke Van Oss

WJBL—Holland—1956

Frequency: 1260 Kc.....Power: 500 Watts
Owned.....Ottawa Bcstg. Corp.
Address.....US 31 at James St.
Tel.: EX 6-5281.....News Service: UP
Transcription Service .....SESAC
Gen. Mgr.....J. C. Grysen
Sales Mgr.....R. E. Smits

WHDF—Houghton—1929 NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Upper Michigan Bcstg. Co.
Address .....Houghton
Tel.: 1.....News Service: AP
Transcription Service.....Thesaurus
Representative .....Walker
Membership .....NAB
Chief Owner.....G. L. Burgan
General Manager.....Albert W. Payne
Program Director.....Earl Norden
Publicity Director.....F. Grant Richards
Chief Engineer.....George L. Burgan

WHGR—Houghton Lake 1954

Frequency: 1290 Kc.....Power: 5 Kw.
Owned.....Sparks Bcstg. Co.
Address.....3431 Houghton Lake Dr.
Tel.: GR 8-3040.....News Service: AP
Representative.....Hil F. Best
Membership .....NAB

President.....Jacob B. Sparks
Sta. Mgr., Prog. Dir.....Robert D. Ditmer
Chief Engineer.....Harold Kelly

WHMI—Howell—1956

Frequency: 1350 Kc.....Power: 500 Watts, d.
Owned.....Livingston Bcstg. Co.
Address.....201½ W. Grand River Ave.
News Service .....AP
Representative .....Best
Manager.....M. H. Wirth

WCHB—Inkster—1956

Frequency: 1440 Kc.....Power: 1 Kw. d.
Owned.....Bell Bcstg. Corp.
Address.....32790 Henry Ruff Rd.
Tel.: CR 8-1440.....News Service: AP
Transcription Service .....Thesaurus
Representative .....Pearson
Membership .....NAB, RAB
President.....Dr. Haley Bell
General Manager.....Dr. Wendell Cox
Program Director.....Larry D. Faulkner

WION—Ionia—1953

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Ionia Bcstg. Co.
Address .....Box 143
Tel.: 2300.....News Service: AP
Representative .....Best
Transcription Service.....Thesaurus, Sesac
Membership .....NAB
Gen. Mgr.....Monroe MacPherson, Sr.
Sta. Mgr.....Monroe MacPherson, Jr.
Commercial Mgr.....D. L. Aldrich
Prog. Dir.....Jim Pegg

WMIQ—Iron Mountain—1947
ABN

Frequency: 1450 Kc.....Power: 250 Watts
Owned....Iron Mountain-Kingsford Bcstg. Co.
Address.....211 East Ludington Street
Tel.: 2031.....News Service: UP
Transcription Service .....Thesaurus
Membership .....NAB
President.....Frank J. Russell
Gen., Sta., Comm., Prom. Mgr..W. C. Johnson
Program, Pub. Dir.....Gil Heard
Chief Engineer.....Richard Gallup

WIKB—Iron River—1949
KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Iron Co. Bcstg.
Address.....Iron River Nat. Ban Bldg.
Tel.: 102.....News Service: UP
Representative.....Hil F. Best
Transcription .....Thesaurus
Membership .....NAB, RAB
President.....Edwin Phelps, Sr.
Gen. Sta., Comm. Mgr.....Edwin Phelps, Jr.
Program, Pub. Dir.....Milo Jordan
Chief Eng.....Les Patten

WJMS—Ironwood—1931—KBS

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By..Upper Mich.-Wis. Bcstg. Co.
Bus.-Studio Address....St. James Hotel Annex
Tel.: 20.....News Service: UP
Representative .....Hil F. Best
Membership .....NAB, RAB
President, Gen. Mgr.....William L. Johnson
Sales Mgr.....Robert Olson

WJPD—Ishpeming—1947
KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ishpeming Bcstg. Co.
Business-Studio Address.....Jenks Block
Tel.: HU 6-9937.....News Service: AP
Transcription Service .....World
Membership .....NAB
President .....J. P. Deegan
Sta. Manager.....Harold Smith
Comm. Mgr.....Eldon Wallace
Prog. Dir.....Baker Urdan
Chief Engineer.....L. Roncoglione

WIBM—Jackson—1925—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Booth Radio & TV Stations, Inc.
Address .....2511 Kibby Rd.
Telephone 6121
Station Representative .....Weed
Membership .....NAB
President.....John L. Booth
Managing Director.....George P. Lasley

To Broadcasters

AP

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The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

WKHM—Jackson—1951
MBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned.....Jackson Bcstg. & Tele. Corp.
Address .....441 Wildwood
Tel.: ST 4-7181.....News Service: AP
Rep.....Headley-Reed, Mich. Spot Sales
Trans. .....Lang-Worth, World
Pres., Gen. Mgr.....Fred A. Knorr
Commercial Manager....Nathan H. Alberstein

WKLZ—Kalamazoo—1955

Frequency: 1470 Kc.....Power: 500 W. d.
Owned.....The Circle Corporation
Address .....2315 Schippers Lane
Tel.: FI 3-2541.....News Service: UP
Representative .....Gil-Perna
Pres., Gen., Comm. Mgr.....Joseph F. Butler
Sta. Mgr., Prog. Dir., Chief Eng..R. E. Patterson
Sales Prom. Mgr., Pub. Dir...Leon B. Van Dam

WKMI—Kalamazoo—1947

Freq.: 1360 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Steere Bcstg. Co.
Business-Studio Address...State Theatre Bldg.
Tel.: FI 4-0111.....News Service: UP
Representative .....Broadcast Time Sales
Membership .....NAB
President.....Howard D. Steere
Station Manager.....Emil J. Popke, Jr.
Commercial Mgr.....Barney Doyle
Prog. Dir.....Dan Daniels

WKMI

Kalamazoo ★ Michigan

Western Michigan's
Most Powerful
Independent

★

5,000 WATTS

★

Serving the
Kalamazoo-Battle Creek
307,000 Metropolitan Area

★

STEERE BROADCASTING CORP.

Chief Engineer.....Kenneth Farrance

WKZO—Kalamazoo—1923
CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Fetzer Bcstg. Co.
Business Address.....590 W. Maple St.
Tel.: FI 5-2101.....News Service: AP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NAB, RAB
President .....John E. Fetzer
V. P. & Mgr. Dir.....Carl E. Lee
Radio Admin. Asst.....Otis T. Gaston
Program Director.....Charles T. Lynch
Chief Engineer.....Arthur E. Covell

WILS—Lansing—1947

Freq.: 1320 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Lansing Bcstg. Co.
Bus.-Studio Address.....407 N. Washington
Tel.: IV 2-1655.....News Service: AP
Transcription Service .....Lang-Worth
Representative .....Venard
Pres., Gen. Comm. Mgr.....John C. Pomeroy
Sales Prom. Mgr.....Richard M. Pomeroy

WJIM—Lansing—1934—ABN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Gross Telecasting, Inc.
Address.....2820 East Saginaw
Tel.: IV 2-1333.....News Service: UP
Rep.....Peters, Griffin, Woodward, Inc.
Membership .....RAB
P.esident, Gen. Mgr.....Harold F. Gross
Sta'ion Mgr.....Howard K. Finch
Comm. Mgr.....Keith Oliver
Sales Prom. Mgr.....Geoge Hancin
Chief Eng.....Carl Musson

WKLA—Ludington—1944
ABN-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Raymond A. Plank
Address .....East Ludington Ave.
Tel.: 1450.....News Service: UP
Representative .....Best
Membership .....NAB, RAB
Pres., Gen. Mgr.....Ray A. Plank

WMTE—Manistee—1951
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Manistee Radio Corp.
Address.....Box 322
Tel.: 1340.....News Sevice: AP
Trans. Ser.....Thesaurus
Representative .....Best
Membership .....RAB
President.....James R. Sumbler
General Manager.....Stephen Cole
Comm. Mgr.....Edward H. Owens

WDOG—Marine City—1950

Frequency: 1590 Kc.....Power: 1000 Watts d.

Owned-Operated By.....Radio St. Clair, Inc.
Address.....Marine City Hway.
Tel.: RO 2-1111.....News Service: UP
President.....Jerry Coughlin
Station Mgr.....John S. Bell
Program Dir.....J. A. Sullivan
Chief Engineer.....Robert Burr

WDMJ—Marquette—1931
MBS-KBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By..Lake Superior Bcstg. Co., Inc.
Bus.-Studio Address.....Mining Journal Bldg.
Tel.:.....CA 6-3524
Newspaper Affil.....Mining Journal
Membership.....NAB
Representative.....Superior Ad Agency
General Manager.....Frank J. Russell, Jr.
Gen., Sta., Comm. Mgr.....Robert Luke

WAGN—Menominee—1952
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Men-Mar Bcstg. Co.
Address.....Glickman Bldg.
Tel.: UN 3-5551.....News Service: UP
Rep.....W. E. McClenahan
Pres., Gen. Sta. Mgr.....Vernon Uecker
Nat. Sales.....E. V. Mottard
Chief Eng.....Loren B. Koesling

WMDN—Midland—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Rich Publ. House, Inc.
Address.....2500 Swede Rd.
Tel.: TE 9-9988.....News Service: AP
Transcription Service.....Thesaurus
Station Rep.....Hil F. Best
Membership.....NAB, RAB
President.....Phillip T. Rich
General Mgr.....Peter A. Wolf

WMIC—Monroe—1956

Frequency: 560 Kc.....Power: 500 W. d.
Owned.....McIntyre Bcstg. Co.
Address.....Box 306
Tel.: CH 1-5550.....News Service: UP
Transcription Service.....World
Membership.....NAB
General Manager.....Dale B. Hornung
Program Director.....Robert J. Norwood
Chief Engineer.....George Stearns

WBRB—Mount Clemens—1956

Frequency: 1430 Kc.....Power: 500 Watts, d.
Owned.....WBRB, Inc.
Address.....234 S. Gratiot
Tel.: HO 3-5876.....News Service: AP
Gen. Sales Mgr.....Bob Maxwell

WCEN—Mt. Pleasant—1949
KBS

Freq.: 1150 Kc.....Power: 1 Kw. d., 500 W. n.
Owned.....Paul A. Brandt
Address.....Mt. Pleasant, Mich.
Tel.: SP 3-3171.....News Service: AP
Transcription Service.....Thesaurus
Membership.....NAB
Representafive.....Hill F. Best
President.....Paul A. Brandt
Sta., Comm. Mgr.....Dick Wood

WMAB—Munising—1956

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Munising-Alger Bcstg. Co.
Address.....First Nat. Bank Bldg.
Tel.: 518.....News Service: AP
Representative.....Best
Trans.....Standard
Gen. Mgr.....Charles Symon
Sta. Mgr.....T. H. Ouellette
Prog. Dir.....Chuck Ramsey

WKBZ—Muskegon—1926
ABN

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Oper. By.....Ashbacker Radio Corp.
Business-Studio Address.....432 Apple Ave.
Tel.: 2-6051.....News Service: AP
Trans. Serv.....Lang-Worth
Representative.....Meeker
Membership.....NAB
Pres., Gen. Mgr.....Arch Shawd
Sta., Comm. Mgr.....J. R. Gudelsky
Program Director.....J. L. Roach
Pub. Dir., Sales Prom. Mgr.....B. L. Bennett
Chief Engineer.....George Krivitzky

WMUS—Muskegon—1947
KBS

Frequency: 1090 Kc.....Power: 1000 Watts d.
Owned-Oper. Greater Muskegon Bcstrs., Inc.
Business-Studio Address.....517 W. Giles Rd.
Tel.: 4-1672.....News Service: AP
Membership.....NAB
Station Rep.....Hil-Best.
V.P., Gen. Mgr.....Dalton C. Hille

WTRU—Muskegon—1949

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Muskegon Bcstg.
Address.....Summitt & Getty Sts.
News Service.....UP
Representative.....Gill-Perna
President.....Paul F. Eichhorn
Manager.....Kenneth Chapin
Sales Prom. Mgr.....Bill Musgrave

WNIL—Niles—1956—KBS

Frequency: 1290 Kc.....Power: 500 Watts, d.
Owned.....Niles Bcstg. Co.
Address.....416 Sycamore St.
Telephone.....MU 3-5432
Gen. Mgr.....Richard W. Holloway

WOAP—Owosso—1948—KBS

Frequency: 1080 Kc.....Power: 250 Watts d.
Owned-Operated By.....Owosso Bcstg. Co.

Address .....Owosso
Tel.: SA 5-8196.....News Service: AP
Representative.....Joseph Hershey McGillvra
Membership .....NAB, RAB
President.....J. E. Campbell
Gen., Sta. Mgr.....Merrill Walker
Chief Engineer.....Fran Bowles

WMBN—Petoskey—1946
NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Bus.-Studio Address.....Traverse City
Tel.: WI 7-7675.....News Service: AP
Station Rep.....Holman, Mich. Spot Sales
General Manager.....Les Biederman

WPON—Pontiac—1954

Frequency: 1460 Kc.....Power: 500 Watts
Owned.....Gerity Bcstg. Co.
Address .....Waldron Hotel
Tel.: FE 8-0444.....News Service: AP
Transcription Service .....Thesaurus
Station Representative..Michigan Spot Sales
Membership .....NAB, RAB
President.....James Gerity, Jr.
Gen., Sta. Mgr.....Russell Gohring
Prog. Dir.....Don Zee
Commercial Mgr.....Jack Chapman
Chief Engineer.....Karl Kuck

WHLS—Port Huron—1938
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Stevens-Wismer Bcstg. Co.
Address .....932 Military St.
Tel.: YU 2-8536.....News Service: AP
Trans. Ser.....Standard, Lang-Worth
Rep.....Gill-Perna, Michigan Spot Sales
Membership .....NAB
General Manager.....John F. Wismer
Station Mgr.....Thomas G. Sicklesteel
Comm. Mgr.....John Shepard
Chief Engineer.....Harold Oliver

WTTH—Port Huron—1947
ABN

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Times Herald Co.
Address.....907 6th St.
Tel.: YU 5-7171.....News Service: AP
Newspaper Affil.....Times-Herald
Transcription Service .....Standard
Membership .....NAB, RAB
Representative .....Weed
Sta. Mgr.....Kenneth Blevins
General Manager.....R. S. Sommerville
Sales Prom. Mgr.....Ronald Mires
Chief Engineer.....Kenneth Kunze

WHAK—Rogers City—1949

Frequency: 960 Kc.....Power: 5000 Watts d.
Owned-Operated By...Rogers City Bcstg. Co.
Address .....Rogers City
Tel.: 7751.....News Service: UP
Membership .....NAB
Pres., Gen., Sta. Mgr.....Harvey A. Klann
Comm. Mgr.....Albert Klann

WKNX—Saginaw—1947

Frequency: 1210 Kc. ..Power: 1000 Watts d.
Owned-Oper. By ...Lake Huron Bdcstg. Corp.
Address .....221 So. Wash. Ave.
Tel.: PL 3-4471.....News Service: UP
Representative .....Gill-Perna
Transcription Service.....World
Membership .....NAB, RAB
Pres., Gen. Mgr.....William J. Edwards
Vice-President.....Hon. Alvin M. Bentley
Station Manager.....Howard H. Wolfe
Commercial Mgr.....R. M. Chandler
Business Manager.....L. L. Purvis
Program Director.....Charles Renwick
Chief Engineer .....Max W. Thomas

WSAM—Saginaw—1940
NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Knorr Bcstg. Corp.
Address.....2435 Holland Ave.
Tel.: PL 2-8161.....News Service: AP
Rep.....Headley-Reed Co., Mich. Spot Sales
Membership .....NAB
Transcription Service .....Lang-Worth
President.....Fred A. Knorr
Station Manager.....George M. Millar
Chief Eng.....O. A. Nordenskjold

WSJM—Saint Joseph—1956

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Lake Broadcasters
Address .....Box 66
Tel.: YU 3-5579.....News Service: UP
Transcription .....Lang-Worth, SESAC
Membership .....NAB
President.....Maurice G. Humphrey
General Mgr.....Richard W. Lee
Comm. Mgr.....Ralph W. Newland
Program Dir.....Al Evans
V. P., Chief Eng.....Carl L. Benson

WSGW—Saginaw—1950
MBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Oper. By...Booth Radio & TV Stations
Address.....400 Mason Bldg.
Tel.: PL 3-4456.....News Service: AP
Representative .....Pearson
Membership .....NAB
Pres., Mgng. Dir.....John L. Booth
V.P., Gen., Sta., Comm. Mgr..Robert W. Phillips
Program Director.....Fred Krell
Chief Engineer.....Harold Volz, Jr.

WSOO—Sault Ste. Marie
1940

Freq.: 1230 Kc.....Power: 250 W.
Owned-Operated By..Hiawathaland Bcstg. Co.
Business-Studio Address.....208 Ashmun St.

Tel.: ME 2-2231.....News Service: AP
Membership .....NAB
Representative .....NBS
Trans.....Thesaurus, SESAC, Standard
President.....Stanley R. Pratt
General Manager.....Russell Staffield

WSTR—Sturgis—1951

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WSTR, Inc.
Address.....P. O. Box 70
Tel.: 1198.....News Service: AP
Representative.....Hil F. Best
General Manager.....E. Harold Munn Jr.
Station Manager.....Frank B. Cummins

WTCM—Traverse City—1941 MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Midwestern Bdcstg. Co.
Address .....Paul Bunyan Bldg.
Tel.: WI 7-7675.....News Service: AP
Rep.....Hal Holman Co., Mich. Spot Sales
Membership .....NAB
General Manager.....Les Biederman

Minnesota

Pop. March 1 (Est.)—3,303,000; Families—962,000; Lic. Stations—62, Sta. CP's—2; Radio Homes—940,000; TV Homes—738,000

KASM—Albany—1950—KBS

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Stearns Co. Bcstg. Co.
Address .....Albany
Tel.: 5-3005.....News Service: UP
Transcription .....Lang-Worth
Membership .....NAB
President.....William Blattner
General Manager.....Urban J. Keppers
Promotion Mgr.....Dale Howard

KATE—Albert Lea—1937 ABN-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owner....Albert Lea-Austin Bdcstg. Co., Inc.
Address .....332 South Broadway
Tel.: 2338.....News Service: UP
Transcription Service.....Standard, Thesaurus
Representative.....Meeker, Bulmer & Johnson
President.....Bennett O. Knudson
Gen. Mgr.....E. A. Van Alstyne
Program Director.....Marie Prosser
Sales Prom. Mgr.....Tom Golden
Chief Engineer.....Donald Franz

KXRA—Alexandria—1949 KBS-ABN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Alexandria Bcstg. Co.
Address .....1315 Broadway
Tel.: RO 3-3131.....News Sevice: UP
Representative.....Upper Mid-West Bcstg.
Membership .....NAB
Pres., Comm., Sales Prom. Mgr...E. Q. Walters
Station Manager.....Kenneth A. Tessmer
Program Director, Pub. Dir.....K. C. Bechtel
Chief Engineer.....Ron Wandmacher

KAUS—Austin—1948—MBS

Freq.: 1480 Kc.....Power: 1 Kw., d. 500 W., d.
Owned-Oper. By.....Minnesota-Iowa TV Co.
Business-Studio Address.....Hwy. 56, South
Tel.: HE 3-8836.....News Service: AP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB, RAB
President .....Chet Weseman
General Manager.....R. J. McElroy
Commercial Mgr.....Ken Soderberg

KBUN—Bemidji—1946 MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Paul Bunyan Broadcasting Co.
Address .....Box 848
Tel.: 1900.....News Service: UP
Transcription Service .....World
Membership .....NAB
President.....Ben H. Potter Jr.
Gen., Sta. Mgr.....James R. Hambacher
Chief Engineer.....Robert D. Zellmer

KBMO—Benson—1956—KBS

Frequency: 1290 Kc.....Power: 500 Watts, d.
Owned.....KEMO Bcstg. Co.
Address.....1205 Pacific Ave.
Tel.: VI 2-4601.....News Service: UP
Trans. .....SESAC
Representative.....E. T. Holmgren
Membership .....NAB
President.....George J. McCarthy
Gen. Mgr.....B. J. Kinney
Sales Prom. Mgr.....G. B. McClellen
Ch. Eng.....Dale Schulz

KLIZ—Brainerd—1946

Frequency: 1380 Kc.....Power: 1 Kw., d.
Owned-Operated By.....Brainerd Bcstg. Co.
Business Address.....2700 E. Oak
Tel.: 2853.....News Service: UP
Transcription Service .....World, Associated
Representative .....Walker
Membership .....NAB
Pres., Gen. Mgr.....E. Thomas O'Brien
Station Mgr.....Earl R. Johnsen

KBMW—Breckenridge—1948 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Interstate Bdcstg. Corp.
Address....519 Dakota Ave., Wahpeton, N. D.

Tel.: 2-4141.....News Service: UP
Station Representative.....Continental
Transcription Service.....Standard, World
Pres., Gen. Mgr.....Robert E. Ingstad
Sta., Comm. Mgr.....George Kaufmann

WKLK—Cloquet—1949—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Cloquet Bcstg. Co.
Address .....Cloquet
Tel.: TR 9-6725.....News Service: UP
General Manager.....Henry Newby
Station Manager.....Sidney Markusen
Commercial Manager.....Richard Johnson

KROX—Crookston—1948 KBS

Freq.: 1260 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Operated By.....Crookston Bcstg. Co.
Business-Studio Address.....Eagles Bldg.
Tel.: 1050.....News Service: UP
Transcription Service.....Thesaurus, World
Rep.....Donald Cook, Tracy Moore
President, Prog. Dir.....Jerome A. Dahlberg
General Manager.....William J. Kiewel
Sales Prom., Comm. Mgr.....E. R. Melbye
Chief Engineer.....Earl Handyside

KDLM—Detroit Lakes—1951 KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.Detroit Lakes Bcstg. Corp.
Address.....1340 Richwood Rd.
Tel.: 1100.....News Service: UP
Transcription Service .....World
Representative.....Continental Radio Sales
Station Manager.....Norman Engstrom
Program Director.....L. Weston
Commercial Manager.....D. Knutson
Chief Engineer.....W. Wilson

KDAL—Duluth—1936—CBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By....Red River Bcstg. Co., Inc.
Business-Studio Address.....218 Bradley Bldg.
Tel.: RA 2-2628.....News Service: AP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NAB, RAB
Pres., Gen. Mgr.....Odin S. Ramsland
Sales Manager.....Rex H. Hudson
Exec. V.P. Chg. Engr.....Robert Dettman

WEBC—Duluth—1924 NBC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Head of the Lakes Bcstg. Co.
Business-Studio Address.....WEBC Bldg.
Tel.: RA 2-2873.....News Service: UP
Representative .....Hollingbery
Transcription Service .....Lang-Worth
Membership .....NAB, RAB
President .....Morgan Murphy
Commercial Manager.....John H. Borgen
General Manager.....Robert J. Rich
Program Director.....Dennis Murphy
Chief Engineer.....Norman Gill

WELY—Ely—1954—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owner.....Charles B. Persons
Address .....WELY Bldg.
Tel.: 744.....News Service: UP
Transcription Service .....World
Membership .....NAB
Station Mgr., Chief Eng.....Charles B. Persons

WEVE—Eveleth—1947 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Carl Bloomquist
Address .....WEVE Bldg.
Telephone 1340
Transcription Service .....Standard
Representative .....UMBS Sales
Membership .....NAB
Owner .....Carl Bloomquist
General Manager.....Arthur F. Nelson

KSUM—Fairmont—1949 MBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....Fairmont Bdcstg. Co.
Address .....306 North Park St..
Tel.: 1370.....News Service: UP
Representative.....Rombeau, UMBS Sales
Trans. Serv. .....Thesaurus
Membership .....NAB
General Manager.....Frank Endersbe

KDHL—Faribault—1947

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....KDHL Bdcstg. Co.
Business-Studio Address....213 Central Ave.
Tel.: FA 4-4345.....News Service: UP
Transcription .....Capitol, Standard
Membership .....NAB
General Mgr.....J. E. Hyde, Jr.
Commercial Mgr.....Palmer Dragsten

KGDE—Fergus Falls—1926 MBS

Freq.: 1250 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Fergus Radio Corp.
Business-Studio Address.....Fergus Falls
Tel.: 6996.....News Service: AP
Representative.....Bulmer & Johnson
Secy.-Treas., Gen. Mgr.....Harold L. Dell
Assistant Manager.....Frederick T. Dell

KOZY—Grand Rapids—1948 MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Itasca Bcstg. Co.
Address.....207 N. First Ave.
Tel.: FA 6-3446.....News Service: UP
Membership .....NAB, RAB
General Manager.....Robert D. Kennedy

WMFG—Hibbing—1935
NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Head of the Lakes Bcstg. Co.
Address .....WMFG Bldg.
Tel.: 3-7531.....News Service: UP
Representative ..... Hollingbery
Membership .....NAB, RAB
General Manager.....Harold Parise

KDUZ—Hutchinson—1953
KBS

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned.....North American Broadcasting Co.
Address .....Box 32
Tel.: 1555.....News Service: UP
Representative .....Best
Transcription .....Standard
General Manager.....Albert Tedesco
Commercial Mgr.....Dean Nolt
Program Director.....Lorrain Lhotka
Station Manager.....Heinz Fruck
Chief Engineer.....Darrel Gander

KLTF—Little Falls—1950
KBS

Frequency: 960 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Little Falls Bcstg. Co.
Address.....105½ Broadway E.
Tel.: 367.....News Service: UP
Transcription Service .....Thesaurus
Membership .....NAB
Pres., Gen. Sta. Mgr.....John H. Lemme
Commercial Manager.....Richard J. Rudeck

KTOE—Mankato—1950
ABN

Freq.: 1420 Kc.....Power: 5 Kw.
Owned-Oper. By..Minnesota Valley Bcstg. Co.
Address .....Mankato
Tel.: 4537.....News Service: AP
Representative .....Pearson
President.....H. W. Linder
Gen., Comm. Mgr.....D. O. Linder
Chief Engineer.....Steve Wolf

KYSM—Mankato—1938
NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....F. B. Clements & Co.
Address.....101 N. Second St.
Tel.: 4673.....News Service: UP
Representative ....Meeker
Transcription Service.....Thesaurus, World
Membership .....NAB, RAB
Gen., Station, Comm. Mgr...Robert E. Dehaven

KMHL—Marshall—1946
ABN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Harry W. Linder
Business-Studio Address.....KMHL Bldg.
Tel.: 2282..... ..News Service: AP
Representative.....John E. Pearson
Owner.....Harry W. Linder
General Manager.....Gilmore F. Frayseth

WCCO—Minneapolis—1924
CBS

Frequency: 830 Kc.....Power: 50,000 Watts
Owned By.....Midwest Radio-Television, Inc.
Business-Studio Address....625 Second Ave. S.
Tel.: 2-1202.....News Service: AP, UP, INS
Transcription Service.....Standard
Representative.....CBS Radio Spot Sales
Membership .....NAB
Exec. V. P.....F. Van Konynenburg
Gen., Sta. Mgr.....Larry Haeg
Sales Manager.....Phil Lewis
Prog. Prom. Mgr.....Gordon Mikkelson
Program Director.....William Schwarz
Sales Prom. Dir.....C. Kaufman
Chief Engineer.....Kermit Sueker

WDGY—Minneapolis—1923

Freq.: 1130 Kc....Power: 50 Kw. d., 25 Kw. n.
Owned-Oper. By.....The Storz Stations
Address.....Builders Exchange Bldg.
Tel.: FE 5-2271.....News Service: UP, INS
Representative .....John Blair
Membership .....NAB
President .....Todd Storz
General Manager.....Jach Thayer
Sales Manager.....Edward T. Hunt
Publicity Director.....Rosemary Bialon
Chief Engineer.....Kenneth Olson



The Twins like radio with their fun . . . and fun with their radio.

That's why WDGY is *first** in the Twin Cities . . . and why WDGY billings are at an all time high. It's Storz Station programming that does it. Talk to Blair or WDGY general manager Jack Thayer.

**Latest Pulse All-Day Average*

WDGY — Mpls. - St. Paul

50,000 watts

"A STORZ STATION"

KEVE—Minneapolis—1948

Frequency: 1440 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Western Bcstg.
Address.....917 Lilac Lane
Tel.: LI 5-5601.....News Service: AP
Representative .....Bernard
Transcription .....Standard
Membership .....RAB
President .....R. M. Purcell
V.P., Gen. Mgr.....Kenneth Firnstahl
Program Dir.....Bob Kaye
Chief Engineer.....Denvy Doty

WLOL—Minneapolis—1939

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By.....BFR Bcstg. Co.
Address.....870 Northwestern Bank Bldg.
Tel.: FE 3-0406.....News Service: UP, AP
Representative .....AM Radio Sales
Membership .....NAB, RAB
President.....Larry Bentson
Gen., Comm. Mgr.....Wayne Williams
Program Director.....Jim Boysen
Publicity Director.....Ray Christensen
Chief Engineer.....Bryce Ekberg

WPBC—Minneapolis—1949

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....People's Bdcstg. Co.
Address.....1133 Stinson Blvd.
Tel.: ST 9-4356.....News Service: UP
Representative .....McGavren-Quinn
Pres., Gen., Sta., Comm. Mgr....W. V. Stewart
Sales Prom. Mgr.....Jack I. Moore
Prog., Pub. Dir.....Mrs. B. A. Stewart
Chief Engineer.....Gene Chenetti

WTCN—Minneapolis-St. Paul
1931—ABN

Freq.: 1280 Kc.....Power: 5 Kw. d.; 1 Kw. n.
Owned By.....Twin State Bcstg.
Address.....Calhoun Beach Hotel
Telephone .....WA 7-8881
Rep.....Katz Agency, Andy McDermott
Membership .....NAB, RAB
V.P., Gen. Mgr.....Phil Hoffman
Sales Manager.....Jack Cosgrove
Sales Promotion Mgr.....Dave Lee
Program Director .....Sev Widman
Chief Engineer.....Joseph Kahnke

KDMA—Montevideo—1951
ABN

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Oper. By.....Midwest Bcstg. Corp.
Address .....Box 369
Tel.: AM 9-8815.....News Service: AP
Representative .....Pearson
Pres.....H. W. Linder
Gen. Mgr.....Willard Linder
Sta. Mgr.....Byron Zurn
Comm. Mgr.....Fred Ehlen
Chief Engineer.....James Wood

KVOX—Moorhead—1937
MBS

Frequency: 1280 Kc.....Power: 1 Kw.
Owned-Operated By.....KVOX Bcstg. Co.
Address.....400 8th St. So.
Tel.: 3-1522.....News Service: UP
Representative .....Devney
Membership .....RAB
President.....E. J. McKellar
Gen., Station Mgr.....M. M. Marget
Commercial Mgr.....R. L. Owens
Sales Prom. Mgr.....T. P. Hannaher
Pub. Dir.....Arthur Selikoff
Chief Engineer.....Erwin Liefeldt

KMRS—Morris—1956—KBS

Frequency: 1570 Kc.....Power: 1 Kw., d.
Owned.....Clifford L. Hedberg, Pres.
Address .....Morris, Minn.
Tel.: 68.....News Service: AP
Trans. .....Thesaurus
Membership .....NAB
Gen. Mgr.....George Brooks
Comm. Mgr.....Peter Steel
Prog. Dir.....Jim Bollman
Ch. Eng.....Don Anderson

KNUJ—New Ulm—1949
KBS

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KNUJ, Inc.
Address .....304½ N. Minn. St.
Tel.: 905
Transcription Service .....World
Membership .....NAB, RAB
General Manager.....George E. Korenchen
Program Director.....Bill Parker

KRFO—Owatonna—1950
KBS

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Owatonna Bcstg. Co.
Address.....301 N. Cedar St.
Tel.: 5541.....News Service: UP
Transcription Service .....Thesaurus
Representative .....Hopewell
Pres., Gen. Mgr.....Robert W. Behling
Sta. Mgr., Chief Eng.....Gerald J. Boos
Comm. Mgr.....Charlie Vais
Prog. Director.....Duane Allen

WCMP—Pine City—1957—KBS

Frequency: 1350 Kc.....Power: 1 Kw., d.
Owned.....Pine County Bcstg. Co.
Address .....Box 578
Tel.: 767.....News Service: UP
Gen. Mgr.....Robert P. Schuller

KLOH—Pipestone—1955

Frequency: 1050 Kc....Power: 1000 Watts, d.
Owned-Operated By...Pipestone Bcstg. Corp.
Address.....118 W. Main St.

Tel.: 1050.....News Service: UP
Transcription Service .....Thesaurus
Representative .....Continental
President.....C. B. Thomas
General Manager.....Lee Burton

KCUE—Red Wing—1948

Frequency: 1250 Kc....Power: 1000 Watts, d.
Owned.....Hiawatha Valley Bcstg. Co., Inc.
Address .....RFD 4
Tel.: DU 8-3511.....News Service: AP
Representative .....William G. Rambeau
Gen. Mgr., V.P.....Gene Elston
Comm. Mgr.....David Vonch
Program Dir.....Harley Flathers
Chief Engineer.....Virgil J. Kohrs

KLGR—Redwood Falls—1954

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Oper. By.....Harry W. Linder
Address.....209 S. Washington St.
Tel.: ME 7-2989.....News Service: AP
Representative .....Pearson
General Manager.....Gilmore F. Frayseth
Assistant Manager.....Ray Foslid

KROC—Rochester—1935 NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Southern Minnesota Bcstg. Co.
Address.....100 1st Avenue Bldg.
Telephone 3924
Representative.....Meeker, Harry S. Hyett
Membership .....RAB
President.....Mrs. Gregory P. Gentling
General Manager.....G. David Gentling
Commercial Manager.....Robert Fick

KFAM—St. Cloud—1938 NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Times Publ. Co.
Address.....Fernwood Addition, Hwy. 152
Tel.: BL 2-1551.....News Service: AP
Representative .....Pearson
Membership .....NAB, RAB
President.....Frederick C. Schilplin
Manager .....John Murphy
Comm. Mgr.....Marlin Dean
Publicity Director.....Mrs. L. Hemberger
Chief Engineer .....Robert Witschen

WJON—St. Cloud—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite City Bcstg. Co.
Address .....Box 270
Tel.: BL 1-4422.....News Service: UP
Representative....Rambeau, Bulmer & Johnson
Transcription Service .....World
Pres., Gen., Sta. Mgr.....John Haerle

KRBI—St. Peter

Frequency: 1310 Kc.....Power: 1 Kw., d.
Owned.....Gateland Bcstg. Corp.
Address.....1031 Grace St.
News Service .....AP
Gen. Mgr.....C. R. Holmberg

KSTP—St. Paul-Minneapolis 1928—NBC

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned By.....KSTP, Inc.
Bus.-Studio Address.....3415 University Ave.
Tel.: MI 5-2717.....News Service: AP, UP
Transcription Service.....Thesaurus, SESAC
Representative .....Edward Petry
Pres., Gen. Mgr.....Stanley E. Hubbard
V.P., Sales.....M. L. Rosene
Radio Sales Mgr.....Byron Anderson
Exec. V.P., Treas.....K. M. Hance
Production Supervisor....D. Brooks Henderson
Promotion-Publicity Director.....Wm. Davey
Chief Engineer.....William S. Sadler

WISK—St. Paul—1951

Frequency: 1590 Kc.....Power: 5 Kw., d.
Owned.....BVM Bcstg. Co.
Addres.....158 N. White Bear Ave.
Tel.: PR 1-5588.....News Service: UP
Representative .....Rambeau
Gen. Mgr.....Nicholas Tedesco
Sta. Mgr.....Samuel H. Sabean

WMIN—St. Paul—1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Franklin Bcstg. Co.
Address.....611 Frontenac Place
Tel.: MI 5-7757.....News Service: AP
Representative.....John E. Pearson
V.P., Gen. Mgr.....Wm. F. Johns, Jr.
Sales Mgr.....Merle Edwards
Program Director.....Ralph R. Smith

WAVN—Stillwater—1949 KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....St. Croix Bcstg. Co.
Address.....126½ S. Main St.
Tel.: 46.....News Service: UP
Pres., Gen., Sta. Mgr.....Richard K. Power
Comm. Mgr.....James H. McLaughlin
Sales Prom. Mgr.....Dewey S. Campbell
Prog. Dir.....J. Roger Erickson
Publicity Dir.....Henry Sampson
Chief Engineer.....Elmer L. Christenson

KTRF—Thief River Falls 1947

Frequency: 1239 Kc.....Power: 250 Watts
Owned-Operated By.....KTRF Radio Corp.
Address .....Box 69
Tel.: 13.....News Service: UP
Transcription Service .....World
Representative .....Bulmer & Johnson, Inc.
Membership .....RAB
Pres., Gen. Mgr.....Don Olsen
Chief Eng.....Fred Franklin

WHLB—Virginia—1936—NBC

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Oper. By.....Head of the Lakes Bcstg.
Address .....WHLB Bldg.
Tel.: SH 1-2233.....News Service: UP
Newspaper Affil.....Misabi Daily News
Membership .....NAB, RAB
Transcription Service .....World
Representative .....Hollingbery
Gen. Mgr.....Harold J. Parise
Sta., Comm., Prom. Mgr...Baldino W. Rodorigo
Prog. Dir.....Richard Shumavc
Chief Engineer.....Norman Gill

KWAD—Wadena—1948 MBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By....KWAD Broadcasting Co.
Bus.-Studio Address.....First Natl. Bank Bldg.
Tel.: 920.....News Service: UP
Representatives.....Bulmer & Johnson
President.....Robert E. Ingstad
V.P., Gen. Mgr.....Marlin T. Obie
Commercial Mgr.....Harold O. Bakke
Chief Eng.....Harold Allen

KWLM—Willmar—1940—ABN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Lakeland Bcstg. Co.
Business-Studio Address .....Willmar
Tel.: BE 5-1340.....News Service: AP
Transcription Service .....Cole
Representative.....John E. Pearson
Membership .....NAB
President .....H. W. Linder
Sta. Mgr.....Willard Linder
Commercial Manager.....Jack Lynch
Chief Engineer.....Francois Peterson

KAGE—Winona—1956—KBS

Frequency: 1570 Kc.....Power: 1 Kw. d.
Owned.....Winona Bcstg. Co.
Address.....118 W. Fourth St.
Tel.: 2867.....News Service: UP
Manager.....Frank I. Haas
Sales Mgr.....Jac..k Ortman

KWNO—Winona—1938—ABN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Winona Radio Service
Business-Studio Addres.....216 Center St.
Tel.: 3313.....News Service: AP
Newspaper Affiliation.....Daily News
Transcription Service.....Standard, World
Membership .....NAB, RAB
Representative.....John E. Pearson
President.....M. H. White
Gen., Sta. Mgr.....E. M. Allen
Prog. Dir.....C. E. Williams
Commercial Manager.....H. Rod Hurd
Chief Engineer.....Gene Gappa

KWOA—Worthington—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Worthington Bcstg. Co., Inc.
Address .....Hotel Thompson
Tel.: 2-7301.....News Service: UP
Transcription Service .....Lang-Worth
Representative.....Bulmer & Johnson
Membership .....NAB
President.....R. W. Olson
General Manager.....R. E. Shepard
Comm. Mgr.....Arne Karhu
Prog. Dir.....Walt Jensen
Chief Engineer.....Clint Knapp

Mississippi

Pop. March 1 (Est.)—2,179,000; Families—563,000; Lic. Stations—67, Sta. CP's—4; Radio Homes—546,000; TV Homes—246,000

WMPA—Aberdeen—1952

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....Ray Tolar, Gen. Mgr.
Address .....Box 402
Tel.: EM 9-4561.....News Service: UP
Prog. Dir.....Frances Tolar
Ch. Eng.....Thomas R. Tolar

WAMY—Amory—1955—KBS

Frequency: 1580 Kc.....Power: 5 Kw., d.
Owned.....Charles C. Boren, Jr.
Address .....Box 268
Telephone .....CL 6-5911
Representative .....Everett-McKinney
Commercial Manager.....Jimmy Wells
Program Director.....Elsie Sanderson
Chief Engineer.....A. D. Wiygul

WBLE—Batesville—1953 KBS

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Panola Bcstg. Co.
Address.....Drawer No. 73
Tel.: 7266.....News Service: AP
Transcription .....Thesaurus
Representative.....Hil F. Best
President.....Harold B. McCarley
Chief Engineer.....Alfred E. Jennings

WLOX—Biloxi—Gulfport 1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WLOX Bcstg. Co.
Address.....Buena Vista Hotal
Tel.: ID 6-5581.....News Service: UP
Trans. Service.....Standard, Lang-Worth
Representative .....Holman
Membership .....NAB
General Manager.....Ray Butterfield
Commercial Manager.....Thomas B. Majure
Program Director.....Mary Migues

WVMI—Biloxi—1950

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Associates
Address.....P. O. Box 152
Tel.: ID 2-7001.....News Service: UP
Rep.....Nat. Time Sales

Transcription Service.....Thesaurus
Pres., Gen., Sta. Mgr.....Odes E. Robinson
Comm. Mgr.....Robert Stein
Chief Engineer.....Odes E. Robinson, Jr.

WBIP—Booneville—1950
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Booneville Bcstg. Co
Address.....Highway No. 45-S
Tel.: PA 8-5301.....News Service: UP
Transcription.....World
Representative.....Hil F. Best
Gen. Mgr.....E. O. Roden
Comm. Mgr.....Don Moore
Program Director.....Jean Cochran

WCHJ—Brookhaven—1955

Frequency: 1470 Kc....Power: 1000 Watts d.
Owned-Operated By...Rural Broadcasting Co.
Address.....Entrican Bldg.
Tel.: 1076.....News Service: AP
Representative.....Hil F. Best
Membership.....NAB
Partners.....W. M. Jones, Laura Jane Huff
Gen., Comm., Prom. Mgr.....W. M. Jones
Station Mgr.....Doug Mathis

WJMB—Brookhaven—1948
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Brookhaven Bcstg. Co.
Address.....W. Chickasaw St.
Tel.: 1298.....News Service: AP
Representative.....Continental
Transcription Service.....World
Pres., Gen. Mgr.....Tullius Brady

WDOB—Canton—1953—KBS

Frequency: 1370 Kc.....Power: 1 Kw. d.
Owned-Oper. By...Madison County Bcstg. Co.
Address.....Box 182
Tel.: 1370.....News Service: UP
Transcription Service.....Thesaurus
Representative.....Indie
Manager.....Al Simmons
Program Dir.....Hazel Lewis

WGLC—Centreville—1951
KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Southern Bcstg. Co.
Address.....Hwy. 24
News Service.....UP
Transcription Service.....Capitol
Representative.....Continental Radio Sales
President.....Alvin Sansing
Gen., Sta., Comm., Prom. Mgr...C. W. Wright
Prog., Pub. Dir.....Thelma McCraine
Chief Engineer.....E. Case

WKDL—Clarksdale—1955

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Coahama Bcstg. Co.
Address.....1 State St.
Tel.: MA 4-6200.....News Service: UP
Transcription Service.....Thesaurus
Membership.....RAB
Pres., Gen. Mgr.....John B. Craddock
Program Director.....Joseph Rachuba
Chief Engineer.....S. (Sonny) Jennings

WROX—Clarksdale—1944
MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Eunice T. Imes
Address.....Alcazar Hotel
Tel.: MA 4-4313.....News Service: AP
Representative.....Everett-McKinney
Membership.....NAB
President.....Paul D'Antoni
General Manager.....Bob McRaney, Sr.
Sta., Sales Prom. Mgr.....P. B. Hinman
Commercial Manager.....Helen Sugg
Chief Engineer.....C. D. Graves

WCLD—Cleveland—1949
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Voice of the Delta, Inc.
Address.....H'way 61 So.
Tel.: VI 3-4091.....News Service: AP
Station Representative.....Walker
President.....Joseph W. Carson
V.P., Gen. Mgr.....George C. Shurden

WCJU—Columbia—1946
MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WCJU, Inc.
Address.....P. O. Box 472
Tel.....RE 6-2616
Newspaper Affiliation.....The Progress
Pres., Gen. Manager.....Lester Williams
Prog. Dir.....Clifford Chance
Sta. Mgr., Chief Eng.....Ray Tolar

WACR—Columbus—1950

Frequency: 1050 Kc.....Power: 1 Kw. d.
Owned.....J. W. Eatherton
Address.....Main & 4th St. S.
Tel.: FA 8-1050.....News Service: UP
Representative.....Best
General Manager.....James W. Eatherton
Program Director.....Mrs. Rick Moore
Comm. Mgr.....Sydney Thweatt
Chief Eng.....Dan Stewart

WCBI—Columbus—1940
MBS-KBS

Frequency: 550 Kc..Power: 1 Kw. d., 500 W. n.
Owned.....Columbus Bcstg. Co., Inc.
Address.....Gilmer Hotel
News Service.....AP
Representative...Dixieland, Everett-McKinney
Membership.....NAB
President.....B. Imes, Jr.
Gen., Pub. Mgr.....Bob McRaney
Sta. Mgr.....J. W. Eatherton

Comm. Mgr.....Ray Crummy
Prog. Dir.....Jack Cochrane
Chief Engineer.....Tom McFerrin

WCMA—Corinth—1945
KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Corinth Bcstg. Co., Inc.
Business-Studio Address.....Ray Bldg.
Tel.: 5575.....News Service: UP
Transcription Service .....World
Membership .....NAB
Representative .....Venard; Ayers
President .....Aaron B. Robinson
Gen. Sta., Sales Prom. Mgr.....John E. Bell
Prog. Dir.....Thomas T. Weaver, Jr.
Chief Engineer.....James D. Anderson

WKBX—Corinth—1956

Frequency: 1330 Kc.....Power: 500 Watts
Owned.....Triangle Bcstg. Co.
Tel.: 6691.....News Service: AP
Representative .....Best
Sta. Mgr.....W. E. Gray
Comm. Mgr.....Charles B. Tucker

WMAG—Forrest—1955
KBS

Frequency: 860 Kc.....Power: 500 Watts d.
Owner-Operated By..Scott County Bcstg. Co.
Address.....P. O. Box 188
Tel.: 7001.....News Service: UP
General Mgr.....Hugh Hughes
Commercial Mgr.....Willie Weems

WDDT—Greenville—1956

Frequency: 900 Kc.....Power: 1 Kw., d.
Owned.....The Delta Democrat Times
Address .....207 Main Street
Tel.: 2-0526.....News Service: AP
Transcription .....Thesaurus
Representative .....Hil F. Best
Membership .....NAB
Gen., Sta. Mgr.....Ross Charles
Commercial Manager.....William Deans
Program Director.....Ron Lundy
Chief Engineer.....Joe Gunter

WGVM—Greenville—1948

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By...Mid America Bcstg. Co.
Bus.-Studio Address.....118 So. B'way
Tel.: 4559.....News Service: UP
Membership .....NAB
Transcription Service .....Standard
Rep.....Devney, Melville, Dixieland
Pres., General Manager.....David M. Segal
Station Manager.....Edward M. Guss
Sales Prom. Mgr., Prog. Dir...Wallace D. Hoy
Commercial Manager.....Jack R. Stull
Chief Engineer.....Joseph C. Gunter

WJPR—Greenville—1939
MBS-KBS

Freq.: 1330 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Radio Service Co.
Business-Studio Address.....120 So. Poplar St.
Tel.: 9049.....News Service: AP
Representative.....Bogner & Martin
Transcription Service.....World
Membership .....NAB
Gen. Sta. Mgr.....Emmett H. McMurry
Commercial Manager.....Frank W. Baldwin
Program Director.....Mildred Flowers
Sls. Prom. Mgr.....Gene Underwood
Publicity Dir.....Bea Armistead
Chief Engineer.....Percy L. Kuhn

WABG—Greenwood—1950

Freq.: 960 Kw.....Power: 1 Kw. d., 500 w. n.
Owned-Oper. By.....Greenwood Bcstg. Co.
Address .....P. O. Box 414
Tel.: 3010.....News Service: UP
Membership .....NAB
President, Gen. Mgr.....Cy Bahakel
Sta. Mgr.....Don Neil
Comm. Mgr.....Ken Wallace
Prog. Dir.....Erlene Leach
Chief Engineer.....Billy Watkins

WGRM—Greenwood—1937
NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Operated By.....Radio Station WGRM
Address.....600 Walnut St.
Tel.: 1900.....News Service: UP
General Manager.....F. C. Ewing
Commercial Mgr.....Lew Sadler
Program Dir.....Charles Hester
Chief Eng.....Louis Pierce

WNAG—Grenada—1949
MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Address .....Columbus, Miss.
Telephone.....1400
Representative ...Dixieland, Everett-McKinney
Newspaper Affiliation .....Dispatch
General Manager.....Bob McRaney
Sta., Comm. Mgr., Prog., Pub. Dir...M. Looney
Chief Engineer.....Jimmie Pinnix

WDEB—Gulfport—1955

Frequency: 1390 Kc.....Power: 1 Kw., d.
Owned-Operated By.....Electronics Research
Address .....Box 115
Tel.: UN 3-7133.....News Service: UP
Transcription .....Standard
Representative.....Thomas F. Clark
Gen., Sta. Mgr.....L. H. Thesmar
Sales Prom. Mgr.....Earl Blessey
Comm. Mgr.....Eddie Vann
Chief Engineer.....Bob Reach

WGCM—Gulfport—1929
ABN-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WGCM Bcstg. Co.

Address.....15th Ave and 22nd St.
Tel.: GU 1111.....News Service: AP
Station Representative.....Bogner & Martin
Membership .....NAB
Owner & Gen. Mgr.....Hugh O. Jones
Sta., Sales Prom. Mgr.....Holton Turnbough
Commercial Manager.....Mrs. O. L. Owens
Prog. Dir.....Tommie Meek
Chief Engineer.....Donovan Murphy

WBKH—Hattiesburg—1954

Frequency: 950 Kc.....Power: 5 Kw. d.
Owned.....Deep South Radio, Inc.
Address.....305 Bay Street
Tel.: JU 2-1986.....News Service: UP
Representative .....McGillvra
Gen. Mgr.....F. M. Smith
Comm. Mgr.....Walter L. Smith
Prog. Director.....Terry R. Speights
Chief Engineer.....B. B. McLemore

WFOR—Hattiesburg—1925 NBC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Bcstg. Co.
Address.....302 Hemphill St.
Tel.: JU 4-5432.....News Service: UP
Representative .....Rambeau, Dixieland
President.....C. J. Wright, Sr.
Program Director.....Clifton Sessions
Station Mgr.....E. M. Jenkins

WHSY—Hattiesburg—1948 ABN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Hub City Bcstg. Co. Inc.
Address.....Hwy. II, North
Tel.: JU 3-1741.....News Service: AP
Representative .....Clark
Membership .....RAB, NAB
President.....Charles W. Holt
Station Manager.....Carl Welch
Chief Engineer.....Charles Sharpling

WXXX—Hattiesburg—1957

Frequency: 1310.....Power: 1 Kw., d.
Owned.....Bcst. Development Co.
Address .....Box 1492
Tel.: JU 2-2591.....News Service: UP
Representative .....Indie Sales
President.....Dave A. Matison, Jr.
Manager.....J. C. Walker

WMDC—Hazlehurst—1953 KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned.....Southwestern Bcstg. Co. of Miss.
Address.....P. O. Box 571
Tel.: 869.....News Service: UP
Representative .....McGillvra
General Manager.....Louis Alford
Sta. Mgr., Chief Engr.....Mack Smith
Comm. Mgr., Prog. Dir.....Malcolm Jones
Publicity Director.....Bob Prather

WCPC—Houston—1955—KBS

Frequency: 1320 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....WCPC Bcstg. Co.
Address .....Box 552
Tel.: GL 6-3528.....News Service: UP
Membership .....NAB
Gen., Sta., Comm. Mgr.....Robin H. Mathis
Sales Mgr., Prog., Pub. Dir...Ralph C. Mathis
Chief Engineer.....John B. Skelton, Jr.

WNLA—Indianola—1953 KBS

Frequency: 1380 Kc.....Power: 500 watts d.
Owned.....Central Delta Bcstg. Co.
Address.....134 Baker St.
Tel.: MI 500.....News Service: UP
Membership .....NAB
Co-Owners.....W. L. Kent; J. M. McLendon
Gen., Sta., Comm. Mgr.....Kit Carson
Program Director.....Paul Artman
Publicity Director.....John McLendon
Chief Engineer.....Bob Meador

WJDX—Jackson—1929—NBC

Frequency: 620 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned.....Lamar Life Insurance Company
Address.....715 S. Jefferson
Tel.: 2-2691.....News Service: UP
Transcription Service .....Thesaurus
Representative .....Hollingbery

To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

Membership ..... NAB, RAB
Gen., Sta. Mgr. ..... Fred L. Beard
Comm. Mgr. ..... Frank Gentry
Sales Prom. Mgr., Pub. Dir. ..... Chuck Allen
Prog. Dir. ..... Forrest Cox
Chief Engineer ..... Percy G. Root

WJQS—Jackson—1947
CBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Milner Bcstg.
Address ..... King Edward Hotel
Tel.: 4-5653 ..... News Service: UP
Representative ..... Branham
Membership ..... NAB, RAB
General Manager ..... Lewis Heilbroner
Commercial Manager ..... Ben Greer

WJXN—Jackson—1945

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned ..... Jackson Bcstg. Co., Inc.
Address ..... P. O. Box 786
Tel.: 2-6673 ..... News Service: UP
Representative ..... Webb
Membership ..... NAB
President ..... James T. Ownby
General Manager ..... Robert Statham

WOKJ—Jackson—1954

Frequency: 1590 Kc. ..... Power: 5 Kw.
Owned ..... Dixieland Bcstg. Co.
Address ..... P. O. Box 2667
Tel.: 3-7830 ..... News Service: UP
Station Representative ..... Pearson
Membership ..... NAB, RAB
General Manager ..... John M. McLendon
Station Manager ..... Al Evans
Program Director ..... Buddy Green
Chief Engineer ..... Bill Hollingsworth

WRBC—Jackson—1947—MBS

Freq.: 1300 Kc. ..... Power: 5 Kw. d., 1 Kw., n.
Owned-Operated By ..... Rebel Bcstg. Co., Inc.
Business-Studio Address ..... 125½ So. Lamar
Tel.: 5-1562 ..... News Service: AP
Representative ..... Rambeau, Dixieland
General Manager ..... W. V. Dubard
Commercial Manager ..... Percy H. Powers, Jr.

WSLI—Jackson—1938—ABN

Frequency: 930 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Capitol Bdcting Co.
Address ..... Box 8155
Tel.: 4-2512 ..... News Service: AP
Newspaper Affil. ..... Daily News, Clarion Ledger
Transcription ..... World
Representative ..... Weed
Membership ..... NAB
President ..... T. M. Hederman, Jr.
General Manager ..... L. M. Sepaugh
Station Manager ..... Richard Voorhis
Commercial Manager ..... Ed Wilkerson
Sales Prom. Mgr. ..... Dorothy Dawley
Prog., Pub. Dir. ..... Billie Wilbanks
Chief Engineer ..... C. A. Perkins

WKOZ—Kosciusko—1947
KBS

Frequency: 1350 Kc. ..... Power: 5 Kc. d.
Owned-Oper. By ..... Kosciusko Bcstg. Co.
Address ..... 109 W. Jefferson
Tel.: 782 ..... News Service: UP
Membership ..... NAB
Transcription ..... World
General Manager ..... Cy N. Bahakel
Station Manager ..... Mims Boswell, Jr.

WAML—Laurel—1932
NBC-KBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... New Laurel Radio Station
Business-Studio Address ..... Box 950
Telephone 5601
Transcription Service ..... World
Representative ..... George P. Hollingbery
President ..... Harold Matison
Gen., Sta. Mgr. ..... Frank W. Sumrall
Commercial Manager ..... M. M. Caver
Program Director ..... Granville Walters
Chief Engineer ..... Forrest Williams

WLAU—Laurel—1946
ABN

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Southland Bcstg. Co.
Address ..... 437 N. Magnolia St.
Tel.: 8-7227 ..... News Service: UP
Representative ..... McGillvra
Transcription Service ..... Lang-Worth
Membership ..... RAB, NAB
President ..... C. T. McCallum
Gen., Sta. Mgr. ..... Norma H. Leggett
Comm., Sales Prom. Mgr. ..... David Stensrud
Pgm., Pub. Dir. ..... Jim Gibbon
Chief Engineer ..... W. B. Carter

WNSL—Laurel—1957

Frequency: 1260 Kc. ..... Power: 1 Kw., d.
Owned ..... Voice of the New South, Inc.
Address ..... 160 Beacon St.
News Service ..... UP
Representative ..... Walker
Membership ..... RAB
Gen. Mgr. ..... Granville Walters
Comm. Mgr. ..... Teck Jones

WLSM—Louisville—1953

Frequency: 1270 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Louisville Bcstg. Corp.
Address ..... Louisville
Tel.: 1000 ..... News Service: AP
Station Representative ..... Walker
Station Manager ..... Herbert Guthrie
Program Director ..... John W. Jenkins, Jr.

WMBC—Macon—1947
KBS

Frequency: 1400 Kc. ..... Power: 250 Watts

Owned ..... Bob Chisholm
Address ..... WMBC Bldg.
News Service ..... UP
Station Rep. ..... Hil Best
General Manager ..... Bill Atkinson
Comm. Mgr. ..... E. C. Farr

WSJC—Magee—1957—KBS

Frequency: 1280 Kc. ..... Power: 500 Wd. d.
Owned ..... SE Miss. Bcstg. Co.
Address ..... Box 324
Tel.: 3513 ..... News Service: UP
Transcription Service ..... Standard
General Manager ..... Marvin L. Mathis
Program Director ..... Jimmy Tugwell
Chief Engineer ..... Hulon Mathis

WAPF—McComb—1948
KBS

Frequency: 980 Kc. ..... Power: 1000 Watts d.
Owned-Operated By .. S. W. Bcstg. Co. of Miss.
Address ..... Pike Hotel
Telephone 1884
Station Rep. ..... McGillvra
Transcription Service ..... World
Co-Owners ..... Phillip Brady, Louis Alford, Mack Smith

WHNY—McComb—1939
ABN

Freq.: 1250 Kc. ..... Power: 5 Kw. d., 500 W. n.
Owned-Oper. By ..... Bcstrs. Service, Inc.
Address ..... P. O. Box 111
Tel.: 2080 ..... News Service: AP
Transcription Service ..... Standard
Representative ..... Thomas F. Clark Co.
President ..... Charles W. Holt
General Manager ..... W. R. Tyler
Commercial Manager ..... Carrol Hines

WCOC—Meridian—1926—CBS

Frequency: 910 Kc. .. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By .... Mississippi Bcstg. Co., Inc.
Business-Studio Address ..... Box 591
Tel.: 2-7714 ..... News Service: UP
President, General Manager ... Withers Gavin

WMOX—Meridian—1945
KBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Birney Imes, Jr.
Address ..... P. O. Box 1511
Tel.: 2-0171 ..... News Service: AP
General Manager ..... Bob McRaney
Station Manager ..... Kenneth Berryhill
Chief Engineer ..... Dan Hollingsworth

WOKK—Meridian—1946
ABC

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... New South Bcstg.
Address ..... Box 528
Tel.: 2-6133 ..... News Service: UP
Representative ..... Walker
President ..... Joseph W. Carsen
Station Manager ..... Frank E. Holladay
Chief Engineer ..... R. K. Wall

WMIS—Natchez—1941
NBC-KBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned ..... Natchez Broadcasting Co.
Address ..... City Bank Building
Tel.: 2-2522 ..... News Service: UP
Transcription Service ..... World
Membership ..... NAB
Pres., Gen., Sta. Mgr. ..... P. K. Ewing, Jr.
Program Director ..... Gene Perry
Sales Prom. Mgr. ..... Bill Wall
Chief Engineer ..... George Wilson

WNAT—Natchez—1949
MBS-ABN

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Old South Bcstg. Co.
Address ..... Eola Hotel
Tel.: 4621 ..... News Service: AP
Membership ..... NAB
President ..... Mrs. Laurie G. Ratcliffe
General Manager ..... Paul Schilling

WNAU—New Albany—1955
KBS

Frequency: 1470 Kc. ..... Power: 500 Watts, d.
Owned-Oper. By ..... New Albany Bcstg. Co.
Address ..... 202 Bankhead St.
Tel.: 4361 ..... News Service: AP
Transcription Service ..... World
Gen., Sta. Mgr., Chief Eng. ... V. Keith Wroten
Comm., Sls. Prom. Mgr. ..... Daniel L. Skilton
Program Director ..... Lee Elman

WSUH—Oxford—1955—KBS

Frequency: 1420 Kc. ... Power: 1000 Watts, d.
Owned-Oper. By ..... Colonel Rebel Radio
Address ..... University Ave., East; Box 266
Tel.: 1134 ..... News Service: UP
Transcription Service ..... World
Rep. ..... Hil F. Best
Pres., Gen., Sta., Comm. Mgr. ..... C. H. Quick
Sales Prom. Mgr. ..... Quinon Ivy
Program Director ..... Netta Quick
Pub. Dir. ..... Martha Lyles
Chief Engineer ..... Mitchell Self

WPMP—Pascagoula—1951
KBS-ABN

Frequency: 1580 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Crest Bcstg. Co., Inc.
Address ..... P. O. Box 391
Tel.: SO 2-3113 ..... News Service: UP
Membership ..... NAB, RAB
Representative ..... Hil F. Best
Pres., Gen. Mgr. ..... William R. Guest, Jr.
Comm. Mgr. ..... Dennis Brown
Sales Prom. Mgr. ..... F. C. Strother
Program Dir. ..... Craig Apker

Publicity Dir.....E. Rae Cole
Chief Eng.....W. H. Collins

WHOC—Philadelphia—1948
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....William Howard Cole
Address .....Box 26
Tel.: 740.....News Service: UP
Transcription Service .....Capitol
Representative .....Hil F. Best
President, Manager....William Howard Cole
Program Director.....Mrs. D. A. Nichelson
Chief Eng.....Paul M. Miller

WRJW—Picayune—1949
KBS

Frequency: 1320 Kc.....Power: 5000 d.
Owned-Oper. By.....Tung Bcstg. Co.
Address .....Picayune
Tel.: SY 8-4835.....News Service: AP
Representative .....McGillvra
Transcription Service .....World
Membership .....NAB
General Mgr.....Herb Witthauer
Prog. Dir.....Maxie Stephens

WSSO—Starkville—1949
KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Starkville Bcstg. Co.
Business-Studio Address.....WSSO Bldg.
Tel.: 1230.....News Service: AP
Transcription Service .....Capitol
Membership .....NAB
Representative ..... Keystone
Pres., Gen., Comm. Mgr.....Joe Phillips
Prog., Pub. Dir.....Charlotte Myrick
Chief Engineer.....Travis Palmer

WELO—Tupelo—1944
MBS-KBS

Freq.: 580 Kc.....Power: 1 Kw. d.; 500 W. n.
Owned-Operated By.....Tupelo Bcstg. Co.
Bus.Studio Address.....WELO Bldg.
Tel.: VI 2-7658.....News Service: AP
Transcription Service .....Thesaurus
Representative .....Everett-McKinney
Membership .....NAB
General Manager.....Bob McRaney
Station Manager.....Bob Evans
Commercial Manager.....E. L. Bowen
Prog. Dir.....Edward Cleary
Chief Engineer.....LeRoy Green Sr.

WTUP—Tupelo—1953

Frequency: 1380 Kc.....Power: 1000 Watts d.
OwnedOper. By.....Lee Bcstg. Co.
Address .....Box 362
Tel.: VI 2-3301.....News Service: UP
Station Representative.....Hil F. Best
Transcription .....World
General Mgr.....James E. Reese

WQBC—Vicksburg—1931
MBS-KBS

Freq.: 1420 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By...Delta Bcstg. Co., Inc.
Business-Studio Address.....Post-Herald Bldg.
Tel.: 312.....News Service: AP
Newspaper Affil.....Evening Post
Representative.....Bogner & Martin
Membership .....NAB
President.....L. P. Cashman
General-Station Mgr.....Mary-Van Cashman
Commercial Manager.....L. L. Miller
Program Director.....C. Kahn
Chief Engineer.....Waverley Conway

WVIM—Vicksburg—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Miss., Inc.
Business-Studio Address.....906 Clay St.
Telephone 3901
Transcription .....World
Representative.Thomas F. Clark, Dora-Clayton
General Mgr.....John F. Shea
Station Mgr.....Charles P. Tucker

WABO—Waynesboro—1954
KBS

Frequency: 990 Kc.....Power: 250 Watts, d.
Owner.....New Laurel Radio Sta., Inc.
Address .....Box 95
Tel.: 5-4700.....News Service: AP
Representative .....Hil F. Best
President .....Harold Matison
General Manager.....Granville Walters
Station Manager .....Paul Carlisle
Sales Prom. Mgr.....Martha King
Prog. Dir.....Gene Perry
Pub. Dir.....N. Shoemaker

WROB—West Point—1947
KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Bob McRaney, Sr.
Address .....Columbus, Miss.
Tel.: FA 8-2550.....News Service: AP
Representative .....Everett-McKinney
Pres., Gen. Mgr.....Bob McRaney Sr.
Station Manager.....Jack King

WAZF—Yazoo City—1947
KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned .....WAZF, Inc.
Address.....321½ Main St.
Tel.: 1300.....News Service: UP
Representative.....Hil F. Best
Transcription Service .....World
Manager.....Bruce Gresham
Prog. Dir.....Dennis Hancock, Jr.
Chief Engineer.....John Gilmore

Missouri

Pop. March 1 (Est.)—4,375,000; Families—1,329,000; Lic. Stations—75, Sta. CP's—2; Radio Homes—1,293,000; TV Homes—1,104,000

KWRT—Boonville—1953
KBS

Frequency: 1370 Kc.....Power: 1 Kw. d.
Owner.....Wm. R. Tedrick
Address .....Boonville
Tel.: TU 6-6505.....News Service: AP
Representative .....Indie
Membership .....NAB
Transcription .....Standard
Owner, Gen. Mgr.....W. R. Tedrick
Chief Engineer.....Donald E. Shepard

KBHM—Branson—1956—KBS

Frequency: 1220 Kc.....Power: 1 Kw., d.
Owned.....Shepherd of the Hills Bcstg. Co.
Address .....111 Pacific
Tel.: ED 4-3133.....News Service: AP
Representative .....Best
Sta. Mgr.....Orville Barton
Sales Mgr.....Clotis Barker

KGHM—Brookfield—1955
KBS

Frequency: 1470 Kc.....Power: 500 Watts d.
Owned.....Green Hills Bcstg. Co.
Address.....308 N. Main
Tel.: 1800.....News Service: AP
Membership .....NAB
Representative.....Indie Sales, Inc.
Gen. Mgr.....Keith Morris
Comm. Mgr.....Carole Williams

KFVS—Cape Girardeau—1925

Freq.: 960 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Hirsch Bcstg. Co.
Business-Studio Address.....324 Broadway
Tel.: ED 5-5511.....News Service: AP, UP
Membership .....NAB, RAB
Representative .....Headley-Reed
President, Gen. Mgr.....Oscar C. Hirsch
Sta. Mgr.....Ralph L. Hirsch

KGMO—Cape Girardeau—1952
KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....KGMO Radio-TV Inc.
Address.....Hwys. 61 & 74

KDMO—Carthage—1947
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Carthage Bcstg. Co.
Address.....1201 E. Chestnut
Tel.: 2648.....News Service: AP
Station Rep. .....Continental
Membership .....NAB
Owner, Gen. Mgr.....J. J. Daly

KCRV—Caruthersville—1950
KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Pemiscot Bcstg. Co.
Address.....106½ W. 3rd St.
Tel.: 965.....News Service: UP
Transcription Service.....Thesaurus
Membership .....NAB
Co-Partners..Erie Taylor, Walter Y. Cleveland
Gen., Sta., Comm. Mgr.....Ed Dyer, Jr.
Prog., Pub. Director.....Harry A. Moreland
Chief Engineer.....Al Lawrence

KCHR—Charleston—1953
KBS

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....South Mo. Bcstg. Co.
Address.....South Main St.
Tel.: 2-4451.....News Service: AP
Representative.....Continental Radio Sales
Transcription .....Thesaurus
Membership .....NAB
Pres., Gen. Mgr., Chief Eng.....Kermit Barker
Program Director.....James L. Byrd III

KCHI—Chillicothe—1950
KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By.Cecil W. & Jane Roberts, Inc.
Address .....Farmington
Tel.: 2345.....News Service: AP
Representative.....Hil F. Best
General Manager.....Cecil W. Roberts
Station Manager.....Howard G. Rion

KDKD—Clinton—1951—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned.....Osage Broadcasting Corp.
Address .....Box 113
Tel.: 233.....News Service: UP
Representative .....Indie Sales
Gen. Mgr.....William R. Tedrick
Sta. Mgr.....Robert F. Morey
Program Director.....Kathleen Morey
Chief Engineer.....Stuart W. Underwood

KBIA—Columbia—1955—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated by...Midwest Bdcstg. System
Address.....Mexico Gravel Road
Tel.: GI 2-4401.....News Service: AP
Representative .....Best
Gen., Sales Mgr.....Robert R. Stoner

KFRU—Columbia—1925
ABN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KFRU, Inc.
Business Address.Hwy 40 & 63, Southbound
Tel.: GI 3-4141.....News Service: AP, INS
Station Rep. .....Webb
Trans.....RCA, World, Lang-Worth
Membership .....NAB, RAB
President.....H. J. Walters, Jr.
Station Manager.....Mahlon R. Aldridge
Director of Sales.....Gregory Reeser

To Broadcasters

AP

Means

Added **P**rofits

Added **P**restige

The Associated Press

50 Rockefeller Plaza

New York 20, N. Y.

KDEX—Dexter—1955—KBS

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Stoddard County
Address .....Box 232
Tel.: 1400.....News Service: UP
Representative .....Sears and Ayer
Membership .....NAB, RAB
General Manager.....Jerome B. Zimmer
Sta. Mgr., Chief Eng.....L. D. Speidel
Program Director.....Gene Hoge

KREI—Farmington—1947 KBS

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Midwest Bcstg. System
Address .....Box 270
Tel.: 710.....News Service: AP
Station Rep.....Hil F. Best
President.....Cecil W. Roberts
Gen., Sta. Mgr.....Robert D. Rapp
Comm. Mgr.....Ernest Jones
Prog. Dir.....Martha M. Rapp
Chief Engineer.....Norman C. Nielsen

KJCF—Festus—1951—KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned.....Jefferson County Radio & TV Co.
Address.....P. O. Box 192
Tel.: YE 7-3810.....News Service: UP
General Manager.....Donald M. Donze
Chief Engineer.....Russell Seals, Jr.

KFMO—Flat River—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Lead Belt Bcstg. Corp.
Business-Studio Address.....Flat River
Tel.: GE 1-2000.....News Service: UP
President.....Oscar C. Hirsch
Station-Comm. Mgr.....James F. Collins
Prom. Mgr.....James Strader
Program Director.....Lynn Bohs
Pub. Dir.....Virginia Collins
Chief Engineer.....Gilbert Collins

KFAL—Fulton—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mo. Central Bcstrs.
Address.....5th and Market
Telephone 1400
Representative .....Indie Sales
Transcription Service .....Standard
Membership .....NAB
Gen. Mgr.....Robert W. Nickles
Station Dir.....Roger P. Fox
Comm. Manager.....L. Reed Holt

KHMO—Hannibal—1941

Freq.: 1070 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Mark Twain Bcstg.
Business-Studio Address.....Box 711
Tel.: 3450.....News Service: AP
Representative .....Simmon Assoc.
Membership .....RAB, NAB
President .....Jerrell Shepard
General Manage.....A. E. Dahl
Station Manager.....James F. Jae, Jr
Commercial Manager....William Stephenson
Program Dir.....Kenneth Albridge
Chief Engineer.....Hiram Hood

KIMO—Independence—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Craig Siegfried
Business-Studio Address.....310 N. Osage
Tel.: CL 2-9815.....News Service: AP
NewspaperAffil..Daily News, Pictorial Shopper
Transcription Service .....Thesaurus
Representative .....Hil F. Best
Membership .....RAB
President .....Craig Siegfried
Gen., Sta., Comm. Mgr., Prog. Dir...Bill Hardt
Pub. Dir.....Shawn Galey
Chief Eng.....R. Atkeisson

KLIK—Jefferson City—1954

Frequency: 950 Kc.....Power: 5 Kw., d.
Owned.....Empire Bcstg. Co.
Address .....410 E. Capital
Tel.: 5-4136.....News Service: UP
Membership .....NAB
Transcription Service .....World
Representative .....Simmons
President.....J. A. Shepherd
V.P., Gen. Mgr.....A. E. Dahl
Comm. Mgr.....Robert Benedict
Prog. Dir.....Hiram Higsby
Pub. Dir.....Stanley Grieve
Chief Engineer.....Ed Scarr

KWOS—Jefferson City—1937 KBS-MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Capital Bcstg. Co.
Bus.-Studio Address.....Monroe at Capitol
Tel.: 6-3137.....News Service: AP
Newspaper Affiliation.....News Tribune Co.
Station Representation.....Grant Webb
President.....Mrs. L. R. Goshorn
General Manager.....R. L. Rose
Commercial Manager.....William Natsch, Jr.

KFSB—Joplin—1948

Freq. 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Four States Bcsters, Inc.
Address.....1027 Main St.
Tel.: May 4-1310.....News Service: UP
Representative .....Meeker
Membership .....NAB
President .....Harry Easley
Sta., Gen. Mgr.....W. H. Clark
Comm. Mgr.....Robert A. Barry
Program Director.....Ed Johnson
Chief Engineer.....Lloyd Frazier

KODE—Joplin—1946—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WSTV, Inc.
Address.....1928 W. 13 St.
Telephone .....MA 3-7260
Representative.....William G. Rambeau
President .....Jack Berkman
General Manager.....Harry Burke

WMBH—Joplin—1932—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned:Operated By.....O'Brien & Assoc.
Business-Studio Address.....FRL Bldg.
Tel.: MA 4-4330.....News Service: AP
Transcription Service .....Thesaurus
Representative.....Sears & Ayer
Membership .....NAB, RAB
Pres., Gen., Sta. Mgr.....Don O'Brien
Commercial Manager.....Obed Borgen

KCKN—Kansas City—1925

(See Kansas City, Kansas, listing)

KCMO—Kansas City—1936 CBS

Freq.: 810 Kc.....Power: 50 Kw. d., 10 Kw. n.
Owned-Operated By.....Meredith Pub. Co.
Address.....125 E. 31st St.
Tel.: JE 1-6789.....News Service: AP
Representative .....Katz
Membership .....NAB, RAB
Gen., Sta. Mgr.....E. K. Hartenbower
Commercial Manager .....R. W. Evans
Sales Prom., Pub. Dir.....Ann White
Program Director.....George Stump
Chief Engineer.....Karl Troeglen

KFRM—Kansas City—1947

For KFRM Listing—See Concordia, Kansas



Month after month, year after year WHB dominates Kansas City. Example: Latest 96-county area Pulse shows WHB first 432 of 432 quarter hours.* Whether it's Metro Pulse, Nielsen, Trendex or Hooper . . . whether it's Area Nielsen or Pulse . . . WHB is the dominant first throughout, with audience shares consistently in the 40% bracket. It's Storz Station programming that does it. Remember: Square miles don't buy your product; people do. For *coverage* AND audience, talk to Blair, or WHB general manager George W. Armstrong.

WHB — Kansas City

10,000 watts, 710 kc.

* 6 a.m.—midnight, Mon.-Sat., Sept. 1957

"A STORZ STATION"

KMBC—Kansas City—1921 ABN

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By....Cook Paint & Varnish Co.
Address.....11th and Central Sts.
Tel.: HA 1-2650.....News Services: AP, UP
Transcription Service .....World
Representative....Peters, Griffin, Woodward
Membership .....NAB, RAB
President.....Donald D. Davis
Exec. V.P.....John T. Schilling
V. P., Sales Manager.....George J. Higgins
Station Manager, Prog. Dir.....Dick Smith
Chief Engineer.....Henry E. Goldenberg

KPRS—Kansas City—1949

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Twin City Adv. Agency
Address.....2814 E. 23rd St.
Tel. .....HU 3-3100
Station Rep. .....John E. Pearson
General Manager.....Edward H. Pate
Commercial Mgr.....Andrew Carter
Program Director.....Eugenia Pate

KUDL—Kansas City—1953

Frequency: 1380 Kc.....Power: 1 Kw. d.
Owned.....Heart of America Bcstrs.
Address .....1012 Baltimore
Tel.: BA 1-0077.....News Service: UP
Station Representative.....Weed
President.....H. Scott Killgore
General Manager.....Irving Schwartz
Chief Engineer.....Sam Bradley

WDAF—Kansas City—1922 NBC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By....The Kansas City Star Co.
Business-Studio Address.....3030 Sommit St.
Tel.: HA 1-1200.....News Service: AP
Newspaper Affil.....Kansas City Star
Transcription Service.....Standard, Thesaurus
Representative.....H. I. Christal
President.....Roy A. Roberts
Gen. Mgr.....H. Dean Fitzer
Manager .....Judd Woods
Comm., Sls., Prom. Mgr.....E. Manne Russo
Pgm., Publ. Dir.....Julian Harris
Chief Engineer.....James Schmidt

WHB—Kansas City—1922

Freq.: 710 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned.....Mid-Continent Bcstg Co.
Address.....10th & McGee Sts.
Tel.: BA 1-8300...News Services: AP, UP, INS
Station Representative.....John Blair Co.
Membership .....NAB
President .....Todd Storz
V.P. Gen. Mgr.....George W. Armstrong
Comm. Mgr.....Jack Sampson
Sales Prom. Mgr.....Donald A. Loughnane
Program Director.....C. E. Clark
Publicity Dir.....A. A. Zimmerman
Dir. of Eng.....Robert Tilton

KBOA—Kennett—1947

Frequency: 830 Kc.....Power: 1000 Watts
Owned-Operated By.....Kennett Bcstg. Corp.
Business-Studio .....Kennett

Tel.: 8-4616.....News Service: AP
Transcription Service .....Lang-Worth
Pres., Gen. Mgr.....Paul C. Jones
Station Manager.....John T. Reeder
Comm. Mgr.....Joe Bankhead
Chief Eng.....R. H. Conner

KIRX—Kirksville—1947
KBS-ABN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....North Mo. Bcstg. Co.
Bus.-Studio Address.....P. O. Box 726
Tel.: MO 5-3781.....News Service: AP
Transcription Service .....Thesaurus
Membership .....NAB
Representative .....Bogner & Martin
Gen., Sta. Mgr.....Samuel A. Burk
Comm., Sales Prom. Mgr...James J. Dougherty
Program Director.....Robert Carlson
Chief Engineer.....Charles P. Porter

KLWT—Lebanon—1947
MBS-KBS

Frequency 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address.....221 E. Commercial St.
Tel.: 1015.....News Service: UP
Transcription Service .....SESAC
General Manager.....O. R. Wright
Sales Mgr.....Tom Miller
Program Director.....Jack A. Sellers
Chief Eng.....Eugene Clay

KTCB—Malden—1954—KBS

Frequency: 1470 Kc.....Power: 1 Kw., d.
Owned.....Tri-County Bcstg. Co.
Address.....N. Hwy. 25
News Service .....UP
Transcription Service.....Thesaurus, World
General Manager.....Dick Wiethan
Commercial Mgr.....Carleton Garner
Promotion Mgr.....Mack Howerton

KMMO—Marshall—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KMMO, Inc.
Address .....Marshall
Tel.: 40.....News Service: UP
Transcription Service .....Thesaurus
Rep. ..... Pearson
Membership .....NAB, RAB
General Manager.....J. M. Silvey
Sta., Comm. Mgr.....Harold Douglas

KNIM—Maryville—1953
KBS

Frequency: 1580 Kc.....Power: 250 W. d.
Owned .....KNIM, Inc.
Address .....Box 278
Tel.: 722.....News Service: AP
Transcription Service .....World
Membership .....NAB
President .....Les Ware
Gen., Sta., Sales Prom. Mgr...Gilbert L. Poese
Prog. Dir., Chief Eng.....Arnold Wilson

KXEO—Mexico—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Audrain Bcstg. Corp.
Address.....1705 E. Liberty
Tel.: JU 1-2340.....News Service: AP
Transcription Service .....Thesaurus
Membership .....NAB, RAB
Gen., Comm. Mgr.....W. Earl Dougherty
Chief Engineer.....P. J. Null, Jr.

KNCM—Moberly—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Moberly Bcstg. Co.
Address .....Box 396
Tel.: 1600.....News Service: AP
Membership .....NAB
President.....Jerrell A. Shepherd
Comm. Mgr.....James Lipsey
Chief Engineer.....Jim Young

KRMO—Monett—1950—KBS

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Monett Bcstg. Co.
Address.....N. Central Ave.
Tel.: BE 5-5220.....News Service: AP
Rep.....Hil F. Best
General Manager.....L. C. McKenney
Program Director.....Floyd Stewart
Sales Mgr.....Marion Pilant

KLRS—Mountain Grove—1954
KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owner.....Kickapoo Prairie Bcstg. Co.
Address..... Box 308
News Service.....UP
Transcription .....Lang-Worth
Representative .....Hil F. Best
President.....Floyd W. Jones
Gen. Mgr., Prog. Dir.....John W. Billingsley
Comm. Mgr.....Chester Sieloff
Chief Engineer.....Emory T. Caudill

KBTN—Neosho—1954—KBS

Frequency: 1420 Kc.....Power: 500 Watts d.
Owned.....Neosho Broadcasting Co.
Address.....212½ E. Main St.
Tel.: 1666.....News Service: AP
Representation.....Magic Circle Net.
Pres., Gen. Mgr.....Roger Taylor
Commercial Managerz..z..Jerry V. Tertzakian
Chief Engineer.....Albert Toultlot

KNEM—Nevada—1949—KBS

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Oper. By.....Radio KNEM, Inc.
Address.....P. O. Box 15
Tel.: 13.....News Service: UP
Membership .....NAB
Owner, General Manager....Kenneth E. White

KRMS—Osage Beach—1952

Frequency: 1150 Kc.....Power: 1 Kw. d.
Owned..... .....Lawrence Bcstg. Co., Inc.
Address .....Lawrence
Tel.: FI 8-2411.....News Service: AP
General Manager.....Arden Booth
Station Manager.....George Strickland
Sales Prom. Manager.....Bill Alexander

KWOC—Poplar Bluff—1938 KBS

Frequency: 930 Kc..Power: 1 Kw. d., 500 W. n.
Owned-Oper. By....Poplar Bluff Bcstg. Corp.
Address.....428 Vine St.
Tel.: SU 5-3922.....News Service: UP
Transcription Service.....SESAC, Thesaurus
Representative .....John E. Pearson
General Manager.....A. L. McCarthy
Sales Manager.....D. W. Hoisington

KTTR—Rolla—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper By....."Show-Me" Bcstg. Co.
Address.....P. O. Box 567
Tel.: EM 4-2525.....News Service: AP
Membership .....NAB
Pres., Gen., Sta. Mgr.....Luther W. Martin
Comm. Mgr.....Ward C. Rinehart
Prog. Dir.....Norma Fleming
Promotion Mgr.....Murl Nash
Chief Engineer.....Martin M. Mitchum

KSGM—Ste. Genevieve—1947 KBS

Frequency: 980 Kc.....Power: 500 Watts
Owned-Oper. By.....Donze Enterprises, nc.
Bus.-Studio Address.....Box 352
Tel.: 980.....News Service: UP
Newspaper Affil. .....Monitor
Membership .....NAB
President, General Manager....Elmer L. Donze
Chief Engineer.....Murel L. Rose

KFEQ—St. Joseph—1923 MBS

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Oper. By.....KFEQ Bcstg. Co.
Business-Studio .....40th and Farron
Tel.: 3-2528.....News Service: AP
Representative .....Venard
President.....Jessie D. Fine
V.P., Gen. Mgr.....Ted Nelson
Commercial Mgr.....J. Ted Branson
Program Director.....Robert A. Whyte
Chief Engineer.....John Carroll

KRES—St. Joseph—1946 MBS-KBS

Frequency: 1550 Kc.....Power: 5000 Watts
Owned-Oper. By.....KRES Radio Corp.
Address.....404 So. 8th
Tel.: 4-6346.....News Service: AP
Representative .....Clark
Pres., Gen. Mgr.....Tee Casper
Comm., Prom. Mgr.....Robert Mosiman
Prog. Dir.....Helen Neese
Pub. Dir.....Nita Lau
Chief Engineer.....Don O'Brian

KUSN—St. Joseph—1955

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Broadcast Group, Inc.
Address .....Robidoux Hotel
Tel.: 3-2577.....News Service: UP
Transcription ..... World
Membership .....NAB, RAB
Representative .....O'Connell, Reilly
President .....J. D. Spears
Gen. Mgr.....W. H. Johnson
Comm. Mgr.....Hal Hamilton
Prog. Director.....Vic Keans
Chief Engineer.....Ralph Doggett

KATZ—St. Louis—1955

Freq.: 1600 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Rollins Bcstg. Co.
Address.....812 Olive St.
Tel.: CH 1-6000.....News Service: AP
President.....O. Wayne Rollins
General Manager.....Robert Lyons
Director of Sales.....A. R. Lanphear
Publicity Director.....Tim Crow
Chief Engineer.....Charles O. Rick

KMOX—St. Louis—1925—CBS

Frequency: 1120 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Business-Studio Address.....9th & Sidney Sts.
Tel.: PR 3-1120.....News Services: AP, UP
Representative.....CBS Radio Spot Sales
Membership .....NAB, RAB
General Manager.....Robert Hyland, Jr.
Station Mgr.....Charles Burge
Sales Mgr.....Foster Brown
Publicity Dir.....Paul Douglass
Program Director.....George Clarke
Chief Engineer.....Harry Harvey

KSD—St. Louis—1922—NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By..The Pulitzer Publishing Co.
Business-Studio Address.....1111 Olive St.
Tel.: MA 1-1111.....News Service: AP
Newspaper Affil.....St. Louis Post Dispatch
Transcription Service.....World, Thesaurus
Representative.....NBC Spot Sales
Membership .....NAB, RAB
President.....Joseph Pulitzer, Jr.
General Manager.....Harold Grams
Comm. Manager.....Arthur J. Casey
Promotion Mgr.....Fred J. Mueller

Pub. Dir. ..... Robt. Hannon
Chief Engineer ..... J. E. Risk

KSTL—St. Louis—1948

Frequency: 690 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Radio St. Louis, Inc.
Address ..... Box 1440
Tel.: BR 1-6090 ..... News Service: UP
Representative ..... Forjoe
Pres., Gen., Sta. Mgr. ..... Dick J. Kasten
Comm. Mgr. ..... Art Ford
Program Director ..... Tony Glenn
Sales Prom. Mgr. ..... Wm. L. Vietmeier
Chief Engineer ..... Ralph Howard

KWK—St. Louis—1927

Frequency: 1380 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... KWK, Inc.
Address ..... 12th & Cole Sts.
Tel. ..... MA 1-9100
Representative ..... Katz
Membership ..... RAB
President, General Mgr. ..... Robert T. Convey
V. P., Comm. Dir. ..... V. E. Carmichael
Sales Mgr. ..... Gil Johnston

KXLW—St. Louis—1947

Frequency: 1320 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... St. Louis County Bcstg. Co.
Address ..... 2735 Bonaparte Ave., Brentwood
Tel.: WO 1-1320 ..... News Service: UP
Membership ..... NAB, RAB
President ..... John W. Kluge
Gen. Sta. Manager ..... William W. Jefferay
Commercial Manager ..... W. D. Herman
Chief Engineer ..... James F. Mitchell

KXOK—St. Louis—1938

Frequency: 630 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... KXOK, Inc.
Tel.: FO 7-6000 ..... News Service: UP
Representative ..... John Blair
Membership ..... NAB
President ..... E. M. Roberts, Jr.
V.P., General Manager ..... C. L. Thomas
Comm. Mgr. ..... W. C. O'Donnell
Sales Prom. Mgr., Pub. Dir. ..... John J. Corrigan
Program Director ..... Elmer Muschany
Chief Engineer ..... Al Godron

WEW—St. Louis—1921

Frequency: 770 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Barrington Co.
Address ..... 220 N. 4th St.
Tel.: CH 1-1921 ..... News Service: UP
Representative ..... Bolling Co.
Membership ..... NAB
Pres., Gen. Mgr. ..... Bruce Barrington
Prog., Pub. Dir. ..... Don Phillips
Comm., Sales Prom. Mgr. ..... Sam Woodall

WIL—St. Louis—1922

Frequency: 1430 Kc. ..... Power: 5 Kw.
Owned ..... Radio Station WIL
Address ..... 3715 Lindell Blvd.
Tel.: OL 2-4500 ..... News Service: AP, UP
Representative ..... Adam Young
Membershpi ..... NAB, RAB
President ..... Elmer Balaban
Exec. V.P., Gen. Mgr. ..... John F. Box, Jr.
Station Manager ..... William McKibben
Commercial Manager ..... Stanley N. Kaplan
Program Director ..... John Carney, Jr.
Publicity Director ..... Allene Biggs
Chief Engineer ..... Earl Pallas

KSMO—Salem—1953—KBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Zola Bcstg. Co.
Address ..... P. O. Box 71
Tel.: 822 ..... News Service: AP
Gen., Comm. Mgr. ..... William B. Smith
Program Director ..... Irene Smith

KDRO—Sedalia—1939—MBS KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Sedalia Broadcasting
Bus.-Studio Address ..... 2100 W. Broadway
Tel.: 4004 ..... News Service: AP
Membership ..... NAB
Representative ..... Pearson
Pres., Sls. Mgr. ..... James F. Glenn
V.P., General Manager ..... Herbert W. Brandes
Program Director ..... Jimmy Murray
Chief Eng. ..... Bob Klein

KSIS—Sedalia—1953

Frequency: 1050 ..... Power: 1 Kw. d.
Owner ..... Yates Bcstg. Co.
Address ..... KSIS Building
Tel.: TA 6-1050 ..... News Service: AP
Transcription ..... Lang-Worth, Thesaurus
Representative ..... Clark
Membership ..... NAB, RAB
Pres., Gen., Comm. Mgr. ..... Carl W. Yates, Jr.
Station Manager ..... Mrs. Carl W. Yates, Jr.
Chief Engineer ..... Marion Pratt

KSIM—Sikeston—1948

Frequency: 1400 Kc. ..... Power: 250 Watts
Owner-Oper. ..... Sikeston Community Bcstg. Co.
Bus.-Studio-Transmitter Address ..... Hway. 60 W.
Tel.: 1 or O ..... News Service: AP
President ..... Lyman R. Bowman, Jr.
Gen., Sta. Mgr. ..... Richard L. Watkins, Jr.
Prog., Pub. Dir. ..... Raymond B. Norton
Comm. Mgr. ..... Nelson Wheeler
Chief Engineer ..... R. L. Hirsch

KGBX—Springfield—1926 NBC

Frequency: 1260 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Springfield Bcstg. Co.
Bus.-Studio Address ..... 605 Boonville Ave.
Tel.: 4-2822 ..... News Service: AP

Newspaper Affil..Springfield Newspapers, Inc.
Transcription Service .....Lang-Worth
Rep.....Venard, Rintoul & McConnell
Membership .....NAB
Pres., Gen. Mgr.....K. G. Wells
Comm. Mgr., Prog. Dir.....Don C. Dailey
Sls. Prom. Mgr.....Dudley Morris
Chief Engineer.....Richard Bowman

KICK—Springfield—1949
KBS

Frequency 1340 Kc.....Power 250 Watts
Owned-Oper. By...Kickapoo Prairie Bcstg. Co.
Address.....610 College St.
Tel.: 4-1561.....News Service: UP
Representative .....Hil F. Best
Transcription .....Standard
General Manager.....Robert Vinyard, Jr.
Program Director.....John Martin
Chief Engineer.....Jack Jones

KTTS—Springfield—1941
CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Independent Bcstg. Co.
Address.....P. O. Box 1716 S. S. S.
Tel.: 2-7474.....News Service: AP
Representative .....Weed
Membership .....NAB
Transcription Service .....World
President.....J H. G. Cooper
General Manager.....G. Pearson Ward
Commercial Manager.....Bob Burke
Program Director.....Wendel Smith
Chief Engineer.....William F. Curry

KWTO—Springfield—1933
ABN

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....Ozarks Bcstg. Co.
Bus.-Studio Address....1121 South Glenstone
Tel.: 2-4422.....News Service: UP
Representative.....John E. Pearson
Membership .....NAB, RAB
Pres., Gen. Mgr.....Ralph D. Foster
V.P. & Asst. Gen. Mgr.....Leslie L. Kennon
Commercial Manager....Raymond M. Keltner
Program Director.....Jim Kendrick
Prom., Pub. Dir.....Bill Bailey
Chief Engineer.....Wallis Fender

KALM—Thayer—1953—KBS

Frequency: 1290 Kc.....Power: 1 Kw. d.
Owned .....KALM
Address .....Thayer
Tel.: 165.....News Service: AP
Representative.....Best, Bradley
Pres., Gen. Sta. Comm. Mgr.....R. F. Neathery

KTTN—Trenton—1955—KBS

Frequency: 1600 Kc.....Power: 500 W. d.

To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

Owned-Oper. By.....Trenton Bcstg. Co.
Address.....112 E. Ninth St.
Tel.: 1600.....News Service: AP
Transcription .....World
Representative .....Bogner and Martin
Membership .....NAB
General Manager.....Sam A. Burk
Station Manager.....Ed Hundley
Commercial Manager.....Bob Dennis
Prog. Dir.....Rick McHargue
Chief Engineer.....Lynn Bradley

KLPW—Union—1954—KBS

Frequency: 1220 Kc.....Power: 250 W. d.
Owned.....Franklin County Bcstg. Co.
Address.....P. O. Box 72
Tel.: UN 755.....News Service: AP
Representative.....W. Don Roberts
President .....Leslie P. Ware
Gen., Sta. Mgr.....Norb Moore
Chief Engineer.....Frank Lohmeyer

KOKO—Warrensburg—1953 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Lee E. Baker
Address .....Box 395
News Service .....AP
Trans. .....Thesaurus
Gen. Mgr.....C. L. Parks
Program Dir.....Bruce Lee
Chief Eng.....Charles Cunningham

KWRE—Warrenton—1949 KBS

Frequency: 730 Kc.....Power: 500 Watts
Owned.....W. T. Zimmerman
Address .....Warrenton
News Service .....AP
Transcription Service .....SESAC
Representative .....Continental
Membership .....NAB
Gen., Sta. Mgr.....W. T. Zimmerman
Comm. Mgr.....Russell Benton
Chief Eng.....Dick Cole

KWPM—West Plains—1947 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Robert F. Neathery
Address.....Abe Taylor Blvd.
News Service .....AP
Transcription Service .....Standard
Membership .....NAB
Pres., Gen. Mgr., Eng.....Robert F. Neathery
Sta., Comm. Mgr.....Fritze W. Dixon
Program Director.....A. Woodside
Pub. Dir.....Carl O. Johnson
Chief Eng.....L. Thompson

KUKU—Willow Springs—1957

Frequency: 1330 Kc.....Power: 500 Watts, d.
Owned..Robert F. Neathery & R. Neathery, Jr.
Address .....Willow Springs

Montana

Pop. March 1 (Est.)—651,000; Families—204,000; Lic. Stations—32, Sta. CP's—1; Radio Homes—192,000; TV Homes—76,000

KANA—Anaconda—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Tri-County Radio
Address.....P. O. Box 727
News Service .....UP
Station Rep.....Grant Webb
President.....A. J. Mosby
Mgr. .....Mike Donovan
Program Director.....King Harmon
Comm. Mgr.....C. Moore

KBMY—Billings—1946 MBS-KBS-IMN

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Billings Bcstg. Co.
Address .....Box 2544
Tel.: 9-4586.....News Service: AP
Transcription Service.....Lang-Worth
Station Representative....Avery-Knodel, Inc.
Membership .....NAB, RAB
Gen., Sta. Mgr.....Ken Nybo
Prog., Pub. Dir.....Charles G. du Bois
Commercial Manager.....Merlyn J. Hedin
Chief Engineer.....T. A. Hildebrand

KGHL—Billings—1928—NBC

Frequency: 790 Kc.....Power: 5 Kw.
Owned.....Midland Empire Bcstg. Co.
Address.....5th Ave. & North B'way
Tel.: 2-2222.....News Service: UP
Station Representative .....Katz
Transcription Service: .....Thesaurus
Membership .....RAB, NAB
President.....P. N. Fortin
General Manager.....Jeff Kiichli
Commercial Manager.....Warren Marshall

KOOK—Billings—1950—CBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Montana Network
Address.....P. O. Box 2557
Tel.: 9-5970.....News Service: UP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NAB, RAB
President.....Joseph S. Sample
Station Manager.....V. V. "Bud" Clark
Commercial Manager..William P. McCracken
Publicity Dir.....Conna G. May

KOYN—Billings—1955

Frequency: 910 Kc.....Power: 1000 Watts
Owned .....Radio KOYN
Address.....Riverside Drive, Box 956
Tel.: 4-4177.....News Service: UP
Representative .....Hugh Feltis-Forjoe
Partners.....D. Gene Williams, Del Cody
General, Sta. Mgr.....Bob Eubanks
Sales Prom. Mgr.....Lew Theusen
Chief Engineer.....Bill Banks

KBMN—Bozeman—1950
KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Penn Engineering Co.
Address.....N. Seventh St.
Tel.: Ju 6-2394.....News Service: UP
Transcription Service .....World
Membership .....NAB
Representative .....Gill-Perna
Manager.....Dale G. Moore
Sales Mgr.....Bill Merrick

KXLQ—Bozeman—1939
NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....KRBM Bcstrs. Inc.
Address .....Bozeman, Mont.
Tel.: JU 6-5881.....News Service: UP
Representative .....Walker
Pres., Gen., Sta. Mgr.....Ernest A. Neath
Prog. Dir.....Dick Smiley
Chief Engineer.....Verne Totten

KBOW—Butte—1947—CBS
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Copper City Radio Co.
Address.....720 Yale Ave.
Tel.: 7429.....News Service: AP
Representative .....Cooke
President .....Frank Reardon
Exec. V.P.....Bill Carroll

KOPR—Butte—1948
MBS-IMN

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Copper Bcstg. Co.
Business-Studio Address.....Hotel Finlen
Tel.: 6546.....News Service: AP
Membership .....NAB
Representative .....Avery-Knodell
President.....George C. Hatch
General Mgr.....Ed Cooney
Chief Engineer.....William Emerson

KXLF—Butte—1929—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....KGIR, Inc.
Address.....1003 S. Mont St.
Tel.: 2-9111.....News Service: UP
Transcription Service .....World
Representative...Walker, Pacific N.W. Bcstrs.
General Manager.....E. B. Craney
Commercial Manager.....Arne E. Anzjon
Program Director.....Bob Lazich

KDBM—Dillon—1956—KBS

Frequency: 800 Kc.....Power: 1 Kw., d.
Owned.....Vigilante Bcstg. Co.
Address .....Box 950
Tel.: 703.....News Service: AP
Trans. .....World
Sta. Mgr.....Burt H. Oliphant

KLTZ—Glasgow—1954

Frequency: 1240 Kc.....Power: 250 Watts
Owner.....Glasgow Bcstg. Co.
Address.....Box 909
Tel.: 1000.....News Service: AP
Transcription Service .....Thesaurus
Representative .....Holman
Station Manager.....Loyd W. Melby
Program Director.....Emilie Nelson

KXGN—Glendive—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Glendive Bcstg. Co.
Address .....Box 200
Tel.: EM 5-3377.....News Service: AP
Transcription Service .....Standard, World
Representative .....Grant Webb
Membership .....NAB
President.....Lewis W. Moore
General Manager.....Daniel C. Palen
Sls. Dir.....Karl R. Johnson
Chief Eng.....Donald J. Powers

KUDI—Great Falls—1955
KBS

Frequency: 1405 Kc.....Power: 250 W.
Owned-Operated By..Community Broadcasters
Address.....Box 1405
News Service.....UP
Representative.....Webb, Feltis
Membership .....NAB
Pres., Gen. Mgr.....Dan Snyder
Comm., Sales Prom. Mgr.....Richard V. Coon
Prog. Dir.....W. A. Zimlich
Chief. Eng.....Eugene B. Bunker

KFBB—Great Falls—1922
CBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....Wilkins Bcstg., Inc.
Business-Studio Address.....Box 1139
Tel.: GL 3 4377.....News Service: UP
Transcription Service .....Thesaurus
Station Rep. .....Bolling
Membership .....NAB, RAB
General Manager.....J. P. Wilkins
Program Director.....Leo Ellingson
Sta., Comm. Mgr.....W. C. Blanchette
Assistant Manager.....William E. Spahr
Chief Eng.....Anthony Lopuch

KMON—Great Falls—1947
MBS-IMN

Frequency: 560 Kc.....Power: 5000 Watts

Owned-Oper. By..Montana Farmer Bcstg. Co.
Business Address.....Great Falls
Tel.: GL 3-0336.....News Service: AP
Representative .....Avery-Knodel
General Manager.....Robert H. Warner
Commercial Manager.....F. W. Kaull

KXLK—Great Falls—1947
NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Great Falls Bcstg. Co.
Telephone .....GL 2-2453
Representative.....Walker, Tracy Moore
Trans. .....World
Manager.....E. R. Kukkola

KOJM—Havre—1947
MBS-KBS-IMN

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By..No. Montana Bcstg. Co.
Address.....426½ 1st St.
Tel.: 1096.....News Service: UP
Transcription Service .....Associated
Representative.....Cooke, Inc., Avery-Knodel
General Manager.....Charlotte H. Brader
Comm. Mgr.....Carlyle D. Leeds
Sales Prom. Mgr.....S. G. Stephens
Prog. Dir.....J. R. Saenger
Chief Eng.....Harold Bustard

KCAP—Helena—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Lewis & Clark Bcstg. Corp.
Address .....Box 1164
Tel.: HI 2-4490.....News Service: AP
Representative .....Webb
Transcription Service .....World
President.....E. P. Maronick
Gen., Sta. Mgr.....Lou Torok

KXLJ—Helena—1937—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Peoples Forum of the Air
Address.....1306 Eleventh Ave.
Representative.....Walker, Pac. N.W. Bcstrs.
Manager.....Barclay Craighead
Eastern Sls. Mgr.....Wythe Walker
Western Sls. Mgr.....Tracy Moore

KGEZ—Kalispell—1927
MBS-KBS-IMN

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....KGEZ, Inc.
Business-Studio Address.....Box 439
Tel.: SK 6-4331.....News Service: UP
Station Rep.....Donald Cooke Inc.
Membership .....RAB
President.....Frank Reardon
Gen. Manager.....Richard V. Vick
Prog. Director.....Robert S. Tompkins
Chief Engineer.....Bob Pearson

KOFI—Kalispell—1955

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Flathead Valley Bcstrs.
Address .....Box 75
Tel.: SK 6-6900.....News Service: UP
Representative .....Art Moore
General Manager.....William H. Patterson
Commercial Mgr.....M. L. Oliver
Prog. Dir., Ch. Eng.....L. L. Sterling

KXLO—Lewistown—1947
MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Montana Bcstg. Co.
Address .....Box 620
Tel.: KE 8-3441.....News Service: AP
Representative .....Grant Webb
President.....William G. Kelly
General Manager.....Donald C. Williams

KLCB—Libby—1950
KBS-IMN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Frank Rearden
Address .....Box 636
Tel.: 411.....News Service: UP
Representative .....Cooke
General Manager.....Richard V. Vick
Station Manager.....Robert Rigler

KPRK—Livingston—1947
IMN-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Yellowstone Amusement Co.
Address .....Box 691
Tel.: 1000.....News Service: UP
Representative .....Avery-Knodel
Trans. .....World
Pres., Gen., Sta. Mgr.....Paul B. McAdam
Commercial Manager.....Jack Hinman
Sales Prom. Mgr.....Carl Argabrite
Program Director.....Frank Lewis
Publicity Dir.....Nikki Kolence
Chief Engineers..Harry Rolance, Larry Hecox

KATL—Miles City—1941
MBS-IMN-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Star Printing Co.
Address.....Box 720
Tel.: CE 2-2280.....News Service: UP
Newspaper Affiliation.....Daily Star
Transcription Service.....Thesaurus
Representative .....Avery-Knodel
Membership .....NAB
Gen., Sta. Mgr.....Ian A. Elliot
Commercial Manager.....Fred B. Hunnes
Sales Prom. Mgr.....Robert McKendrick
Prog. Dir.....Thomas Biedrzycki
Pub. Dir.....Robert Allen
Chief Engineer.....William Able

KBTK—Missoula—1955
MBS-KBS-IMN

Frequency: 1340 Kc.....Power:: 250 Watts

Owned-Oper. By.....Montana Bcstg. Co.
Address .....Box 1202
Rep. .....Avery-Knodel, Intermountain
Membership .....NAB
President.....Marion E. Dixon
General Manager.....William J. Strothman
Comm. Mgr.....Lou Torok
Prog. Dir.....Del Strothman
Chief Eng.....B. Hamilton

KGVO—Missoula—1931—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Mosby's, Inc.
Bus.-Studio Address.....132 West Front
Tel.: 2-2155.....News Service: UP
Representative .....Gill-Perna
Membership .....NAB, RAB
Pres., Gen. Mgr.....A. J. Mosby
Sta., Comm. Mgr.....Don Bradley
Gen. Mgr.....S. John Schile

KXLL—Missoula—1948—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Montana Assoc.
Address .....Box 1503
Tel.: 4-4114.....News Service: UP
Representative ..... Walker
Pres., Gen., Sta. Mgr.....Pat M. Goodover
Comm., Prom. Mgr.....Bob Gillis
Program Director.....Pat M. Goodover
Publicity Director.....John Campbell
Chief Engineer.....Charles Meyers

KIYI—Shelby—1947
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Tri County Radio Corp.
Address.....131 Main St.
Telephone: .....HE 4-5541
Membership .....NAB
Representative .....Grant, Webb
President .....John Lyon
General Manager.....Jerry Black

KGCX—Sidney—1926—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....KGCX, Inc.
Address.....109 S. Central
Tel.: 404.....News Service: UP
Representative .....Gill Perna
President.....E. E. Krebsbach
General Manager.....E. Clair Krebsbach
Station Manager.....Keith Krebsbach
Commercial Manager.....Don Cole
Program Director.....Ray Wright
Sales Promotion Manager.....Blake Tabor
Chief Engineer.....Dale Wilson

KVCK—Wolf Point—1957
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Hi-Line Bcstg. Co.
Address .....Radio Block
Representative .....Gill-Perna
Gen. Mgr.....E. E. Krebsbach

Nebraska

Pop. March 1 (Est.)—1,456,000; Families—442,000; Lic. Stations—33, Sta. CP's—0; Radio Homes—431,000; TV Homes—326,000

KCOW—Alliance—1949—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Sandhills Bcstg. Corp.
Transcription Address.....Box 391
Tel.: 1400.....News Service: UP
Transcription Service .....Thesaurus
Representative .....McGillvra
President.....J. W. Cover
General Manager.....Gene Ackerley
Program Director.....Jim Ballas
Chief Engineer.....Richard Bowman

KWBE—Beatrice—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....MIA Enterprises
Address .....Box 1450
Tel.: CA 3-2388.....News Service: AP, UP
Transcription Service.....Thesaurus
Membership .....NAB
General Manager.....Bud Pentz

KCNI—Broken Bow—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Custer County Bstg. Co.
Address .....Box 561
Tel.: TR 2-5881.....News Service: UP
Representative .....Continental
Manager.....Georgia A. Crawford
Commercial Mgr.....Joe Grieser

KCSR—Chadron—1954—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Community Ser. Radio Corp.
Address.....212 Bordeaux St., Box 110
Tel.: HE 2-5545.....News Service: AP
Transcription Service .....Thesaurus
Membership .....NAB, RAB
Co-Owners.....Bill Finch, Bob Fouse
Prog. Dir.....Freeman Hover

KJSK—Columbus—1948
KBS

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....George Basil Anderson
Business Address.....Box 460
Tel.: LO 4-5154.....News Service: AP
Representative .....Biddick, Best
Transcription Service .....Thesaurus
Membership .....NAB
President, Gen. Mgr...George Basil Anderson
Sta., Comm. Mgr., Prog. Dir.....Milo Kincaid
Sales Prom. Mgr.....Mel Krehbiel
Chief Engineer.....Bob Miller

KTNC—Falls City—1957

Frequency: 1230 Kc.....Power: 100 Watts
Owned .....Craig Siegfried-KIMO
Address .....Falls City
Representative .....Best
Manager .....Bruce Grant
Chief Engineer.....Robert Atkeisson

KFGT—Fremont—1939—KBS

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Oper. By.....Snyder Enterprises
Business-Studio Address.....118 E. 5 St.
Tel.: PA 1-5012.....News Service: AP
Membership .....NAB
President.....L. L. Snyder
Gen., Sta. Mgr.....H. C. Snyder
Comm. Mgr.....Donald Mundy
Program Director.....Harry Gehrett
Publicity Director.....E. Smizer

KMMJ—Grand Island—1925 ABN

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Town & Farm Co., Inc.
Business-Studio Address....Division at Cedar
Tel.: DU 2-2800.....Business Service: UP
Representative .....H-R
Membership .....NAB
President .....Don Searle
Executive V.P.....Bill Martin
Prog. Dir.....Bill Delzell
Chief Engineer.....U. L. Lynch

KRGI—Grand Island—1953

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Stuart Investment
Address.....814 Stuart Bldg., Lincoln
Tel.: DU 2-5420.....News Service: AP
Transcription Service .....World
Representative .....Forjoe
Station Manager.....Robert McKune
General Manager.....Richard Chapin

KHAS—Hastings—1940 KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Nebraska Bcstg. Co.
Transmitter Address.....Tribune Bldg.
Tel.: 2-5101.....News Service: INS
Representative .....Gill-Perna
Membership .....NAB, RAB
General Mgr.....John W. Powell
Prog. Dir.....Les Weber
Chief Engineer.....Vance Filken

KUVR—Holdrege—1956 KBS

Frequency: 1380 Kc.....Power: 500 W., d.
Owned.....W. W. Bcstg. Co.
Address.....613 4th Ave.
Tel.: WY 5-4122.....News Service: AP
Pres., Gen. Mgr.....William Whitlock
Sales Dir.....Jack White

KGFW—Kearney—1927 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Central Neb. Bcstg. Corp.
Business-Studio Address...Platte Valley Bldg.
Tel.: 2131 .....News Service: AP
Representative .....Hal Holman
Transcription Service .....World
Membership .....NAB, RAB
General Mgr.....J. C. Mitchell
Sta. Mgr.....Bob Jenkins
Comm. Mgr.....Al Mahrt
Sales Prom. Mgr.....Don Canaday
Program Director.....Ed Knight
Publicity Director.....Gene Larsen
Chief Engineer.....Ed Ellison

KRNY—Kearney—1956

Frequency: 1460 Kc.....Power: 5 Kw., d.
Owned.....E. M. Gallemore, Sr.
Address.....2219 Second Ave.
Tel.: 3-8301.....News Service: UP
Trans. .....Thesaurus
Representative .....McGavren-Quinn
Gen. Mgr.....J. B. Lewis
Comm. Mgr.....Lyle Richardson

KRVN—Lexington—1951

Frequency: 1010 Kc....Power: 25,000 Watts d.
Owned-Oper. By.....Nebraska Rural Radio
Address.....104 W. 8th St.
Tel.: 4-2371.....News Service: AP
Transcription Service .....Standard
Representative .....Raymer
Membership .....NAB
President.....Jay A. Person
General Manager.....Max Brown
Asst. Sta. Mgr.....Gary Schroeder
Chief Engineer.....Robert Bitner

To Broadcasters

AP

Means

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The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

KFOR—Lincoln—1924—ABN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Cornbelt Bcstg. Corp.
Bus.-Studio Address.....814 Stuart Bldg.
Tel.: 2-6606.....News Service: AP
Transcription Service.....Thesaurus, Standard
Representative.....Paul Raymer
Membership.....NAB, RAB
President.....James Stuart
Gen., Sta. Mgr.....Richard Chapin
Sales Manager.....Roger Larson
Program Director.....Wayne Smith
Chief Engineer.....Al Pugsley

KLIN—Lincoln—1947

Frequency: 1400 Kc.....Power: 250 W.
Owned-Oper. By.....Fletcher-Mitchell Corp.
Address.....410 Sharpe Building
Tel.: 5-4377.....News Service: AP
Representative.....Devney
Membership.....NAB
Pres.....James I. Mitchell
Gen. Mgr.....H. H. Frederick
Comm. Mgr.....Kenneth C. Delp
Prog. Dir.....L. Getchell
Chief Eng.....Howard H. Frederick

KLMS—Lincoln—1949—KBS

Freq.: 1480 Kc.....Power: 1 Kw.
Owned.....Lincoln Bcstg. Corp.
Address.....130 N. 16th St.
Tel.: 2-7579.....News Service: UP
Transcription Service.....Lang-Worth
Membership.....NAB
President.....Howard A. Shuman
Gen., Sta., Comm. Mgr.....Frank Stubbs

KBRL—McCook—1947
MBS-KBS

Frequency: 1300 Kc.....Power: 1 Kw. d.
Owned.....McCook Bcstg. Co.
Address.....109½ E. C St.
Tel.: 1450.....News Service: AP
Transcription Service.....Thesaurus
Representative.....Gill-Perna, Inc.
Membership.....NAB
Pres., Gen. Sta. Mgr., Chief. Eng..L. W. Lenwell
Program Director.....Alice M. Carlson
Comm., Sales Prom. Mgr.....Don Hays
Pub. Director.....Robt. Morris

WJAG—Norfolk—1922

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Huse Pub. Co.
Address.....Norfolk
Tel.: 432.....News Service: AP
Representative.....Walker
Transcription Service.....Standard
Membership.....NAB, RAB
President.....Gene Huse
Station Manager.....Bob Thomas
Oper., Pub. Dir.....Don Broadstone
Comm. Manager.....Evans Meier
Chief Engineer.....W. Gettman

KJLT—North Platte—1952

Frequency: 970 Kc.....Power: 5 Kw.
Owned-Oper. By.....Tri-State Bcstg.
Address.....P. O. Box 778
Tel.: 4060.....News Service: UP
Transcription Service.....SESAC
President.....John Townsend
Manager.....Will Baldridge

KODY—North Platte—1930
NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KODY, Inc.
Bus.-Studio Trans. Add.....1521 W. 12th
Tel.: 382.....News Service: AP
Transcription Service.....World, Thesaurus
Membership.....NAB, RAB
Representative.....Forjoe
Gen., Sta. Mgr.....Hendy D. Peck
Sales Prom. Mgr.....Ed Launer
Program Director.....Bill Wood
Commercial Manager.....Joe di Natale
Publicity Director!z.....Bob Riedy
Chief Engineer.....Don Biskup

KOGA—Ogallala—1954
KBS

Frequency: 930 Kc.....Power: 500 Watts
Owner.....Ogallala Bcstg. Corp.
Address.....216 N. Spruce
Tel.: 930.....News Service: UP
Transcrption.....Thesaurus, SESAC
Representative.....Indie Sales
Membership.....NAB
Pres., General Manager.....Newell Eastman
Commercial Manager.....H. L. Harrington

KBON—Omaha—1942

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Bcstg. Co.
Business-Studio Address..676 World Ins. Bldg.
Tel.: JA 8282.....News Service: AP
Membership.....NAB, RAB
Representative.....Pearson
Pres., Gen. Mgr.....Paul R. Fry
V.P., Asst. Gen. Mgr.....Joe H. Baker
Commercial Manager.....Robert N. Kindred
Program Dir.....Dean H. Murray
Chief Engineer.....Ed Shulman

KFAB—Omaha—1924—NBC

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Operated By.....KFAB Bcstg. Co.
Bus.-Studio Address.....5010 Underwood
Tel.: RE 8000.....News Service: AP, INS
Representative.....Petry
Newspaper Affil.....Journal, Star
Membership.....NAB, RAB
President.....Joe Seacrest
V.P., Gen. Mgr.....Lyell Bremser
Comm. Mgr.....E. R. Morrison
Sales Prom. Mgr., Pub. Dir.....Don Shoemaker
Program Director.....Ken Headrick
Engineers.....Ray Schroeder

KOIL—Omaha—1925

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Central States Bcstg. Co.
Business-Studio Address.....511 So. 17th St.

Tel.: JA 7626.....News Service: AP, INS
Transcription Service.Capitol, Standard, World
Representative .....Avery-Knodel
Membership .....NAB, RAB
Co-Manager, Programs.....Chic Crabtree
Co-Manager, Sales.....Don W. Borden
Commercial Manager.....Bill Johnson

KOOO—Omaha—1957—KBS

Frequency: 1420 Kc.....Power: 500 W., d.
Owned.....Central Plains Bcstg.
Address.....2321 "M" St.
Tel.: OR 4400.....News Services: UP
Representative .....Forjoe
Gen. Mgr.....Harold Soderlund
Sales Mgr.....Edward Green

KOWH—Omaha—1922

Frequency: 660 Kc.....Power: 500 Watts d.
Owned-Oper. By.....National Weekly, Inc.
Tel.: AT 2228.....News Service: INS, UP
News Services .....INS, UP
Representative .....Adam Young
Membership .....NAB
President .....Todd Storz
V.P., Gen. Mgr.....Virgil Sharpe
Local Sales Mgr.....Ed Morgan
Sales Prom. Mgr.....Jim Ross
Program Director.....Buddy Webster

WOW—Omaha—1923—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Meredith WOW, Inc.
Bus.-Studio Address.....Insurance Bldg.
Tel.: WE 3400.....News Service: AP, UP
Representative .....John Blair
Transcription Service .....Standard, Capitol
Membership .....NAB, RAB
Vice Pres., Gen. Mgr.....Frank P. Fogarty
Sales Prom. Mgr.....Carl Uhlarik
Sales Dev. Mgr.....George C. Mirras
Sales Manager.....Bill Wiseman
Program Director.....Ray Olson
Chief Engineer.....Glenn Flynn

KVHC—O'Neill—1955—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Sun Bcstrs., Inc.
Address .....Box 150
Tel.: 120.....News Service: AP
Trans. .....Thesaurus
Gen., Comm. Mgr.....Alvin Wood

KNEB—Scottsbluff—1948 MBS-IMN

Freq.: 960 Kc.....Power: 1 Kw. d., 500 Wts. n.
Owned-Oper. By....Platte Valley Bcstg. Corp.
Business-Studio Address.....21st & B'way
Tel.: 1620.....News Service: AP
Transcription Service .....Thesaurus, World
Membership .....NAB
Representative .....Hal Holman
President.....Russell M. Stewart
General-Station Mgr.....George H. Haskell
Commercial Mgr.....Byron Joachim
Program Director.....Wayne McIntosh
Chief Engineer .....Leslie A. Proctor

KOLT—Scottsbluff—1930 CBS

Freq.: 1320 Kc...Power: 5000 W. d. 1000 W. n.
Owned-Operated By.....The Hilliard Co.
Address .....Box 660
Tel.: 856.....News Service: UP
Representative .....Forjoe
Membership .....NAB
Manager.....L. L. Hilliard

KSID—Sidney—1952 ABN-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Wm. C. Grove, Inc.
Address.....Legion Park, Box 772
Tel.: 5503.....News Service: UP
Gen., Comm. Mgr.....David W. Young
Program Director.....Edith Widstrand

KAWL—York—1954—KBS

Frequency: 1370 Kc.....Power: 500 W. d.
Owned-Operated By.....Prairie States Bcstg.
Address .....KAWL Bldg.
Tel.: 33.....News Service: AP
Transcription Service .....Lang-Worth
Representative .....Best
President.....M. L. Gleason
Secretary.....T. L. Gleason
Sales Manager.....H. Hansen
General Manager.....G. C. Bryan
Commercial Manager.....G. Pfenning



Your Omaha money talks biggest . . . where the biggest Pulse is!*

The latest Pulse (Dec.) says what Pulse had been saying for years. First a.m.; first p.m.; first all day! 32 our of 40 first place quarter hours! These are the measures of KOWH's continuing dominance of Omaha's radio day, a dominance extending over 7 years.
The reasons: Programs and personalities that get through to people. Good coverage, too, on 660 kc.
Talk to Adam Young or KOWH General Manager Virgil Sharpe.

*Dec. 1957

KOWH
OMAHA

Nevada

Pop. March 1 (Est.)—276,000; Families—93,000; Lic. Stations—17, Sta. CP's—0; Radio Homes—84,000; TV Homes—51,000

KPTL—Carson City—1955
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owner-Operated By.....E. L. & A. Bullis
Address .....Box 523
Tel.: 940.....News Service: UP
Transcription Service .....SESAC
Representative .....O'Connell
General Manager.....Edwin L. Bullis
Comm., Sales Mgr., Prog., Pub. Dir..R. Nelson
Chief Engineer.....Dave Williams

KELK—Elko—1948
MBS-IMN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Elko Bcstg. Co.
Address.....P. O. Box 790
Tel.: 260.....News Service: UP
President .....Chris Sheerin
General Manager.....John J. Gammick

KELY—Ely—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....White Pine Bcstg. Co.
Address .....Box 600
Tel.: AM 4-2077.....News Service: AP
Station Manager.....David I. Hansen

KVLV—Fallon—1957—KBS

Frequency: 1250 Kc.....Power: 1 Kw., d.
Owned.....Lahontan Valley Bcstg. Co.
Address.....Gummow Dr., Garden City
Tel.: HA 3-1242.....News Service: AP
Manager.....Lester W. Pearce

KBMI—Henderson—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated .....KBMI
Address .....Box 68
Tel.: FR 2-1131.....News Service: UP
Representative .....Forjoe
Transcription Service: .....Lang-Worth
Pres., Gen. Manager.....Frank Oxarart

K-TOO—Henderson—1956

Frequency: 1280 Kc.....Power. 5000 Watts
Owned .....Advertising Dynamics
Address.....P. O. Box 1848, Las Vegas
Tel.: FR 2-2500.....News Service: AP
Representative .....McGavren-Quinn
General Mgr.....Tom Magowan

KENO—Las Vegas—1940
ABN

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Howard F. Anderson
Address.....810 Keno Lane
Tel.: DU 2-1400.....News Service: UP
Representative .....Forjoe
Membership .....NAB, RAB
General Manager.....Frederick Von Hofen

KLAS—Las Vegas—1948
CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Las Vegas Bctrs., Inc.
Address .....Desert Inn, P. O. Box 1510
Tel.: DU 4-4646.....News Service: UP
Transcription Service .....Standard
Representative.....Weed & Co.
Membership .....RAB
President.....R. G. Jolley
Commercial Manager.....Bill Pursel
Program Director.....Sam Salerno
Publicity Director.....Harriett Cook
Chief Engineer.....John E. Witt

KORK—Las Vegas—1951
NBC-MBS-IMN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwestern Bcstg. Co.
Address .....Hotel Thunderbird
Tel.: DU 2-6445.....News Service: UP
Representative .....Avery-Knodel
President.....Donald W. Reynolds
General Manager.....King Harmon
Commercial Mgr.....Stuart Oakes

KRAM—Las Vegas—1947
KBS

Freq., 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Drake Motel Corp.
Address .....Hotel Riviera
Tel.: DU 2-1920.....News Service: UP
Representative.....O'Connell; Reilly; Hall
Transcription Service .....Thesaurus
Membership .....NAB
President.....David M. Margolis
V.P., Gen. Mgr.....Larry Buskett
Program Director.....Barney Sullivan

KRBO—Las Vegas—1956

Frequency: 1050 Kc.....Power: 500 W., d.
Owned .....Rainbow, Inc.
Address .....Box 1049
News Service .....UP
Representative .....Moore, Holman
President .....Joe Julian
Mgr. .....Jay Davis

KATO—Reno—1946
MBS-DON LEE-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Robert L. Stoddard
Bus.-Studio Address.....Box 1170
Tel.: 2-4501.....News Service: UP
Representative .....Walker, Broadcast Time
Trans. .....MacGregor
Pres., Gen. Mgr.....R. L. Stoddard
Comm. Mgr.....Walter States
Chief Engineer.....Irvin Carlsen

KDOT—Reno—1957

Frequency: 1230 Kc.....Power: 250 Watts

Owned .....Radioreno, Inc.
Address .....Riverside Hotel
Tel.: FA 3-6156.....News Service: UP
Representative .....O'Connell-Palmer
Gen. Mgr.....Keith Kerby

KOH—Reno—1928—NBC

Freq.: 630 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owner.....McClatchy Bcstg. Co.
Address.....143 Stevensen St.
Tel.: FA 3-5106.....News Service: UP
Transcription Service .....Capitol
Representative.....Paul H. Raymer
Membership .....NARTB, RAB
President .....Eleanor McClatchy
Station Manager.....Hewitt Kees
Chief Engineer.....Wesley Craig

KOLO—Reno—1946—CBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Western Bcstg. Co.
Business-Studio Address.....El Cortez Hotel
Tel.: FA 2-4516.....News Service: UP
Representative .....Pearson
Membership .....RAB
President.....Donald W. Reynolds
Gen., Sta., Comm., Sls. Prom. Mgr..R. W. Colon
Program Director.....Doris Baldwin
Chief Engineer.....Jere Laird

KONE—Reno—1955

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Magowan & Jones
Address .....700 Forest St.
Tel.: FA 3-4493.....News Service: AP
Representative .....McGavren-Quinn
General Manager.....Tom Magowan
Sta. Mgr.....Ken O'Connell
Commercial Manager.....George A. Carr
Chief Engineer.....W. Binford

KWNA—Winnemucca—1955
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owner.....N. W. Radio & TV Corp.
Address .....Sonoma Inn Bldg.
Tel.: 400.....News Service: AP
Transcription .....SESAC
President .....Odie Lupien
Manager.....Donald H. Erskine
Chief Eng.....Whitelaw R. Ross

New Hampshire

Pop. March 1 (Est.)—573,000; Families—172,000; Lic. Stations—14, Sta. CP's—2; Radio Homes—169,000; TV Homes—165,000

WKCB—Berlin—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. .....McKee Bcstg.
Address .....Green Square
Tel.: 1797.....News Service: UP
Representative .....Gill-Perna, Inc.
Membership .....RAB
General Manager.....Lynn Smith
General Mgr.....James P. Hinchey
Program Dir.....Charles Ross
Sales Prom. Mgr.....Sam Hickey
Chief Eng.....Herschel Howe

WTSV—Claremont—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Grandview Inc.
Trans. Address.....221 Washington St.
News Service .....UP
Representative.....A. Young, Wheeler
Membership .....NAB
General Manager.....Ralph Gottlieb
Station Mgr.....F. Richard Hill
Nat. Sales Mgr.....Jack King

WKXL—Concord—1946
MBS-CBS-KBS

Frequency: 1450 Kc.....Power: 250 W.
Owned .....WKNE, Corp.
Address.....110 N. Main St.
Tel.: CA 5-5521.....News Service: UP
President.....Joseph K. Close
Vice President.....Frank Bestes
Station Manager.....Ted B. Sawyer
Program Director.....Harry Kroyer
Chief Engineer.....Britt Belyea

THE KEY CHAIN STATIONS
CHANGE NAMES
WMOU, Berlin, N. H.
NOW
WKCB
Key Chain Berlin
Key Chain Broadcasting
WMOU-FM
NOW
WKCQ
Key Chain Quality
WJWG, Conway, N. H.
NOW
WBNC
Broadcasting to North Country
Broadcasting News constantly
AND REPRESENTATIVES
NOW
GILL-PERNA, INC.
THE KEY CHAIN HOLDS THE KEY
TO OVER
300,000 New England Shoppers.
WHY NOT UNLOCK THE DOOR!

WBNC—Conway—1955
KBS

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned .....WJWG, Inc.
Address.....E. Main St.
Tel.: HI 7-5988.....News Service: UP
Transcription ..... World
Membership .....RAB
Representative .....Gill-Perna, Inc.
President .....John W. Guider
Gen. Mgr.....James P. Hinchey
Station Manager.....Robert Holland
Sales Prom. Mgr.....Ed Conaty
Chief Engineer.....Jerry Gordon

WTSN—Dover—1956

Frequency: 1270 Kc.....Power: 5000 Watts
Owned .....WTSN, Inc.
Address.....155 Front St. (Manchester)
Tel.: NA 4-4077.....News Service: UP
Representative.....Wheeler, Adam Young
Membership .....NAB
General Mgr.....Ralph Gottlieb
Station Mgr.....Edward X. Callahan
Comm. Mgr.....Jack King
Prog. Director.....Peter Johnson
Chief Engineer.....Albert J. Davis

WKNE—Keene—1926
CBS-YANKEE

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKNE Corp.
Address.....17 Dunbar St.
Tel.: EL 2-9230.....News Service: AP
Representative .....Meeker, Borgatti
Membership .....NAB, RAB
President.....Joseph K. Close
Gen., Sta., Comm. Mgr.....Frank B. Estes
Sls. Prom. Mgr.....John H. Vondell, Jr.
Chief Engineer.....Ernest Robarge

To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

WLNH—Laconia—1921—KBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Oper. By.....Northern Bcstg. Corp.
Bus.-Studio Address....Masonic Temple Bldg.
Tel.: LA 2300.....News Service: UP
Representative .....Walker
Transcription Service: .....Thesaurus
Gen., Sta. Mgr.....Arthur Rothafel
Commercial Manager.....William Visser
Program Director.....James Westhall

WTSL—Lebanon—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....WTSL Inc.
Address.....P. O. Box 1031, Hanover
Tel.: 1040.....News Service: UP
Transcription Service .....RCA Victor
Membership .....NAB
Station Rep.....Adam Young
President.....William Rust, Jr.
General Manager.....Ralph Gottlieb
Station Mgr.....Howard L. Chase
Program Director.....Joe Shaw
Chief Engineer.....Al Davis

WFEA—Manchester—1932

Frequency: 1370 Kc.....Power 5 Kw.
Owned.....Public Information, Inc.
Address .....P. O. Box 149
Telephone: .....NA 5-5491
Station Rep. .....Weed
President.....Farris E. Rahall
General Mgr.....O. R. Davis
Station Mgr.....Norton I. Virgien, Jr.
Commercial Mgr.....Gene Morehouse
Chief Engineer.....Jay Kosik

WGIR—Manchester—1941
CBS

Frequency: 610 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned.....Northeast Broadcasting Corp.
Address.....839 Elm St.
Tel.: NA 5-6915.....News Service: UP
Transcription .....World
Representative .....O'Connell, Borgatti
Membership .....NAB
President .....Madeline M. Girolimon
General Manager....Bernard J. McGuiness, Jr.
Asst. Gen. Mgr.....Bernie Mack
Program Director.....Donn Tibbetts
Chief Engineer .....Harry Handfield

WKBR—Manchester—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Granite State Bcstg. Co.
Address.....155 Front St.
Tel.: NA 4-4077.....News Service: UP
Station Rep.....Wheeler, Young
Membership .....NAB

General Manager.....Ralph Gottlieb
Sta., Sales Mgr.....Jack King

WOTW—Nashua—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Nashua Bcstg. Corp.
Bus.-Studio-Transmitter Location.....Lund Rd.
Tel.: TU 2-2781.....News Service: UP
Representative.....Grant Webb, Nona Kirby
Membership.....RAB, NAB
Pres., Gen. Mgr.....Arthur A. Newcomb
Sta. Manager.....R. E. Berry
Comm. Manager.....Armand Bedard
Program Director.....Merrill G. Smith
Publicity Director.....Daniel Griffin
Chief Engineer.....Ted Kalin

WHEB—Portsmouth—1932

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WHEB, Inc.
Address.....N. H. National Bank Bldg.
Tel.: GE 6-2325.....News Service: AP
Transcription Service.....World
Representative.....Foster, Walker
Pres., Comm. Mgr.....Charles M. Dale
Station Manager.....Thomas M. Dale
Program Dir.....George Pinkerton
Senior Engineer.....Anthony Vaccaro

WWNH—Rochester—1948

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By....Strafford Bcstg. Corp.
Address.....Route 16
Tel.: RO 1400.....News Service: UP
Representative.....Borgatti, O'Connell
Membership.....NAB, RAB
Pres., Gen. Mgr.....A. J. K. Malin
Commercial Mgr.....M. C. Ball
Station Mgr.....H. Martin
Prog. Dir.....J. Alan Jasper
Pub. Director.....Mike Erlich
Chief Engineer.....Roger Butterfield

New Jersey

Pop. March 1 (Est.)—5,667,000; Families—1,689,000; Lic. Stations—25, Sta. CP's—1; Radio Homes—1,676,000; TV Homes—1,524,000

WHTG—Asbury Park—1957

Frequency: 1410 Kc.....Power: 500 W., d.
Owned.....Harold & Theo Gade
Address.....Route 1
Tel.: KE 1-1410.....News Service: AP
Gen. Mgr.....Harold Gade

WJLK—Asbury Park—1926

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Operated By..Asbury Park Press, Inc.
Address.....Press Plaza
Tel.: PR 4-7000.....News Service: AP
Newspaper Affiliate.....Press
Transcription Service.....Lang-Worth, SESAC
Membership.....NAB
Station Manager.....Everett Rudloff
Commercial Manager.....Margaret Curtis
Prog. Mgr.....Charles F. Hill

WFPG—Atlantic City—1940 CBS

Frequency: 1450 Kc.....Power: 250 Watts
Dwned-Operated by.....WFPG, Inc.
Business Address.....Steel Pier
Tel.: 5-2188.....News Service: UP
Membership.....NARTB
Representative.....Walker
Pres., Gen., Sta. Mgr.....Jerome Sill
Program Dir.....Ed Davis
Chief Engineer.....Blair K. Thron

WLDB—Atlantic City—1955 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Atlantic City Bcstg. Co.
Address.....Box 898
Tel.....4-6573
Representative.....Broadcast Time Sales
Transcription.....SESAC, Standard
Membership.....RAB
Pres., Gen. Mgr., Ch. Eng.....Leroy Bremmer
Sales Prom. Mgr.....Don Williams
Business, Comm. Mgr.....Dorothy Bremmer

WMID—Atlantic City—1947 ABN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Mid-Atlantic Bcstg. Co., Inc.
Address.....Brighton Hotel
Tel.: 4-1340.....News Service: AP
Transcription Service.....Associated
Representative.....Stars Natl.
President.....Richard Endicott
General Manager.....David H. Freedman
Program Director.....Alan Owen
Chief Engineer.....Edward Ross

WSNJ—Bridgeton—1937

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Eastern States Bcstg. Corp.
Tel.: BR 2930.....News Service: UP
Transcription Service.....Thesaurus
Station Representative.....Clark
Membership.....NAB
President.....Russell S. Henderson
V.P., Gen. Mgr., Sta., Comm. Mgr...Paul Alger
Prog. Director.....Joseph McCulley
Publicity Director.....Howard Auger
Chief Engineer.....Ed Bold

WCAM—Camden—1926

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Oper. By.....City of Camden
Business Address.....6th & Market Sts.
Tel.: EM 5-5600.....News Service: UP
Transcription Service.....Standard
Rep.....Bcst. Time Sales
Membership.....NAB

Great Albums of Music Station



PULSE REPORT*
a 3 months study of listening habits *reveals*
WVNJ
has more listeners in essex county than any radio station in New York or New Jersey



Represented by:
Broadcast Times Sales
New York OX 7-1696

Essex County: population 983,500
Effective Buying Income $2,324,743,000
per family E.B.I.—$7,940

Source: Sales Management—
Survey of Buying Power—May 1957

WVNJ Newark, New Jersey
RADIO STATION OF The Newark News

* A copy of this revealing report will be mailed to any advertiser or agency.

Gen., Comm. Manager.....John Cleary
Program Director.....Jack La Mar
Sales Prom. Mgr.....Jack Silin
Publicity Dir.....Joseph E. Hale
Chief Engineer.....John Zander

WKDN—Camden—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....South Jersey Bcstg. Co.
Business-Studio Address.2881 Mt. Ephraim Ave.
Tel.: EM 5-7200.....News Service: AP
Representative .....Rambeau
President.....Ranulf Compton
General Manager.....Gordon Giffen

WMLV—Millville—1953

Frequency: 1440 Kc.....Power: 1000 Watts, d.
Owner.....Fred Wood, et al
Address .....Radio Park
Tel.: TA 5-2600.....News Service: UP
Transcription .....Lang-Worth
Representative .....Broadcast Time Sales
Station Mgr.....Karl F. Scheying
Prog. Dir.....Valerie C. Scheying
Publicity Director.....Jack Lawyer
Chief Engineer.....Joseph Karcher

WMTR—Morristown—1948

Frequency: 1250 Kc....Power: 1000 Watts d.
Owned-Operated By....Morristown Bcstg. Co.
Address.....10 Park Place
Tel.: JE 8-1250.....News Service: AP
Transcription Service .....Thesaurus
Membership .....NAB
General Manager.....Kenneth A. Croy
Commercial Mgr.....Henry Behre
Program Director.....Bob Vesel
News Dir.....Robert Stoepker
Chief Engineer .....Dick Lundy

WAAT—Newark—1922

Frequency: 970 Kc.....Power: 5000 d., 1000 n.
Owned-Operated By.....Bremer Bcstg. Corp.
Business-Studio Address.....1020 Broad St.
Tel.: MI 2-6400.....News Service: AP
Transcription Service .....SESAC
President, Gen. Mgr.....Irving R. Rosenhaus
Station Manager.....F. V. Bremer
Nat. Sales Mgr.....James W. Anderson
Program Director.....George Green
Commercial Manager.....Harold Edison

WHBI—Newark—1922

Freq.: 1280 Kc...Power: 2½ Kw. d., 1 Kw. n.
Owned-Operated By....May Radio Bcst. Corp.
Business-Studio Address.....35 Warren St.
Telephone: .....MI 2-7353
Pres., Gen. Mgr.....James L. Shearer
Sta. Mgr., Prog. Dir.....William Masi
Chief Engineer.....Harold Michaels

WNJR—Newark—1947

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....Rollins Bcstg. Co.
Business Address.....Box 1258
Tel.: MU 8-3665.....News Service: AP
Membership .....RAB
Representative .....Rollins Bcstg. Co.
Transcription Service .....Lang-Worth
President.....O. Wayne Rollins
Sta. Mgr.....A. R. Lamphear
Chief Engineer.....G. R. Chambers

WVNJ—Newark—1947

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Newark Bcstg. Corp.
Address.....1225 Raymond Blvd.
Tel.: MI 3-7600.....News Service: UP
Membership .....RAB
General Manager.....Ivon B. Newman

WCTC—New Brunswick—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Raritan Valley Bcstg.
Business-Studio Address.....385 George St.
Tel.: CH 7-1450.....News Service: AP
Transcription Service .....Lang-Worth, Muzak
Membership .....NAB, RAB
President.....J. L. Rosenmiller, Jr.
V.P., Gen. Mgr.....William F. Malo
Program Director.....H. J. Hauptman
Publicity Director.....Jan Woodruff
Chief Engineer.....Clarence Dingman

WNNJ—Newton—1953—KBS

Frequency: 1360 Kc.....Power: 500 Watts
Owned.....Sussex County Bcstrs.
Tel.: NE 1616.....News Service: AP
Sta., Comm. Mgr., Ch. Eng...Robert C. Gessner
Program Director.....John Bennett
Sales Prom. Mgr.....Ronnie Hickman

To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

WPAT—Paterson—1941

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WPAT, Inc.
Business-Studio Address.....66 Hamilton St.
Tel.: AR 4-3400.....News Service: UP
President, General Manager.....D. J. Wright
V.P.'s..Charlse W. Parker, William J. Calvert
V.P., Sales Dir.....John F. Sloan
Music Dir.....David Gordon
Publicity Dir.....John Burt
Tech. Supervisor.....P. Di Savino

WOND—Pleasantville—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....S. Jersey Radio, Inc.
Address .....Old Turnpike
Tel.: PL 3971.....News Service: AP
Transcription Service....Standard, Thesaurus
Representative .....Forjoe
Membership .....NAB
President.....Harlan G. Morrelle
General Manager.....Howard L. Green
Prog. Dir.....Bob Richter
Sales Promotion Manager.....Dick Williams
Chief Engineer.....Milton Thurlow, Jr.

WBUD—Trenton—1947

Frequency: 1260 Kc....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....WBUD, Inc.
Address .....P. O. Box 158
Tel.: EX 4-7191.....News Service: AP, UP
Transcription .....Thesaurus
Membership .....RAB
Pres., Gen. Mgr.....Richard M. Hardin
Station Manager.....Teresa Rose
Comm. Manager.....William Garry
Program Director.....Frank Brooks
Chief Engineer.....Terrance O'Rourke

WTNJ—Trenton—1923

Frequency: 1300 Kc.....Power: 250 Watts
Owned.....WOAX, Inc.
Address.....416 Bellevue Ave.
Tel.: EX 3-4281.....News Service: UP
Representative.....Bcst. Time Sales
President .....William DeFreitas
Gen., Sta., Comm. Sales Mgr.....R. McFadden
Program Director.....Ron Poleo
Publicity Director.....Ronnie Sherwood
Chief Engineer.....Nicholas Dalessandro

WTTM—Trenton—1942—NBC

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Peoples Bcst. Corp.
Bus.-Stu. Add.....Brunswick Ave., Lake Drive
Tel.: OW 5-8515.....News Service: AP
Representative .....Forjoe
Transcription Service.....World, SESAC
Membership .....NAB, RAB
President.....M. D. Lincoln
General Manager.....Herbert E. Evans
Station Manager.....Fred E. Walker
Publicity Dir.....K. M. Weber
Gen. Sales Mgr.....Harry W. Barnham

WPAT!

Creators of "Gaslight Revue"...
one of the Greater New York area's
most distinguished musical programs

Prog. Dir.....Tom Durand
Chief Engineer.....Chester Sunderland

WDVL—Vineland—1957

Frequency: 1270 Kc.....Power: 500 Watts, d.
Owned .....Delsea Bcstrs.
Address .....Radio Park
News Service .....AP
President .....Mort Hendrickson

WWBZ—Vineland—1946

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By...Community Bcstg. Serv.
Address.....S. Delsea Drive
Tel.: OX 2-6500.....News Service: UP
Representative .....Gill-Perna
Transcription .....World
Membership .....NAB
General Manager.....Randolph Gretes

WCRV—Washington—1955

Frequency: 1580 Kc.....Power: 500 Watts d.
Owned .....Warren Bcstg.
Address .....3 Belvidere Avenue
Tel.: MU 9-2060.....News Service: AP
General Manager.....George S. Croy

WCMC—Wildwood—1951
KBS

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....Francis J. Matrangola
Address.....3010 N. J. Ave.
Tel.: 2-7751.....News Service: AP
Membership .....NAB
Owner, Gen. Mgr.....Francis J. Matrangola
Comm. Mgr.....Margaret Murphy
Prog. Dir.....George Hart
Chief. Engineer.....Carlton Owen

New Mexico

Pop. March 1 (Est.)—871,000; Families—241,000; Lic. Stations—38, Sta. CP's—3; Radio Homes—232,000; TV Homes—104,000

KALG—Alamogordo—1950
MBS-KBS-IMN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Sta. KALG
Address .....Box 268
Tel.: 211.....News Service: AP
Transcription .....Thesaurus
Membership .....NAB, RAB
President.....William Phelps
General Manager.....Bob Hoffman
Comm. Mgr., Prog. Dir.....Terry Clark
Publ. Dir.....Jim Armstrong
Chief Engineer.....Bill Shimer

KABQ—Albuquerque—1947
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Duke City Bcstg. Corp.
Address .....317 Broadway, N.E.
Tel.: 3-1744.....News Service: UP
Reps.....Harlan G. Oakes; Nat'l Time Sales
Membership .....RAB
Pres., Gen. Mgr.....Edward M. Sleighel
Sales Prom. Mgr.....Victor Siman
Program Dir.....Jose Gallegos
Chief Engineer.....Charles Kohlousen

KDEF—Albuquerque—1953

Frequency: 1150 Kc.....Power: 1 Kw. d.
Owned.....KDEF Bcstg. Co.
Address.....506 2nd St. N.W.
Tel.: CH 3-7813.....News Service: UP
Station Representative .....Bolling
President, Gen. Mgr.....Frank Quinn
Sta. Mgr.....Wayne Griffin

KGGM—Albuquerque—1927
CBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....New Mexico Bcstg. Co.
Business Address.....1414 Coal St., S.W.
Tel.: CH 3-2285.....News Service: AP
Representative .....Branham
Transcription Service .....World
Membership .....NAB
Pres., Gen. Mgr.....A. R. Hebenstreit
Comm., Sls. Prom. Mgr.....R. C. Rhoads
Program Director.....Robert Van Driel
Pub. Dir.....Jim Laramoor
Chief Engineer.....Leonard F. Dodds

KHAM—Albuquerque—1956
ABN-KBS

Frequency: 1580 Kc.....Power: 1 Kw., d.
Owned .....KHAM, Inc.
Address.....202 Claremont Street, NE
Tel.: DI 4-2394.....News Service: UP
Transcription Service .....Thesaurus
Representative .....Continental
Membership .....RAB
President.....J. W. Hedges
V.P., Gen. Mgr.....J. L. Anderson
Commercial Manager.....Robert W. Dungan
Director Operator.....Joe T. Saffle
Chief Engineer.....H. T. Walton

KLOS—Albuquerque—1957

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....B & M Bcstrs.
Address .....Box 1298
Telephone .....AL 6-9866
Gen. Mgr.....Frank Redfield

KOB—Albuquerque—1921
NBC

Freq.: 770 Kc.....Power: 50 Kw. d., 25 Kw. n.
Owned-Oper. By.....KSTP, Inc.
Address.....1430 Coal Ave. S.W.
Tel.: CH 3-4411.....News Service: UP, INS
Transcription Service .....Lang-Worth

Representative: .....Petry
Membership .....NAB
General Manager.....George Johnson
Manager.....A. E. Mickel
Sales Prom. Mgr.....Doris Luedke
Program Director.....Michael Dillon

KQUE—Albuquerque—1946 MBS

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....KQUE Corp.
Address.....200 Indian School Rd.
Tel.: CH 7-8848.....News Service: AP
Representative ..... Everett-McKinney
Membership ..... RAB
President.....W. N. Schnepp
Sta. Mgr.....Robert D. Williams
Chief Engineer.....Rodney Mathews

KSVP—Artesia—1947 IMN-MBS-KBS

Freq.: 990 Kc.....Power: 1 Kw. d., 250 Wts. n.
Owned-Operated By.....Artesia Bcstg. Corp.
Business-Studio Address..1450 Roselawn Ave.
Tel.: SH 6-2751.....News Service: AP
Membership .....RAB, NAB
President.....Martin Yates III
Gen. Mgr.....Bob Hess
Comm. Mgr.....Jack Minter
Chief Engineer.....L. O. Wilcox

KAVE—Carlsbad—1936 CBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Voice of the Caverns, Inc.
Address .....2907 W. Church St.
News Service .....AP
Representative .....Branham
Membership .....NAB
President.....N. H. Battison
General Manager.....John H. Battison
Sta., Comm. Mgr.....Don Husted
Publ., Prog. Dir.....Bob Fuller
Chief Engineer.....Bill Carnahan

KPBM—Carlsbad—1950

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Coronado Bcstg. Co.
Address.....313 W. Mermod
Tel.: TU 5-5373.....News Service: AP
Transcription Service .....Thesaurus
Representative .....McGillvra
Membership .....RAB, NAB
Pres., Gen., Sta. Mgr.....D. A. Swayze
Prog. Director.....Ed Lyons
Chief Engineer.....Vic Daley

KLMX—Clayton—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ari-Ne-Mix Bcstg. Corp.
Address.....Box 7, Fair Grounds
Tel.: 616.....News Service: UP
Membership .....NAB
President .....Arthur Jernigan
Gen., Comm., Prom. Mgr., Pub. Dir..Frank Vale
Program Director.....Dave Adams
Chief Engineer.....Robert D. Waters

KCLV—Clovis—1952—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....New-Tex Bdcstg.
Address .....1221 Main
Tel.: 4401.....News Service: UP
Transcription Service .....Lang-Worth
Membership .....NAB
President.....Odis Echols, Sr.
Gen., Sta. Mgr., Prog. Dir.....Odis Echols, Jr.
Sales Prom. Mgr.....Albert Houpe
Chief Engineer.....Clayton Fuchs

KICA—Clovis—1932

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....KICA, Inc.
Address .....P. O. Box 111
Tel.: PO 3-5511.....News Service: AP
Station Representative.....John E. Pearson
V.P., Gen. Mgr.....Gene P. Loffler
Comm. Manager.....James Richardson
Program Director.....Jim Self
Chief Engineer.....M. S. O'Dell

KOTS—Deming—1954—KBS

Frequency: 1230 Kc.....Power: 250 Watts, d.
Owned.....Luna County Bcstg. Co.
Address.....P. O. Box 470
Tel.: 999.....News Service: AP
General Manager.....Robert W. Tobey
Comm Mgr.....Jim Smith

KVBC—Farmington—1951

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Radio Station KVBC
Address.....413½ West Main St.
Tel.: DA 5-3541.....News Service: UP
Membership .....RAB, NAB
Transcription Service .....World
Gen., Sta. Mgr.....C. O. Kendrick
Commercial Mgr.....Bob Williams
Prog. Dir.....Bob Huston
Chief Eng.....Harold Furstenberg

KWYK—Farmington—1957

Frequency: 960 Kc.....Power: 1 Kw., d.
Owned.....Basin Bcstg. Co.
Address.....418 W. Broadway
Telephone .....DA 5-6932
Gen. Mgr.....Jimmie D. Gober

KGAK—Gallup—1945—ABN

Frequency: 1330 Kc....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Thunderbird Bcstg. Co.
Address.....P. O. Box 1231
Tel.: UN 3-4444.....News Service: AP
Transcription Service.....World
Membership .....NAB, RAB
Representative .....O'Connell
Pres., Gen. Mgr.....Merle H. Tucker
Comm. Mgr.....C. W. Horne
Chief Engineer.....Paul R. Bateman

KHOB—Hobbs—1954

Frequency: 1280 Kc.....Power: 1 Kw. d.

Owned.....Permian Basin Radio Corp.
Address .....Box 247
Tel.: EX 3-4478.....News Service: AP
Transcription .....Lang-Worth, World
Representative .....Clark, Melville
Membership .....NAB
President, Co-Mgr.....Charles R. Scott
Comm., Sales Prom. Mgr.....Zeb Williams
Program Director.....Ray Corbin
Chief Engineer.....Robert R. Martin

KWEW—Hobbs—1938
MBS-KBS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....KWEW, Inc.
Address .....Box 787
Tel.: EX 3-3137.....News Service: UP
Transcription Service .....Thesaurus
Representative .....Branham
President.....Theresa P. Whitmore
Gen., Sta. Mgr.....Harry McAdams
Comm., Sales Prom. Mgr.....Phil McGee
Program Director.....Dortha Montgomery
Chief Engineer.....Roy T. Evans

KGRT—Las Cruces—1955

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Taylor Enterprises, Inc.
Address .....Box 968
Tel.: JA 6-6681.....News Service: AP
President.....W. C. Taylor

KOBE—Las Cruces—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Mesilla Valley Bcstg. Co.
Bus.-Studio Address.....940 N. Main St.
Tel.: JA 6-2496.....News Service: UP
Transcription Service .....Lang-Worth
President, Gen. Mgr.....Jim Gober
Comm. Mgr.....B. W. LeNoir
Sales Prom. Mgr.....Geraldine Sells
Prog. Dir.....Jim Finlay
Chief Engineer.....Jack Diehl

KFUN—Las Vegas—1941
ABN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Southwest Bcsters, Inc.
Business Address.....Box 710
Tel.: 12.....News Service: UP
Membership .....NAB
President, Gen. Mgr.....Ernest N. Thwaites
Program Director.....Dorothy G. Thwaites
Chief Engineer.....Julian H. Lendy

KRSN—Los Alamos—1948
ABN

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....V. Parker II & D. K. Burns
Address .....Community Center
Tel.: 2-4422.....News Service: UP
Representative.....Bob Dore, Ayres
Membership .....NAB
Partner, Sta. Mgr.....Virgil A. Parker, III
Partner, Comm. Mgr.....Darrel K. Burns
Publicity Director.....Virgil A. Parker

KLEA—Lovington—1951
KBS

Frequency: 630 Kc.....Power: 500 Watts d.
Owned.....Lea County Broadcasting Co.
Address.....1700 S. Main
Tel.: 8911.....News Service: UP
Transcription Service .....Standard
President .....David R. Worley
General, Comm. Mgr.....Hoyt Caldwell
Asst. Mgr.....Gil Haugen
Prog. Dir.....Robert Burt
Publicity Director.....Hal Chestnut
Chief Engineer.....Wilton Highfall

KENM—Portales—1950—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Plains Bcstg. Co.
Address .....Drawer 540
Tel.: RE 6-6681.....News Service: AP
Trans. Serv.....Lang-Worth, SESAC
Membership .....NAB
Pres., Co-Owner.....John Burroughs
Gen. Mgr., Co-Owner.....Leola Randolph
Chief Engineer.....Joe Randolph

KRTN—Raton—1948
ABN-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Colfax County Broadcasting Co.
Address .....Box 767
Tel.: 875.....News Service: UP
Transcription .....World
Membership .....NAB
Owner .....Lloyd Hawkins
Commercial Mgr.....C. Gail Boles
Program Director.....James Roper
Chief Engineer.....Marvin Coffman

KBIM—Roswell—1953—KBS

Frequency: 910 Kc.....Power: 5 Kw., d.
Owned.....Taylor Bcstg. Co.
Address.....P. O. Box 525
Tel.: MA 2-2120.....News Service: AP
Membership .....NAB
Station Rep. .....Clark
President.....William C. Taylor
General Manager.....G. F. "Jud" Roberts
Comm. Manager.....Almarie Oldfield
Prog. Dir.....John E. Davis
Sales Prom. Mgr.....Bill Hight
Chief Engineer.....Eugene Rader

KGFL—Roswell—1927
MBS-IMN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KGFL, Inc.
Bus.-Studio Address.....Box 1019
Tel.: MA 2-5110.....News Service: UP
Trans. .....Lang-Worth
Representative .....Branham
President.....Theresa P. Whitmore
Gen. Manager.....W. E. Whitmore, Jr.
Comm. Manager.....Clifford "Buzz" Jackson
Program Director.....Beverly Bowman
Sta. Mgr.....Stan Gallup
Chief Engineer.....Bob Henske

KSWS—Roswell—1947—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....John A. Barnett
Business-Studio Address.....Box 670
Telephone .....MA 2-6450
Representative .....Meeker, Melville
Membership .....NAB
Owner & Gen. Mgr.....John A. Barnett
Station Mgr.....Vincent A. Carrozza
Asst. Gen. Mgr.....W. L. Shackelford

KTRC—Santa Fe—1946—ABN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Garfield Packard
Address.....210 E. Marcy St.
Tel.: 3-6685.....News Service: UP
Representative .....McGillvra
Pres., Gen. Mgr.....Garfield C. Packard

KVSF—Santa Fe—1936—CBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....New Mexico Bcstg. Co.
Business-Studio Address.....759 Cerrillos Rd.
Tel.: 3-7319.....News Service: AP
Representative .....Branham
Manager.....Ivan R. Head
Prog. Dir.....Ada Zamora

KSIL—Silver City—1946 CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....James H. Duncan
Address.....1640 Cactus St.
Tel.: 611.....News Service: AP
Representative .....Branham
Owner, Manager.....J. H. Duncan
Comm. Manager.....Robert Fuller

KCHS—Truth or Consequences 1946—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Southwestern Bcstg. Co.
Address.....P. O. Box 351
Tel.: 1400.....News Service: AP
Representative.....Continental Radio Sales
Transcription .....Thesaurus
President, ...Rex Tynes
Mgr.....Richard C. Erbe

KTNM—Tucumcari—1941 MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Quay County Broadcasting Co.
Address.....P. O. Box 668
Tel.: 100.....News Service: AP
Transcription ..... World
Representative .....Clyde Melville
Membership .....NAB
Pres., Gen. Mgr.....Lloyd Hawkins
Sta. Mgr., Chief Engineer....Howard Maudlin
Comm. Mgr., Pub. Dir.....Bill Walls
Program Director.....Mrs. Neil Mitchell

New York

Pop. March 1 (Est.)—16,295,000; Families—5,084,000; Lic. Stations—122, Sta. CP's—5; Radio Homes—5,008,000; TV Homes—4,846,000

WABY—Albany—1934

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Eastern N. Y. Bcstg.
Business-Studio.....80 Braintree St.
Tel.: AL 2-3353.....News Services: UP, AP
Representative .....Forjoe
Gen. Mgr.....Ed. L. Trudeau

WOKO—Albany—1924 ABN-MBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By....Gov. Dongan Bcstg. Corp.
Business-Studio Address.....P. O. Box 1520
Tel.: DE 9957.....News Service: UP
Representative .....Rambeau
Membership .....NAB, RAB
President.....Carl L. Lindberg
Manager.....Charles L. Murn
Comm. Mgr.....C. Russell Ehresman
Sales Prom. Mgr.....Charles L. Morn
Pub., Prog. Dir.....Leo McDevitt
Chief Engineer.....Lloyd Snowdeal

WPTR—Albany—1948

Frequency: 1540 Kc.....Power: 50,000 Watts
Owned-Oper. By....Patroon Brdcstg. Co., Inc.
Address .....P. O. Box 1540
Tel.: AL 5-3345.....News Service: AP
Representative .....Adam Young
Membership .....RAB, NAB
President .....J. Myer Schine
Exec. V.P., Gen. Mgr.....Duncan Mounsey
Comm. Mgr.....Joseph A. Farrar
Chief Engineer.....W. Russell David, Sr.

WROW—Albany—1947 CBS

Freq.: 590 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Capital Cities TV Corp.
Address .....Box 10
Tel.: 3-2225.....News Service: UP
Station Representative .....Avery-Knodel
Membership .....NAB, RAB
General Manager.....T. S. Murphy
Station Manager.....George M. Perkins
Comm. Manager.....Albert M. Fiala

WCSS—Amsterdam—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Community Service Bcstg. Co.
Address.....Upper Locust Ave.
Tel.: VI 3-2500.....News Services: UP
Representative ..... McGillvra
Membership ..... RAB
President.....Alphonse Di Mezza
General Mgr.....Philip Spencer
Chief Engineer.....Jerome Pabis

WMBO—Auburn—1927
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WMBO, Inc.
Business-Studio Address.....141 Genesee St.
Tel.: AU 2-3511.....News Service: AP
Representative.....Thomas F. Clark
Membership .....NAB, RAB
Transcription ..... World
General Manager.....Frederick L. Keesee
Prog., Pub. Dir.....Robert B. Morgan

WBAB—Babylon—1957

Frequency: 1440 Kc.....Power: 500 W. d.
Owned.....Babylon-Bashore Bcstg. Corp.
Address.....Farmingdale Rd. & E. Drive
Tel.: MO 1-4000.....News Service: AP
Gen. Mgr.....Joe Horenstein
Comm. Mgr.....Bertine Fields

WBTA—Batavia—1941—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Batavia Bcstg. Corp.
Business-Studio Address.....22 Seaver Pl.
Tel.: 715.....News Service: AP
Pres., Gen. Mgr.....Edmund R. Gamble
Sales Prom. Mgr., Prog. Dir.....John Collins
Commercial Mgr.....Charles Snow
Publicity Dir.....Jack Derbyshire
Chief Engineer..... .....Fred Callendar

WENE—Binghamton
Endicott—1947

Frequency: 1430 Kc.....Power: 5 Kw.
Owned-Oper. By.....Ottaway Stations, Inc.
Address.....909 E. Main, Endicott
Tel.: 5-3351.....News Service: UP
Representative.....Radio Reps. Inc.
Membership .....NAB, RAB
President.....James H. Ottaway
Vice President.....F. H. Brinkley
General Manager.....S. W. Ryder
Asst. to Mgr.....H. Johansen
Chief Engineer.....John Fischler

WINR—Binghamton—1946
NBC

Freq.: 680 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....The Binghamton Press
Business-Studio Address.....Robinson Bldg.
Tel.: 4-4318.....News Service: UP
Representative.....George P. Hollingbery
Membership .....NAB, RAB
General Manager.....Dale Taylor
Commercial Manager.....A. V. Ludington, Jr.
Chief Engineer.....G. Ricciardell

WKOP—Binghamton—1947
MBS

Freq.: 1360 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By..The Binghamton Bcstrs., Inc.
Business-Studio Address.....34 Chenango St.
Tel.: 2-3437.....News Service: AP
Transcription Service .....World
Representative .....Bolling
Membership .....NAB, RAB
Pres., Gen.-Sta. Mgr.....Andrew Jarema
Comm., Prom. Mgr., Prog. Dir...Wally Bauman
Publicity Dir.....Bob Richards
Chief Engineer.....Charles Hallinan

WNBF—Binghamton—1928
CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Triangle Pubs. Inc.
Business Address.....1 Henry St.
Tel.: BI 3-7311.....News Service: UP
Newspaper Affiliate.....Phila. Inquirer
Representative .....Blair & Co.
Membership .....NAB
Gen. Mgr.....George R. Dunham
Sales Manager.....Kenneth Leslie
Dir. Nat. Sales.....Ed H. Benedict
Oper. Mgr.....Russ Baker
Business Mgr.....E. William Farneti
Chief Engineer.....Sherman Egan

WBRV—Boonville—1955
KBS

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Black River Radio, Inc.
Address .....WBRV Building
Tel.: 11.....News Service: AP
Membership .....NAB, RAB
Pres., Gen. Manager.....Livingston Lansing
Comm. Manager.....Leon Renodin
Pub. Director.....Millie Seelman

WBEN—Buffalo—1930—CBS

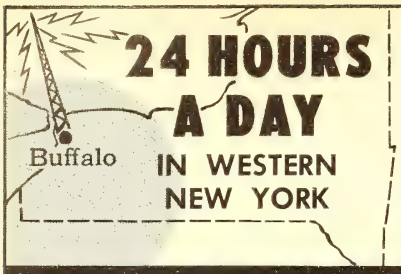
Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WBEN, Inc.
Address .....Hotel Statler
Tel.: MO 0930.....News Service: AP, UP, INS
Newspaper Affiliation..Buffalo Evening News
Transcription Service .....Lang-Worth
Representative.....Henry I. Christal
President.....A. H. Kirchhofer
General Manager.....C. Robert Thompson
Station Manager.....Frank W. Kelly
Sales Manager.....C. E. Daly
Prog. Dir.....Eugene Brook
Publicity Director.....Joseph A. Haeffner
Chief Engineer.....Ralph J. Kingsley

WBNY—Buffalo—1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Roy L. Albertson, Inc.
Address.....485 Main St.
Tel.: MO 1400.....News Services: AP, UP
Rep.....Jack Masla, O'Connell
Membership .....NAB
General Mgr.....Michael L. Merla
Comm. Mgr.....R. L. Albertson, Jr.
Prog. Dir.....Richard Lawrence

WEBR—Buffalo—1924—MBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WEBR, Inc.



RADIO CENTER

WKBW

Buffalo's Basic NBC *Station*

NEWS

SPORTS

MUSIC

EVERY HOUR ON THE HOUR
24 HOURS A DAY

Buffalo's World Series, Canisius College Basketball, Cavalcade of Sports Station

Buffalo's Leading Radio Personalities including Stan Jasinski, Larry Brownell, Sherm Wright, Lee Forester and George "Hound Dog" Lorenz

Your "PACKAGE DEAL" will SATURATE this station

You'll be surprised what $100 a week will buy

•

For details call any office of Avery - Knodel or station WKBW direct

The most successful advertising technique is "telling your sales story to as many people, as many times as you can, within the limits of a sound budget." This is the WKBW SATURATION FORMULA which is bringing increased sales results for WKBW advertisers; and we have the renewals to prove it. A WKBW saturation campaign gives you more than twice as many listeners for your advertising dollar. That's why your sales results will be more than twice as good . . . that's why WKBW is your most profitable buy in the Buffalo and Western New York market.

50,000 WATTS
AVERY-KNODEL, INC.
National Representatives

WKBW
BUFFALO'S MOST POWERFUL STATION

BASIC NBC
CLINTON H. CHURCHILL
Founder, President
and General Manager

Business-Studio Address.....23 North St.
Tel.: LI 7133.....News Service: AP, UP, INS
Newspaper Affiliation .....Courier-Express
Trans. Service...Thesaurus, Standard, SESAC
Representative .....Katz
Membership .....NAB, RAB
President.....William J. Conners, III
General Manager.....David F. Leopold
Comm. Mgr.....George T. Stagg
Pgm., Prom. Mgr.....Wm. Schweitzer
Chief Engineer.....Frank B. Ridgeway

WGR—Buffalo—1922—ABN

Frequency: 550 Kc.....Power: 5 Kw.
Owned .....Transcontinent TV
Address .....Hotel Lafayette
Tel.: WA 3100.....News Service: UP
Rep.....Peters, Griffin, Woodward, Inc.
Membership .....NAB, RAB
President .....David C. Moore
Sta., Comm. Mgr.....Nat L. Cohen
Sales Prom. Mgr.....Ollie Howard
Program Dir.....Robert J. Strigl
Pub. Dir.....Florence Lafler..
Chief Engineer.....Karl B. Hoffman

WINE—Buffalo—1948

Frequency: 1010 Kc.....Power: 1 Kw.
Address .....Box 85
Tel.: AM 1160.....News Service: UP
Trans. .....World
Representative .....Radio-TV Rep.
Membership .....NAB, RAB
President.....John L. Kluge
Man. Dir.....Marvin A. Kempner
Sales Mgr. .....Herb Resnick
Chief Engineer.....Ernie Bohrk

WKBW—Buffalo—1925—NBC

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....WKBW, Inc.
Business Address.Radio Center, 1430 Main St.
Tel.: GR 5101.....News Service: UP
Representative .....Avery-Knodel
Membership .....NAB
Pres., Gen., Prom. Mgr....Clinton H. Churchill
Public Service Dir.....Dorothy L. Ireland
V. P., Sta., Comm. Mgr....Alfred E. Anscombe
Program Dir.....William Meek
Chief Engineer.....Leroy Fiedler

WNIA—Buffalo—1956

Frequency: 1230 Kc.....Power: 250 Watts
Owned .....Niagra Bcstg.
Address.....2900 Geness St.
Telephone .....FI 9600
Representative .....Walker
Gen. Mgr.....Gordon P. Brown

WWOL—Buffalo—1947

Frequency: 1120 Kc.....Power: 1000 Watts d.
Owned-Operated By..Greater Erie Broad. Co.
Address.....315 Main St.
Telephone .....MO 1200
Representative ..... Forjoe
Owner .....Leon Wyszatycki
Gen., Sta. Manager.....Ted Wyszatycki
Commercial Manager.....Jack Greenfield

WCBA—Corning—1949

Frequency: 1350 Kc.....Power: 1000Watts d.
Owned...Wellsboro Corning Bcstg. Adv. Inc.
Address .....Box 117
Tel.: 6-7000.....News Service: UP
Transcription Service .....Lang-Worth
Representative .....McGillvra, Inc.
Membership ..... RAB
V.P., Station Manager.....Bob Shaddock
Comm. Mgr.....Paul E. Carpenter

WCLI—Corning—1947—ABN

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Radio Corning, Inc.
Address.....99 W. First St.
Tel.: 6-5421.....News Service: AP
Station Representative....Donald Cooke, Inc.
Membership .....NAB
Pres., Gen. Mgr., Pub. Dir...Gordon M. Jenkins
Sta. Mgr., Prog. Dir.....George P. Droelle, Jr.
Chief Engineer.....Maurice Sherman

WKRT—Cortland—1947

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Radio Cortland, Inc.
Business-Studio Address.....27 N. Main St.
Tel.: SK 6-2828.....News Service: UP
Transcription Service .....Lang-Worth
Representative ..... Gill-Perna
Membership .....NAB, RAB
President.....Leighton A. Hope
Gen., Sta., Comm. Mgr.....W. L. Thompson
Chief Engineer.....Walter Chociay

WFLR—Dundee—1956—KBS

Frequency: 1570 Kc.....Power: 1 Kw., d.
Owned.....Finger Lakes Bcstg.
Address.....30 Main St.
Tel.: 158.....News Service: AP
Representative .....Hopewell
Gen. Mgr.....Robert Burns
Comm. Mgr.....Thomas H. Shafer

WDOE—Dunkirk—1949

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Operated By.....Lake Shore Bcstg.
Address .....Willow Rd.
Tel.: 7756.....News Service: AP
Transcription Service .....Thesaurus
Station Representative .....Walker
Membership .....NAB, RAB
Pres. .....Simon Goldman
Sta. Mgr.....Richard H. Burt
Commercial Manager.....H. Brooks Dawson

WELM—Elmira—1947
CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owner.....Radio Elmira, Inc.
Business-Studio Address.....222 E. Market St.
Tel.: 3-5626.....News Service: AP
Station Representative .....Burn-Smith
Membership .....NAB, RAB
President.....John S. Riggs
Vice Pres., Gen. Mgr.....Keith W. Horton
Program Director.....Ruth E. Dibble
Chief Engineer.....Arthur French

WHLI "THE VOICE OF LONG ISLAND"

10,000 POWERFUL WATTS

TO DELIVER THE GREATER LONG ISLAND MARKET (NASSAU-SUFFOLK)

WHLI'S GREATER LONG ISLAND COVERAGE . . .

	NASSAU	SUFFOLK	TOTAL
POPULATION	1,200,000	525,000	1,725,000
NET INCOME	$2,928,340,000	$755,604,000	$3,683,944,000
PER FAMILY	$8,503	$5,698	
RETAIL SALES	1,534,786,000	564,961,000	2,099,747,000
FOOD STORE SALES	403,423,000	152,997,000	556,420,000
AUTO STORE SALES	252,922,000	93,225,000	346,147,000

WHLI HAS THE LARGEST DAYTIME AUDIENCE IN THE MAJOR LONG ISLAND MARKET! (Pulse)

* THE 2nd LARGEST MARKET IN NEW YORK!

** NOW REACHES 5,500,000 PEOPLE

*** GIVES YOU TREMENDOUS, IMPORTANT, "BIG MONEY" MARKET COVERAGE

**** AMAZINGLY LOW, LOW, COST-PER-THOUSAND

WITHIN WHLI's COVERAGE AREA

POPULATION	5,477,000
NET INCOME	$11,758,859.000
RETAIL SALES	6,125,535,000

Represented by GILL-PERNA

10,000 WATTS

WHLI AM 1100 FM 98.3

HEMPSTEAD LONG ISLAND, N. Y.

the voice of Long Island

PAUL GODOFSKY, PRES. AND GEN. MGR.
JOSEPH A. LENN, EXEC. V. P. SALES

WENY—Elmira—1939
NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Elmira Star-Gazette, Inc.
Bus.-Studio Address.....Mark Twain Hotel
Tel.: 5181.....News Service: AP
Representative .....Everett-McKinney
Membership .....NAB, RAB
General Manager.....L. F. "Bill" Pope
Commercial Mgr.....F. R. Gray
Prom. Mgr.....Bill Givens
Program Director.....Frederick W. Hodge
Chief Engineer.....Ed. L. Pettengill

WEHH—Elmira Heights-Horseheads—1956—MBS

Frequency: 1590 Kc.....Power: 500 W., d.
Owned.....Elmira Heights-Horseheads Bcstg.
Address .....Box 2097
Representative .....McGillvra
Trans. .....Lang-Worth
Gen. Mgr.....Frank P. Saia
Comm. Mgr.....Harry Keavin
Prog. Dir.....Norman Decker

WGBB—Freeport—1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Long Island's First Station, Inc.
Business-Studio Address....44 So. Grove St.
Tel.: MA 3-1240.....News Service: AP
Trans. Serv.....Thesaurus, World
Membership .....NAB
Pres., Gen. Mgr.....Edward J. Fitzgerald
Prog. Dir.....Ed Brown
Gen. Sales Mgr.....M. C. Evans

WOSC—Fulton—1949—KBS

Frequency. 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Cassill Radio Corp.
Address.....W. Bridge & Water, Oswego
Tel.: 3088.....News Service: UP
Transcription Service .....Thesaurus
Representative .....Hil F. Best
President.....Richard C. Mitchell
General Manager.....Jack Burgess

WKIT—Garden City—1956

Frequency: 1520 Kc.....Power: 250 Watts
Owned.....KWIT, Inc.
Address .....509 Mad. Ave.
Tel.: MU 8-0940.....News Service: UP
President .....Sy Weintraub
V.P., Gen. Mgr.....Walter Ware
Program Dir.....Frank Costa
Chief Engineer.....Stan LoPresto

WGVA—Geneva—1947—ABN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Star Bcstg. Co., Inc.
Address.....Geneva Fed. Savings Bldg.
Tel.: GE 6691.....News Service: AP
Representative .....Cooke
President.....M. R. Forman
V.P., Gen. Manager.....Thomas L. Brown
Sta., Comm. Mgr.....Ernest F. Oliver

WWSC—Glens Falls—1946
ABN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Gt. Northern Radio Co.
Address.....13 Warren St.
Tel.: GL 2-6518.....News Service: AP
Newspaper Affil.....Post
Transcription.....SESAC, World, Thesaurus
Representative .....R. O'Connell
Membership .....RAB
Pres., Gen Mgr.....Martin Karig
Sta. Mgr., Chief Eng.....Thomas Humphrey
Comm., Prom. Mgr.....Frank Costello
Publicity Director.....Fred Carota
Sales. Prom. Mgr.....Ralph Romano

WENT—Gloversville—1944
CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WENT Bcstg. Corp.
Business-Studio Address.....8 W. Fulton St.
Tel.: 4-7175.....News Service: UP
Transcription Service .....World
Membership .....NAB
Representative .....Gill-Perna
Pres., Gen., Sta. Mgr.....Joseph H. Tobin
Program Director.....Richard Stewart
Sales Prom. Mgr., Pub. Dir...George Hornidge

WHLI—Hempstead—1947

Frequency: 1100 Kc.....Power: 10 Kw., d.
Owned-Oper. By.....FM Bcstg. Corp.
Business-Studio Address.....384 Clinton St.
Tel.: IV 1-8000.....News Service: UP
Transcription.....World, Thesaurus, SESAC
Representative .....Gill-Perna
Membership .....RAB
Pres., Gen. Mgr.....Paul Godofsky
Comm. Manager.....Joseph A. Lenn
Prog. Dir.....Jerry Carr
Publicity Director.....John T. Clayton
Chief Engneer.....Frank E. Knaack

WALY—Herkimer-Ilion—1956

Frequency: 1420 Kc.....Power: 1 Kw., d.
Owned .....WALY, Inc.
Address.....Palmer House Hotel
Tel.: TO 6-4220.....News Service: UP
Representative .....Masla
Trans. .....Thesaurus
Gen. Mgr.....Melvin E. Whitmire

WLEA—Hornell—1951
MBS

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Hornell Bcstng. Corp.
Business-Studio Address.....97 Main St.
Tel.: 1420.....News Service: UP
Representative .....Gill-Perna
Transcription .....World
Membership .....NAB, RAB
Pres., Gen. Mgr.....Charles D. Henderson
Sta. Mgr. .....G. W. Stidstone
Comm. Mgr.....E. Barnes

Prog. Dir.....Don Jones
Pub. Dir.....Byron Emerson
Chief Engineer.....Frederick Witter

WWHG—Hornell—1946

Frequency: 1320 Kc.....Power: 5 Kw., d.
Owned-Oper. By.....Ra-Tel Broadcasters, Inc.
Address .....Radio Center
Tel.: 2000.....News Service: UP
Representative .....Rambeau
Trans. .....Columbia
Pres., Gen. Mgr.....Sy Dresner
Sta. Mgr.....Alfred Dresner
Comm. Mgr.....Sheff Davis
Sales Mgr.....Treah White
Prog. Dir. .....Lou Parker
Pub. Dir.....Cleora M. Carroll
Chief Engineer.....Howard Huff

WHUC—Hudson—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Orin Lehman, Et Al
Address .....Union Turnpike
Tel: HU 8-3341.....News Service: UP
Membership .....NAB
General Manager.....John Kearney
Commercial Manager.....Robert Strakos
Pub. Dir.....Jennie W. Weaver
Prog. Dir.....J. P. Cranna
Chief Engineer.....Victor J. Schuler

WGSM—Huntington—1951

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned....Huntington-Montauk Bcstg. Co., Inc.
Address.....379 New York Ave.
Tel.: HA 3-6740.....News Service: UP
Transcription Service .....Lang-Worth
Membership .....NAB, RAB
Gen., Sta. Mgr.....Edward J. Fitzgerald
Sales Mgr.....Daniel E. Schmidt, III

WHCU—Ithaca—1921—CBS

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornell University
Business-Studio Address .....Ithaca
Tel.: 4-6301.....News Service: UP
Membership .....NAB, RAB
Gen. Mgr.....Michael R. Hanna
Commercial Mgr.....H. E. M. Brockway
Program Director.....Joseph A. Short
Publicity Director.....Sam Woodside
Chief Engineer.....Herbert P. Michels

WTKO—Ithaca—1956

Frequency: 1470 Kc.....Power: 1 Kw., d.
Owned.....Radio Ithaca, Inc.
Address .....Treman-King Bldg.
News Service .....AP
Membership .....NAB
Representative .....Forjoe
Exec. V.P., Gen. Mgr.....E. E. Erdman
Pub. Dir.....B. M. Clarey
Ch Eng.....Gerald Cushing

WJOC—Jamestown—1948 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Air Waves, Inc.
Trans.-Bus.-Studio Address...415 W. Fourth St.
Tel.: 6-1555.....News Service: AP
Representative .....Burn-Smith
President, Gen. Manager.....Harold P. Kane
Comm. Mgr.....Richard F. Rose
Prog. Dir.....Edward J. McGrath, Jr.
Chief Eng.....B. O. Waterman

WJTN—Jamestown—1924 ABN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....James Bcstg. Co., Inc.
Bus.-Studio Address.....Hotel Jamestown
Tel.: 7151.....News Service: UP
Transcription Service...Associated, McGregor
Representative..Venard, Rintoul & McConnell
Membership .....NAB, RAB
Pres., Gen., Sta. Mgr.....Simon Goldman
Comm. Mgr., Sales Prom. Mgr...J. Carl Willems
Program Director.....George Pfleeger
Pub. Dir. .....Almon Hazard
Chief Engineer.....Herbert Niklaus

WKNY—Kingston—1939 MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Kingston Bcstg. Corp.
Business-Studio Address.....601 Broadway
Tel.: FE 1-1490.....News Service: AP
Representative ..... Meeker
Membership .....RAB, NAB
President.....Joseph K. Close
Gen. Mgr.....Robert M. Peebles
Prog. Dir.....Richard L. Beach
Chief Engineer.....Allan J. Smith

WVOS—Liberty—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Sullivan County Bcstg. Co.
Address .....Liberty
Tel.: LI 1680.....News Service: UP
General Manager.....S. D. Lubin
Sta., Comm. Mgr.....William B. Orr
Sec'y-Treas. .....H. G. Borwick

WLFH—Little Falls—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Walter Gaines
Address .....Second Street
Tel.: 654.....News Service: AP
Owner .....Walter Gaines
Ch. Eng.....Barry Frank

WUSJ—Lockport—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Union-Sun & Journal, Inc.
Trans.-Address .....320 Michigan St.
Tel.: 3-5944.....News Service: AP
Transcription Service .....World
Newspaper Affil.....Union Sun & Journal
Representative .....Gill-Perna
Membership .....NAB
President .....Egbert D. Corson
General Manager.....William B. Kemble
Sta., Comm. Mgr.....Joseph A. Pinna
Sales Prom. Manager.....Jerry Damond

Prog. Director.....Tony Allen
Pub. Dir.....Tom Jolls
Chief Engineer.....Thomas Ceravalo

WICY—Malone—1946
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper By.....North Country Bcstg. Co.
Address .....WICY Bldg.
Tel.: 187.....News Service: UP
Membership .....NAB
Pres., Gen. Mgr.....Mitchell C. Tackley
Comm. Mgr.....Alice M. Tackley
Chief Engineer.....Adolph Stromer

WMSA—Massena—1945
ABN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The Brockway Co.
Business Address.....Central Building
Tel.: RO 9-3591.....News Service: UP
Transcription Service.....Thesaurus
Newspaper Affil.....Watertown Times
Representative .....Weed
Membership .....NAB, RAB
President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station Manager.....Thomas R. McHugh
Program Director.....James H. Nash
Publicity Director.....R. E. Anderson
Chief Engineer.....A. Samuel Frazier

WALL—Middletown—1942

Fequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..The Community Bcstg. Corp.
Business-Studio Address.....62 North St.
Tel.: DI 3-3119.....News Service: AP
Membership .....NAB, RAB
Pres., Gen., Comm. Mgr.....James M. Patt
Program Director.....Jerry Wax
Chief Engineer.....Fred Schoelkopf

WGNY—Newburgh—1933

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned.....Orange County Bcstg. Co., Inc.
Business-Studio Address.....161 Broadway
Tel.: 4600.....News Service: AP
Membership .....RAB
Representative .....Kettell-Carter
Pres. .....George W. Bingham
V.P., Gen. Mgr.....Joseph Rake
Program Dir.....Richard H. Raskin
Comm. Mgr.....Campbell Thompson

WNRC—New Rochelle—1950

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By....Radio New Rochelle, Inc.
Address.....200 North Ave.
Tel.: NA 6-0800.....News Service: AP
Representative .....Keller
President .....Donald Daniels
General Mgr.....Sidney I. Flamm
Comm. Mgr.....Jules M. Labert
Program Dir.....Bob Roberts
Chief Engineer.....Edward Cahill

To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press

50 Rockefeller Plaza

New York 20, N. Y.

TWO VERY IMPORTANT THINGS TO REMEMBER WHEN BUYING SPANISH RADIO IN NEW YORK:

WHOM ENJOYS THE TOP RATING IN 46 OUT OF 48 DAILY QUARTER-HOURS IN SPANISH.*

WHOM REACHES MORE THAN 71% OF PUERTO RICAN FAMILIES DAILY AND THE WEEKLY CIRCULATION ENCOMPASSES ALMOST ALL FAMILIES.*

* Pulse

A COPY OF THE COMPLETE PULSE REPORT CONTAINING BOTH AUDIENCE RATINGS AND A PROFILE OF THE PUERTO RICAN LISTENER IN NEW YORK IS YOURS FOR THE ASKING.

WHOM

136 West 52nd Street New York 19, N Y.

WABC—New York—1921
ABN

Frequency: 770 Kc.....Power: 50,000 Watts
Owned-Oper. By.....American Bcstg. Co., Inc.
Business Address.....7 West 66th St.
Tel.: SU 7-5000.....News Service: AP, INS
Representative .....John Blair
Membership .....NAB, RAB
President.....Leonard H. Goldenson
Gen., Sta. Mgr.....Stewart Barthelmess
Program Manager.....Myrtle Tower
Merchand. Mgr.....John F. Dunn
Sales Mgr.....R. E. Noble, Jr.
Publicity Director.....Larry Eisenberg
Chief Engineer.....Frank Marx

WBNX—New York—1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By....WBNX Bcstg. Co., Inc.
Bus.-Studio Address..260 E. 161st St., N. Y. 51
Tel.: ME 5-0333.....News Service: AP
Transcription Service .....SESAC
Representative .....A. Lewis King
President.....A. L. Haskell
V.P., Sta.-Gen. Manager.....William I. Moore
Asst. Comm. Mgr.....Edward Betchley
Prog. Directors.....Frank Johnson, E. Ervin

WCBS—New York—1924
CBS

Frequency: 880 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
General Studio Address.....485 Madison Ave.
Tel.: PL 1-2345....News Service: AP, INS, UP
Transcription Service .....Capitol
Representative.....CBS Radio Spot Sales
Membership .....NAB, RAB
President of CBS.....Frank Stanton
General Manager.....Sam J. Slate
Sales Prom. Mgr.....Richard L. Stahlberger
Program Director.....Allen Ludden
Publicity Director.....Milton Rich
Chief Engineer.....Davidson Vorhes

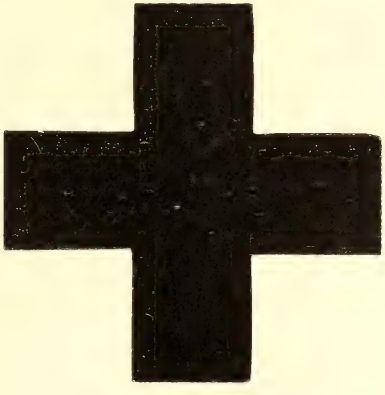
WEVD—New York—1927

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Debs Memorial Radio Fund
Business-Studio Address.....117 W. 46th St.
Tel.: PI 7-0880.....News Service: AP
Trans. .....SESAC
Managing Dir.....Henry Greenfield
Prog. Dir.....George Field

WHOM—New York—1930

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By.....Progress Bcstg. Corp.
Business Address.....136 W. 52nd St.
Tel.: CI 6-3900 News Service: UP
News. Affil.....Il Progresso Italo-Americano
President, Gen. Manager.....Fortune Pope
V.P., Sales Mgr.....Charles Baltin
Program Director.....Ralph Contantino
Chief Engineer.....George Steiger

The Red Cross Needs



Your Unstinting Assistance

GIVE!



this is what WINS used to look like



this is what WINS looks like today

RADIO CIRCLE **WINS** NEW YORK 23, N.Y.

1010

WN1 NEW YORK'S MOST IMPORTANT STATION • REPRESENTED BY THE KATZ AGENCY

WINS—New York—1924

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Gotham Bcstg. Corp.
Address.....7 Central Park West
Tel.: JU 2-7000....News Service: AP, UP, INS
Membership ..... RAB

Reps. .....Katz
President.....J. Elroy McCaw
Vice-Pres. .....John Keating
V.P., General Mgr.....H. G. Fearnhead
Sales Mgr.....John D. Kelly
Prog. Dir.....Mel Leeds
Chief Engineer.....P. Von Kunits

SEE WHLI LISTING ON PAGE 525



WHLI "THE VOICE OF LONG ISLAND"

NOW . . . brings to local, regional and national advertisers a tremendous, important coverage of a huge market place . . . second only to New York City.

WHLI SERVES ALL OF NASSAU AND SUFFOLK COUNTIES . . . A VAST EVER-GROWING AUDIENCE . . . WITH PROGRAMMING THAT HAS MADE THIS STATION THE FAVORITE OF LONG ISLAND FOR OVER 10 YEARS.

10,000 WATTS

WHLI AM 1100 FM 98.3

HEMPSTEAD LONG ISLAND, N. Y.

the voice of long island

PAUL GODOFSKY, PRES. AND GEN. MGR.
JOSEPH A. LENN, EXEC. V. P. SALES
Represented by Gill-Perna



1190 ON YOUR DIAL

WLIB has more Negro listeners than any other New York station —network or independent (Pulse).

WLIB is the only radio station in New York City with studios in Harlem.

WLIB is the first New York station broadcasting Negro community news and special events on a regularly scheduled basis—every hour on the half-hour.

HARLEM RADIO CENTER • Hotel Theresa • 125th Street and Seventh Avenue • New York 27

WLIB—New York—1944

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....New Bcstg. Co., Inc.
Business-Studio Address.....2090 7th Ave.
Tel.: MO 6-1800.....News Service: AP
Representative .....Forjoe
Membership .....NAB
Pres., Gen. Manager.....Harry Novik
Program Director.....Nat Rudich
Comm. Mgr.....Arthur Harrison
Pub. Dir., Sales Prom. Dir.....Arnold Weiner
Chief Engineer.....Gordon A. Greenfield

WMCA—New York—1925

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WMCA, Inc.
Business-Studio Address....415 Madison Ave.
Tel.: MU 8-1500.....News Service: UP
Representative.....AM Radio Sales
Membership .....RAB
President .....Nathan Straus
General Manager.....M. M. Fleischl
Program Director.....Leon Goldstein
Sales Prom. Mgr.....Patricia Bolton
Sales Mgr.....John J. McSweeney
Chief Engineer.....James McCafferty

SEE PAGES 100-101 FOR

LISTING OF NEW YORK PHONE NUMBERS



NETWORKS
☆
PUBLICATIONS
☆
ORGANIZATIONS
☆
TALENT AGENCIES
☆
FM RADIO STATIONS
☆
AM RADIO STATIONS
☆
NEWS ASSOCIATIONS
☆
TELEVISION STATIONS
☆
PROGRAM PRODUCERS
☆
RECORDING COMPANIES
☆
ADVERTISING AGENCIES
☆
TRANSCRIPTION COMPANIES
☆
STATION REPRESENTATIVES

American Home Products
American Tobacco Company
Arthur Murray
Bab-O
Block Drug Company
Breyer Ice Cream
Budweiser Beer
Chesterfield Cigarettes
Chrysler Corp. (Chrysler Division)
Clapps Baby Food
Coca Cola
Colgate-Palmolive Company, Inc.
Cott Beverage Corp.
Coty, Inc.
De Soto
Dodge
Merkel, Inc.
Mrs. Wagner Pies
Nail Brands Division of Sterling Drug — Double Danderine
Nedicks Stores
Nestle Co.
Newport Cigarettes
No-Cal
Nucoa Margarine
P. Ballantine & Sons
Pontiac Division of General Motors
R. H. Macy
R. J. Reynolds Tobacco Co.
Ralston Purina Co.
RCA Victor Corp. — Popular Record Albums

WMGM—THE CALL LETTERS FOR AMERICA'S LEADING NATIONAL, REGIONAL AND LOCAL ADVERTISERS

Dugans Lite Diet Bread
Eastern Air Lines
Equitable Life Assurance Society of the United States
Esso
F & M Schaefer Brewing Co.
Ford Motor Company — Edsel Division
Gallo Wines
General Electric (FM Radio)
Gordon Baking Company
Grand Union
Great Atlantic & Pacific Tea Co., The
Hoffman Beverage Co.
Jacob Ruppert Inc.
L & M Cigarettes
Lever Bros.
Lifesavers
Lincoln Mercury
Martinsons Coffee
Reddi-Wip, Inc.
Safeway Stores
Sealy Mattress
Seven-Up Co.
Shell Oil Co.
Sinclair Refining Co.
Slenderella
Standard Brands
Stewart Warner Corp. — Alemite
Sun Oil Co.
Sunset TV and Appliances
Texas Co.
Time & Life, Inc.
Trans World Airlines
U. S. Rubber Co.
Warner Lambert Corp.
Woodbury Soap
and many more.

wmgm-new york *50,000 Watts • The Metro-Goldwyn-Mayer Radio Station*
400 Park Avenue, New York 22, N. Y. • *National Representatives: George P. Hollingbery*

WMGM—New York—1922

Frequency: 1050 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WMGM Bcstg.
Business-Studio Address .....400 Park
Tel.: MU 8-1000.....News Service: UP, AP
Representative .....Hollingbery
V.P., Director.....Arthur M. Tolchin
Sales Manager.....Samuel Faust
Prom., Adv. Dir.....John M. McKeon
Program Director.....Raymond Katz

WNEW—New York—1934

Frequency: 1130 Kc.....Power: 50 Kw.
Owned-Operated By.....DuMont Bcstg. Co.
Business-Studio Address.....565 Fifth Ave.
Tel.: YU 6-7000.....News Service: AP
Representative.....Dave Simmons, Inc.
Membership ..... RAB
Pres. & Gen. Mgr.....R. D. Buckley
Exec. V.P.....John B. Jaeger
Comm. Mgr.....J. V. B. Sullivan

WOR—New York—1922—MBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....RKO Teleradio Pictures
Business-Studio Address.....1440 Broadway
Tel.: LO 4-8000.....News Services: INS, UP
Trans. .....Paxton
Representative .....H-R Reps.
Membership .....NAB, RAB
President.....Thomas F. O'Neil
Gen. Manager.....Robert Leder
Adv. Mgr.....J. A. Yergin
Comm. Mgr.....W. McCormick
Adv., Prom. Dir.....Robert Sullivan
Program Director.....Robert S. Smith
Dir. Prom. & Planning.....Robert Hoffman
Publicity Manager.....Richard Jackson
Chief Engineer.....Harry Tilley

(See Page 320)

To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press

50 Rockefeller Plaza

New York 20, N. Y.

The Italian Population Of New York is the Third Largest Market In the Entire U.S.A. . . .



and it's growing . . . *growing* . . . GROWING! In 1955 and 1956 alone, 47,600 new Italian immigrants settled in the New York area. The net population gain over deaths was 17,100 persons — an important addition to a market already numbering over two million.

In other words — New York, the largest community of this Hemisphere, is "More Italian than Ever Before"!

We have new facts and figures about this vast, responsive market. They're a revelation! Write, wire phone — we'll see that you get them!

RADIO STATION WOV

730 Fifth Avenue — Circle 5-7979

NEW YORK ROME

WOV—New York—1926

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....WOV Bcstg. Corp.
Business-Studio Address.....730 Fifth Ave.
Tel.: CI 5-7979.....News Service: AP ANSA
Transcription Service.....MacGregor
Representative ..... Pearson
Exec. V. P., Gen. Manager.....Ralph N. Weil
V. P., Prog. Director.....Arnold Hartley
Publicity Director.....R. E. Thompson
Chief Engineer.....Emile Hill

WPOW—New York—1957

Frequency: 1330 Kc.....Power: 5 Kw.
Owned .....Bcstrs. of N. Y.
Address.....41 East 42nd St.
Tel.: YU 4-4600.....News Service: UP
Representative.....Tele Bcstrs, Inc.
President.....H. Scott Killgore
Sta. Mgr.....Kenneth Sullivan
Prog. Dir.....Melvin E. Miller
Chief Engineer.....David R. Pryce

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FOR U. S. RADIO STATION INDEX

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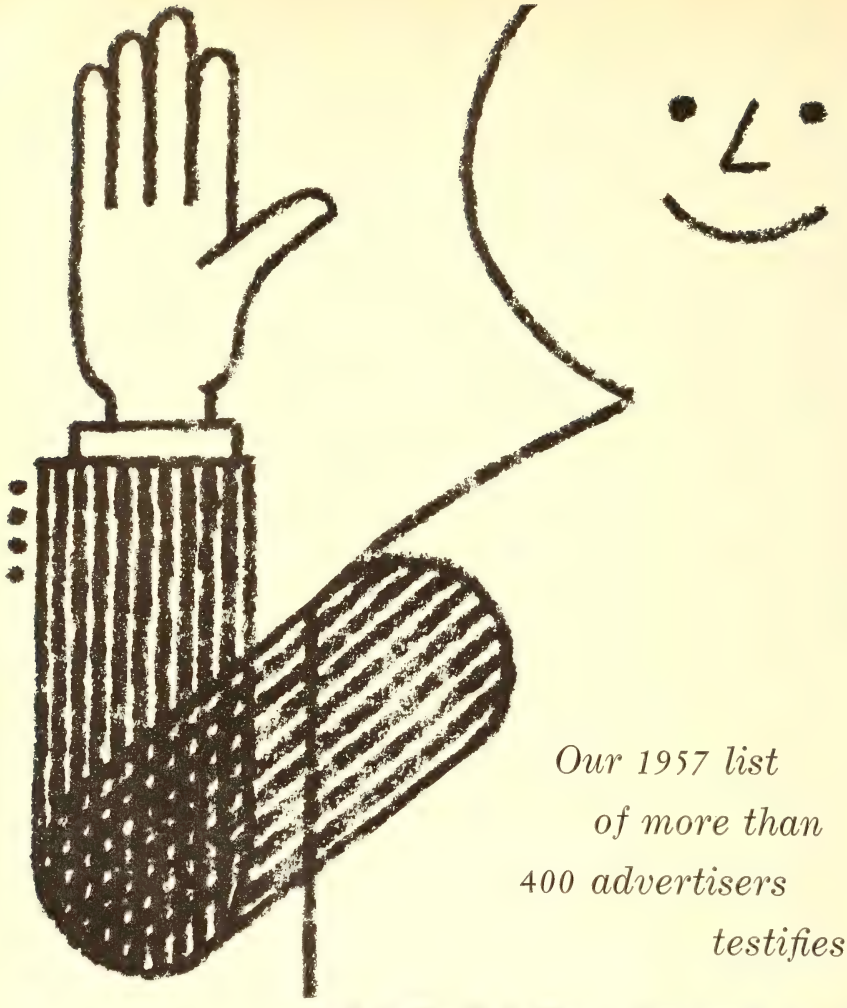
FOR CANADIAN RADIO STATION INDEX

SEE PAGE 7

FOR EDITORIAL INDEX

SEE PAGE 27

FOR ADVERTISING INDEX



Our 1957 list of more than 400 advertisers testifies:

WQXR SELLS

1957 was a record-breaking year for WQXR, America's only 50,000-watt good music station. Its expanding list of advertisers . . . about 100 new this year . . . kept pace with its growing audience. Why? Because WQXR sells. It fills a distinct need and reaches a distinctive part of America's most massive market.

for more than a million New York families, nothing takes the place of

WQXR

50,000 watts AM & FM
Radio station of The New York Times
229 West 43rd Street, New York 36, N. Y.
LAckawanna 4-1100

WQXR—New York—1936

Frequency: 1560 Kc.....Power: 50,000 Watts
Owned-Operated By.....Interstate Bcstg. Co.
Business-Studio Address.....229 W. 43rd St.
Tel.: LA 4-1100.....News Service: AP
Newspaper.....N. Y. Times (Owner)
Transcription Service .....SESAC
Representative.....Paul H. Raymer
Membership .....RAB
Chairman of Board....Arthur Hays Sulzberger
President.....Orvil E. Dryfoos
Exec. V.P., Gen. Mgr.....Elliott M. Sanger
V.P. Sales Mgr.....Norman S. McGee
Sales Prom. Dir.....Mary Rice Anderson
Program Director.....Eleanor N. Sanger
Pub. Dir.....E. "Pat" Hurley
Chief Engineer.....L. J. Kleinklaus

WRCA—New York—1926 NBC

Frequency: 660 Kc.....Power: 50 Kw.
Owned.....National Bcstg. Co.
Address.....30 Rockefeller Plaza
Tel.: CI 7-8300...News Services: AP, INS, UP
Transcription Service .....Thesaurus
Station Rep.....NBC Spot Sales
Membership .....NAB, RAB
President .....Robert Sarnoff
Gen. Manager.....William N. Davidson
Station Mgr.....Arthur Hamilton
Bus. Mgr.....Frederick Acker
Dir. Sales.....Herman Maxwell
Dir. Ops.....Pete Affe
Adv. Mgr.....Tony Kraemer
Sales Prom. Mgr.....Michael Lannon
Dir. Adv. Prom. & Merch.....Max E. Buck
Program Dir.....Steve White
Publicity Mgr.....John O'Keefe
Chief Engineer.....John H. Riedel

WWRL—New York—1926

(SEE WOODSIDE, N. Y.)

WHLD—Niagara Falls—1940

Frequency: 1270 Kc....Power: 5000 Watts d.
Owned-Oper. By.....Earl C. Hull
Business-Studio Address.....United Building
Tel.: 8421.....News Service: UP
Representative .....Headley-Reed
Membership .....NAB
Owner, Gen. Manager.....Earl C. Hull
Business Manager.....R. J. Manning

WJJL—Niagara Falls—1947

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Oper....Niagara Frontier Bcstg. Corp.
Address.....129 Main St.
Tel.: BU 5-5796.....News Service: UP
Transcription Service .....World
Representative .....Pearson
Exec. V. P., Gen. Mgr.....Tom W. Talbot
Comm. Manager.....W. M. Allen
Chief Engineer.....Gustav Czaplak

WCHN—Norwich—1953

Frequency: 970 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Radio Norwich, Inc.
Address.....14 S. Broad St.
Tel.: 4-2218.....News Service: UP
Transcription Service.....Thesaurus, World
Station Rep. .....McGillvra
Membership .....RAB
Pres., Gen. Mgr.....William J. Hall
Asst. Mgr., Prog. Dir.....Ray Whitlock
Chief Engineer.....Wiley R. Bates
Comm. Manager.....Patrick E. Rheaume

WSLB—Ogdensburg—1940 MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Seaway Radio
Address.....2315 Knox St.
Tel.: OG 500.....News Service: UP
Pres.....George W. Bingham
General Manager.....Thomas Leighton
Prog. Dir.....Flo Beach Rowe

WHDL—Olean—1929—ABN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHDL, Inc.
Address.....3219 W. State Rd.
Tel.: 2-0161.....News Service: UP
Newspaper Affiliation.....Times Herald
News Service .....AP
Transcription Service .....World
Representative .....Everett-McKinney
Membership .....NAB, RAB
Pres., Gen. Mgr.....John R. Henzel
Sta. Mgr. .....John F. Hastings
Comm. Mgr. .....Joseph K. Eade
Prog. Dir.....Donald McLean
Publicity Director.....Helen Strong
Chief Engineer.....Wallace D. Taylor

WMNS—Olean—1957

Frequency: 1360 Kc.....Power: 1 Kw., d.
Owned.....Olean Bcstg. Corp.
Address.....168½ N. Union St.
Tel.: 2-0157.....News Service: AP
Trans. .....Thesaurus
Representative .....Hopewell
Membership .....NAB, RAB
Pres., Gen. Mgr.....Donald W. Merriman
Comm. Mgr.....Jim Gleason
Prog. Dir.....Dan Bethell

WONG—Oneida—1956

Frequency: 1600 Kc.....Power: 1 Kw., d.
Owned.....John J. Geiger
Address.....238 Main St.
Tel.: 2640.....News Service: UP
Representative .....McGillvra
Comm. Mgr.....Joseph Trela

WDOS—Oneonta—1947

Frequency: 730 Kc.....Power: 500 Watts, d.
Owned-Oper. By.....Ottaway Stations, Inc.
Bus.-Studio Address.....104 Chestnut St.
Tel.: 2-4701.....News Service: UP
Newspaper Affiliation.....Oneonta Star
Transcription Service .....Associated
Representative .....Radio-TV Reps.
Membership .....NAB, RAB
President.....James H. Ottaway

Managing Director.....Francis H. Brinkley
Station Manager.....Harold E. Graves
Comm. Mgr.....Benjamin M. Turnbull
Prod. Sup.....Jack Disbrow
Chief Engineer.....William J. Petit

KEBO—Owego—1957

Frequency: 1330 Kc.....Power: 1 Kw., d.
Owned.....Erdman Bcstg. Co.
Address .....Box 51
News Service .....AP
Representative .....Forjoe
Membership .....NAB
Pres., Gen. Mgr.....E. E. Erdman
Prog. Dir.....Norman Brownell
Sales Mgr.....Matt Cordaro
Ch. Eng.....Gerald Cushing

WALK—Patchogue—1952

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Suffolk Bcstg. Corp.
Address.....P. O. Box 230
Tel.: GR 5-5200.....News Service: AP
Newspaper Affiliation.....Suffolk Cons. Press
Transcription Service .....Capitol
Representative .....Grant Webb
Membership .....NAB
Pres., Gen. Mgr.....W. K. Macy, Jr.
Comm. Mgr., Prom. Mgr.....John Regan
Prog., Pub. Dir.....Jack Ellsworth
Chief Engineer.....Ed Becker

WPAC—Patchogue—1951

Frequency: 1580 Kc.....Power: 5 Kw.
Owned-Oper. By.....Patchogue Bcstg. Co.
Address.....31 W. Main St.
Tel.: GR 5-4600.....News Service: UP
Representative .....Clark
Pres., Gen. Mgr.....Lee Morrison
Station Mgr.....Stan Allan
Comm. Mgr.....Herbert Morrison
Program Director.....Dick Hodkin
Pub. Dir.....Donald Lombardy
Chief Engineer.....Morton Morrison

WLNA—Peekskill—1948

Frequency: 1420 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Highland Bcstg. Corp.
Address .....Radio Terrace
Tel.: 7-1124.....News Service: UP
Transcription Service .....World
Station Rep.....Rambeau, Kettell-Carter
Membership .....NAB, RAB
Pres., Gen. Mgr., Ch. Eng....Irving E. Cottrell
Comm., Sales Prom. Mgr.....Francis Lough

WEAV—Plattsburg—1934
ABN

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Plattsburg Bcstg. Corp.
Studio Address.....38 Court St.
Tel.: 1600.....News Service: UP
Representative .....Jack Masla
Membership .....NAB, RAB
President.....George F. Bissell
Gen. Mgr.....A. E. Spokes
Sales Prom. Mgr.....L. J. Hare
Chief Engineer.....Larry Lapanne

WIRY—Plattsburg—1950
MBS-KBS

Frequency: 1340 Kc. ....Power: 250 Watts
Owned-Oper. By ..Clinton Cty. Bdcstg. Corp.
Trans. Loca. Address.....301 Cornelia St.
Tel.: 2800.....News Service: AP
Transcription Service.....Lang-Worth
Representative .....McGavren-Quinn
Membership .....NAB, RAB
Pres., Gen., Comm. Mgr. .....Joel H. Scheier
Station Mgr.....Donald Pelkey
Program Director.....Betty Kraus
Chief Engineer.....Leroy L. Fuller, Jr.

WDLC—Port Jervis—1953

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Port Jervis Bcstg. Co.
Address .....Box 920
Tel.: 3-2293.....News Service: AP
Membership .....NAB
Transcription Service .....World
President .....Sidney Sakofsky
Gen. Mgr.....Oscar Wein

WPDM—Potsdam—1955

Frequency: 1470 Kc.....Power: 1 Kw., d.
Owned-Oper. By....St. Lawrence Radio, Inc.
Address .....Potsdam
News Service .....AP
President.....F. R. Woodruff
Business Manager.....David A. Kyle
Station Mgr.....James Rogers III

WEOK—Poughkeepsie—1949

Frequency: 1390 Kc....Power: 1000 Watts, d.
Owned-Operated By...Mid-Hudson Bcsts. Inc.
Business-Studio Address.....Pendell Road
Tel.: GR 1-1500.....News Service: UP
Transcription Service .....World
Representative.....Everett-McKinney
Membership .....RAB
President.....Arthur J. Barry, Jr.
Gen. Mgr., Prog. Dir.....Frank Breslin
Sales Prom. Mgr.....Louis Pells
Chief Engineer.....John P. Burke

WKIP—Poughkeepsie—1940
ABN

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Dutchess County Bcstg. Corp.
Business-Studio Address....The Nelson House
Tel.: GR 1-2300.....News Service: AP
Membership .....NAB, RAB
Pres.....George W. Bingham
V.P., Gen. Mgr.....Richard A. Dwelley
Pub., Prog. Director.....John Kuhn
Chief Engineer.....Marvin S. Seimes

WRIV—Riverhead—1955

Frequency: 1390 Kc.....Power: 1,000 Watts
Owned.....Suffolk Broadcasting Corp.
Address.....1 East Main

Tel.: PA 7-1200.....News Service: AP
Newspaper Affil...Suffolk Consolidated Press
Representative .....Grant Webb
Pres., Gen., Sta. Mgr.....W. K. Macy Jr.
Comm. Mgr.....Laurence I. Nicoll
Sta. Mgr., Prog. Dir.....John F. Mulcahy
Chief Engineer.....Edward Becker

WBBF—Rochester—1947
MBS

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By.....WBBF, Inc.
Bus.-Studio Address.....339 East Ave.
Tel.: HA 6-8920.....News Service: AP
Representative..Venard, Rintoul & McConnell
Membership .....NAB, RAB
President .....Thomas L. Brown
V.P., Gen. Mgr.....Robert S. Kieve
Comm. Mgr.....William F. Dudley
Program Director.....Claude Johnstone
Chief Engineer.....Vinent Lopopolo

WHAM—Rochester—1922
NBC

Frequency: 1180 Kc.....Power: 50,000 Watts
Owned-Oper. By..Riggs & Greene Bcstg. Corp.
Business Address.....201 Humboldt Rd.
Tel.: HU 2-1160.....News Service: UP
Representative .....Christal, McDermott
Membership .....NAB, RAB
President.....John S. Riggs
V. P., Gen. Mgr.....F. Robert Greene
Sales Manager.....Arthur W. Kelly

WHEC—Rochester—1925
CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned .....WHEC, Inc.
Bus.-Studio Address.....40 Franklin St.
Tel.: BA 5-3050.....News Service: AP
Newspaper Affiliation.....Gannett Co.
Membership .....NAB, RAB
Representative ..... Everett-McKinney
President.....Frank E. Gannett
V.P., General Mgr.....Glover Delaney
Station Manager.....Lowell H. MacMillan
Publicity Director.....W. J. Adams
Program Director.....Warren Doremus
Technical Director.....R. K. Blackburn

WRVM—Rochester—1947

Frequency: 680 Kc.....Power: 250 W.
Owner.....Rochester Bcstg. Co.
Address.....130 S. Clinton Ave.
Tel.: BA 5-2520.....News Service: AP
Trans. .....World
Representative .....Forjoe
Membership .....NAB
President .....Harry Trenner
Gen. Mgr.....Thomas H. O'Neill
Prog. Dir.....J. Arnold Schorr
Chief Engineer.....Al Rugin

WSAY—Rochester—1936

Frequency: 1370 Kc.....Power: 5 Kw.
Owned-Oper. By...Federal Bcstg. System, Inc.
Business-Studio Address.....250 E. Ave.
Tel.: BA 5-4870.....News Service: INS
Representative .....Walker
Pres., Gen. Mgr.....Gordon P. Brown
Station Director.....John Hill

WVET—Rochester—1947
ABN

Frequency: 1280 Kc. .....Power: 5000 Watts
Owned-Oper. By....Veterans Bcstg. Co., Inc.
Address .....17 Clinton Ave So.
Tel.: HA 6-4820.....News Service: UP
Representative.....Bolling Co., Inc.
Membership .....NAB, RAB
Pres., Gen. Mgr.....Ervin F. Lyke
Sales Manager.....Arthur Murrellwright
Program Director.....Paul C. Louther

WKAL—Rome—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Copper City Bcstg. Corp.
Business-Studio Address..Capitol Theatre Bldg.
Tel.: 3616.....News Service: UP
Representative .....Cooke
Membership .....NAB
President.....Myron J. Kallet
General Manager.....Joseph Kallet
Assistant Mgr.....Alberta Rossi

WNYS—Salamanca—1957
NBC

Frequency: 1590 Kc.....Power: 1 Kw., d.
Owned .....Cattaraugus Bcstg.
Address.....91 Main St.
Tel.: 1515.....News Service: UP
Pres., Mgr.....Luther M. Schaeffer

WNBZ—Saranac Lake—1927
ABN-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Upstate Bcstg. Corp.
Business-Studio Address.....88 Main St.
Tel.: 1320.....News Service: AP
Transcription Service.....Lang-Worth
Representative.....Wm. G. Rambeau
Membership .....NAB
Pres., Gen. Mgr.....Jacques DeMattos
Comm. Mgr., Prog. Dir.....Jeanne DeMattos
Chief Engineer.....H. Berwind Williams

WRSA—Saratoga Springs-Glens Falls—1957

Frequency: 1280 Kc.....Power: 1 Kw., d.
Owned.....R. O'Connor, L. Tobier
Address.....Box 248 (s)
Tel.: 4300.....News Service: UP
Membership .....NAB
Sta. Mgr.....Vic Wiley

WSPN—Saratoga Springs 1954

Frequency: 900 Kc.....Power: 250 Watts

Owned .....Spa Broadcasters, Inc.
Address .....72 West Avenue
Tel.: 2180.....News Service: AP
Representative .....Richard O'Connell
Membership .....NAB
President .....Ken Freebern
Gen., Sta., Prom. Mgr.....Chet Munson
Comm. Manager.....Joe Snyder
Prog. Dir.....Bog Dingman
Chief Engineer.....John Leib

WSKN—Saugerties—1956

Frequency: 920 Kc.....Power: 1000 Watts, d.
Owned.....The Skylark Corp., Inc.
Address....P. O. Box 920, Mount Marion, N. Y.
Tel.: CH 6-2822.....News Service: UP
Transcription .....SESAC, World
Representative.....Thomas F. Clark
Membership .....NAB
President .....John Lynker
V. P., Comm. Mgr.....W. Irving Rose
Program Dir.....Elliot Nevins

WGY—Schenectady—1922
NBC

Frequency: 810 Kc.....Power: 50,000 Watts
Owned-Oper. By.....General Electric Co.
Business-Studio Address....1400 Balltown Rd.
Tel.: FR 7-2261.....News Service: AP, UP
Representative.....Henry I. Christal
Membership .....NAB
General Manager.....J. Milton Lang
Station Manager.....Robert F. Reid
Sales Manager.....J. Schmulbach
Publicity Director.....A. R. Garland
Station Service.....Caleb Paine
Program Director.....Donn M. Chown
Chief Engineer.....W. J. Purcell

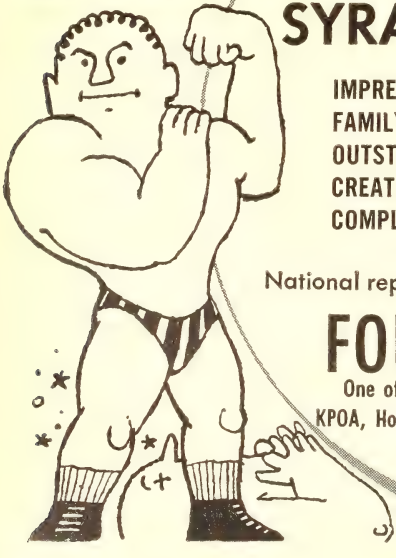
WSNY—Schenectady—1942

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Western Gateway Bcstg.
Business-Studio Address.....619 State St.
Tel.: EX 3-3622.....News Service: AP
Representative .....Forjoe
Pres., Gen., Sta. Mgr.....Winslow Leighton
Comm. Manager.....Thomas Seeley

WFBL—Syracuse—1922
ABN

Frequency: 1390 Kc.....Power: 5000 Watts
Owned.....WTAC, the Big Station
Bus.-Studio Address.....433 S. Warren St.
Tel.: HA 2-1147.....News Service: UP
Representative .....Hollingberry
Transcription .....World
Membership .....NAB
General Mgr.....Henry P. Wilcox

WFBL
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Sales Mgr.....Richard F. Polgreen
Mdcg. & Prom. Mgr.....Edward J. Hill
Pub. Rel. Dir.....C. F. Phillips
Chief Engineer.....Wilson P. Foy

WHEN—Syracuse—1953 CBS

Frequency: 620 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned.....Meredith Syracuse Radio Corp.
Address .....511 Loew Bldg.
Tel.: HA 2-0277.....News Service: AP
Membership .....NAB, RAB
Representative ..... Katz
V.P. & Gen. Mgr.....Paul Adanti
Prom. Mgr., Pub. Dir.....Robert Peel
Program Director.....John L. Scott
Asst. Gen. Mgr.....William H. Bell
Comm. Mgr.....Louis Parmentier
Chief Engineer.....Robert Ardner

WNDR—Syracuse—1946 MBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By .....Syracuse Bcstg. Corp.
Address .....Box 1212
Tel.: GI 6-1515.....News Service: AP
Station Rep..... Forjoe
General Manager.....Arthur C. Kyle, Jr.
Comm. Mgr.....James A. McKechnie

WOLF—Syracuse—1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Civic Bcstg. Corp.
Address.....Kirkpatrick & Van Rensellear Sts.
Tel.: HA 2-7211.....News Service: AP
Representative .....Walker
Transcription ..... Standard
President, General Mgr...T. Sherman Marshall
Comm. Mgr.....Al Webb
Sta. Mgr., Prog. Dir.....Hamilton M. Woodle
Chief Engineer.....Don Muir

WSYR—Syracuse—1922 NBC

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Central N. Y. Bcstg.
Bus.-Studio Address.....224 Harrison St.
Tel.: GR 1-7111.....News Service: UP
Newspaper Affil..Herald-Journal, Post Standard
Representative .....Henry I. Christal
Membership .....NAB
Pres., Gen. Mgr.....E. R. Vadeboncoeur
Sales Mgr.....W. R. Alford, Jr.
Prom. Mgr., Pub. Dir.....Lou Switzer
Prog. Dir.....W. V. Rothrum
Chief Engineer.....A. J. Eicholzer

WIPS—Ticonderoga—1955

Frequency: 1250 Kc.....Power: 1 Kw., d.
Owner.....Portage Bcstg. Co., Inc.
Address .....Fort Road
Tel.,: JU 5-2868.....News Service: UP
Transcription Service .....World
Membership .....NAB
Representative .....O'Connell
President .....Martin Karig
Gen., Comm. Mgr.....Dale Robertson
Sta. Mgr., Prog., Pub. Dir.....R. Robertson
Chief Engineer.....Lloyd Howe

WTRY—Troy—1940—CBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....WTRY Bcstg.
Business-Studio Address.....92 Fourth St.
Tel.: AS 4-1100.....News Service: UP
Representative .....John Blair
President .....Daniel Kops
Gen. Manager.....Allan Bengston
Program Director.....John Mounteer
Chief Engineer.....Frank Belaska

WIBX—Utica—1925—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By .....WIBX, Inc.
Address.....First National Bank Bldg.
Tel.: 2-2101.....News Service: UP
Membership ..... RAB
Reps. .....Meeker
President.....Margaret P. Stevens
Gen. Mgr.....Margaret P. Bowen
Exec. V.P., Sta. Mgr., Pg.m. Dir...Elliott Stewart
Sales Prom., Pub. Dir.....F. C. Bowen
Chief Engineer .....John T. Dowdell

WRUN—Utica—1947

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....The Rome Sentinel Co.
Business-Studio Address.....258 Genesee St.
Tel.: UT 2-5111.....News Service: AP
Representative .....Avery-Knodel
Newspaper Affil.....Sentinel
Trans. .....Capitol
Membership .....NAB, RAB
President.....Bradley C. Barnard
Program Director.....Philip R. Cameron
Sta., Comm. Mgr.....Richard A. Clark
Sls. Prom. Mgr., Pub. Dir.....Alan Cole
Chief Engineers....G. S. Woods, C. F. Henry

WTLB—Utica—1947—ABN

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 W. n.
Owned By.....Star Bcstg. Co.
Address .....New Hartford, N. Y.
Tel.: UT 5-5209.....News Service: AP
Representative ..... Venard
President .....Thomas L. Brown
V. P., Gen., Comm. Mgr.....Thomas E. Martin
Program Director.....Nick Dardano
Chief Engineer.....Donald Pera

WDLA—Walton—1951—KBS

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Delaware County Bcstg.
Representative .....Rambeau
Tel.: UN 5-4321.....News Service: NAB
President.....Dr. E. Ogden Bush
V.P., Gen. Mgr.....Michael J. Cuneen
Chief Engineer.....Charles Lissner

WATN—Watertown—1941

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Oper. By.....Watertown Bcstg. Corp.
Bus.-Studio Location.....118 Washington St.
Tel.: 2424.....News Service: AP
Transcription .....Standard, SESAC
Membership .....NAB
Representative .....Devney
Pres., Gen. Mgr.....G. Harry Righter
Chief Engs.....D. Schryver, J. F. Sprague

WWNY—Watertown—1941
CBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....The Brockway Co.
Address .....Hotel Woodruff
News Service .....UP
Newspaper Affil.....Daily Times
Transcription Service.....Thesaurus, World
Membership .....NAB, RAB
Representative .....Weed
President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station Manager.....Earl R. Kelly
Comm. Mgr.....Harold Gore, Jr.
Dir. of Engineering.....M. B. Davis

WLSV—Wellsville—1955

Frequency: 790 Kc.....Power: 500 Watts, d.
Owned-Oper. By..Radio Services of Wellsville
Address .....Main St.
Tel.: 727.....News Service: UP
Membership ..... RAB
Gen. Mgr.....Joseph Mumma
Comm. Mgr.....H. Ackerman
Prog. Dir.....Joseph M. Rossier

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103.9 mc.

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White Plains, N. Y.

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NEGRO SPANISH
MARKETS

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1600 Kc. DEfender 5-1600

WFAS—White Plains—1932

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Westchester Bcstg. Corp.
Bus.-Studio Address.....Secor Rd., Hartsdale
Tel.: WH 9-6400.....News Service: AP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
Membership .....NAB
President.....Valentine E. Macy, Jr.
Gen., Sta. Manager.....Frank A. Seitz
Program Director.....Randall Kaler
Sls. Prom., Comm. Mgr.....John Hade
Chief Engineer.....Jack Pearson

WWRL—Woodside—1926

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Long Island Bcstg. Corp.
Bus.-Studio-Transmitter Address..41-30 58th St.
Tel.: DE 5-1600.....News Service: AP
President.....W. H. Reuman
Gen., Sta. Mgr.....Edith Dick
Comm., Sales Prom. Mgr.....Selvin Donneson
Program Director.....Fred Barr

North Carolina

Pop. March 1 (Est.)—4,559,000; Families—1,127,000; Lic. Stations—133, Sta. CP's—5; Radio Homes—1,102,000; TV Homes—764,000

WRCS—Ahoskie—1947—KBS

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned.....Roanoke-Chowan Bcstg. Co., Inc.
Business Address.....P. O. Box 89
Tel.: 3101.....News Service: UP
President.....Charles H. Jenkins
Manager.....P. G. Sewell

WABZ—Albemarle—1948
KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Radio Station WABZ, Inc.
Business-Studio Address.....Hotel Albemarle
Tel.: 1100.....News Service: AP
Transcription Service .....World
General Manager .....W. J. Page

WGWR—Asheboro—1947
KBS

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Asheboro Bcstg. Co., Inc.
Bus.-Studio Address.....303 E. Salisbury St.
Tel.: 2187.....News Service: UP
Newspaper Affil.....Courier Tribune
Transcription Service .....Thesaurus
Membership .....RAB
Gen., Sta., Comm. Mgr.....J. R. Marlowe

WISE—Asheville—1939

Freq.: 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.
Operated By.....Thomas Radio-TV Ent.
Address .....92 Haywood St.
Representative .....Bcst Time Sales
President .....Harold H. Thomas
Gen., Nat. Sales Mgr.....G. I. Norman, Jr.
Sta. Mgr.....John Morris

WLOS—Asheville—1947
ABN-MBS-NBC

Freq.: 1380 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Skyway Bcstg. Co.
Business-Studio Address.....288 Macon Ave.
Tel.: AL 2-2431.....News Service: UP
Transcription Service .....World
Rep.....Venard, Inc., J. S. Ayers
Membership .....NAB
Executive Vice President.....Charles B. Britt
Comm. Manager.....George Roesler
Program Dir.....Fred Brown
Chief Engineer.....George F. Sprague

WSKY—Asheville—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Asheville, Inc.
Business-Studio Address.....12 Church St.
Tel.: 3-4451.....News Service: AP
Representative .....Pearson
Membership .....NAB
Pres., Gen., Sta., Comm. Mgr.....Zeb Lee
Publicity Director.....Bruce Barnes
Chief Engineer.....Bill Clements

WWNC—Asheville—1927
CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Asheville Citizen-Times Co.
Business-Studio Address....14 O. Henry Ave.
Tel.: AL 2-5611.....News Service: UP
Transcription Service .....Thesaurus
Representative .....H-R
Membership .....NAB
President.....Charlie Peace
Gen., Sta., Prom., Pub. Mgr....Cecil B. Hoskins
Comm. Mgr.....James A. Hagan
Program Director.....William F. Melia
Chief Engineer.....William H. Hamrick

WBMA—Beaufort—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Richard Ray Cummins
Address .....Box 156
Tel.: 2-9401.....News Service: AP
Transcription Service .....World
Owner, Gen. Mgr., Ch. Eng.....R. R. Cummins
Promotion Mgr.....Hilda Cummins

WCGC—Belmont—1954
MBS

Freq.: 1270 Kc....Power: 1 Kw., d.; 500 W., n.
Owner.....Central Bcstg. Co.
Address .....Box 629
Tel.: TA 5-2812.....News Service: UP
Transcription Service .....Standard, SESAC
Representative .....Continental

Membership .....NAB
Pres., Gen., Sta., Eng.....Robert Hilker
Comm. Manager.....Boyce J. Hanna
Program Director.....Frank Thomas
Publicity Director.....Cris Tench

WATA—Boone—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Wilkes Bcstg. Co.
Address .....Depot St.
Tel.: AM 4-8461.....News Service: AP
Membership ..... RAB
Manager.....Doris B. Brown
Secretary-Treasurer.....Roland Potter
Commercial Manager.....Ralph Tugman
Program Director.....Jane Smith

WPNF—Brevard—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Pisgah Bcstg. Co., Inc.
News Service .....AP
Tel.: TU 3-3621.....News Service: AP
Membership .....NAB
President, Gen. Mgr.....Ed M. Anderson
Sta., Comm. Mgr.....Bobby Hoyle
Program Director.....Al Martin
Publicity Director.....John Anderson
Chief Engineer.....Baxter Morris, Jr.

WBBB—Burlington—1941 MBS-KBS

Frequency: 920 Kc.....Power: 5000 Watts d.
Owned-Operated By.Alamance Bcstg. Co., Inc.
Business-Studio Address.....Box 1119
Tel.: CA 6-6376.....News Service: AP
Rep.....Thomas F. Clark
Membership .....NAB
General Manager.....E. Z. Jones
Commercial Manager.....C. Robert Ray

WFNS—Burlington—1946

Frequency: 1150 .....Power: 1000 Watts d.,
Owned.....Burlington-Graham Bdcstg. Co.
Address.....Maple at Broad
Tel.: CA 7-4261.....News Service: UP
Transcription Service..Thesaurus, Lang-Worth
Representative .....Walker
Membership .....NAB, RAB
Gen., Sta. Mgr.....G. C. Starnes
Comm., Prom. Mgr.....Harold Nall
Prog. Dir.....Olin Campbell, Bill Diffee
Chief Engineer.....Charles Stafford

WWIT—Canton—1954

Frequency: 970 Kc.....Power: 1 Kw., d
Owned.....Western N. C. Bcstrs., Inc.
Address .....Box 391
Tel.: MI 8-3588.....News Service: UP
Representative .....Best
President.....Beverly M. Middleton
Gen. Mgr.....Kermit Edney
Comm. Mgr.....V. Edgar Pressley

WCHL—Chapel Hill—1952

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Village Bcstg. Co.
Address.....Box 388
Tel.: 8485.....News Service: AP
Transcription Service .....World
Membership .....NAB, RAB
Pres., Gen. Mgr.....Sandy McClamroch
Asst. to Gen. Mgr.....R. B. Boyd

WAYS—Charlotte—1941 ABN

Freq.: 610 Kc.....Power: 5 Kw.
Owned.....Inter City Adv. Corp.
Business-Studio Address.....3229 S. Blvd.
Tel.: JA 3-0121.....News Service: UP
Representative .....Bolling
Trans. .....World
Membership .....NAB
Station Mgr.....John Karr
Comm. Mgr.....Howard P. Mendell

WBT—Charlotte—1922—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Oper. By...Jefferson Standard Bdcstg.
Address.....1 Jefferson Pl.
Tel.: ED 3-8833.....News Service: UP
Transcription Service .....World
Representative.....CBS Radio Spot Sales
Membership .....NAB, RAB
President .....J. M. Bryan
Gen. Mgr.....Charles H. Crutchfield
Sta. Mgr.....J. Robert Covington
Comm. Manager.....V. V. Evans
Program Director.....Bailey Hobgood
Pub., Sls. Prom. Director.....Ned Burgess
Chief Engineer.....Thomas Howard

WGIV—Charlotte—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Charlotte Radio & TV Corp.
Business Address.....2520 Toomey Ave.
Telephone .....ED 3-2195
Representative .....Forjoe
Pres., Gen., Sta. Mgr.....Francis M. Fitzgerald
Commercial Mgr.....Ray Ervin

WIST—Charlotte—1951

Frequency: 930 Kc....Power: 5000 d; 1000 n.
Owned-Oper. By.....Bcstg. Co. of South
Address.....204 Liberty Life Bldg.
Tel.: FR 6-3511.....News Service: AP
Representative.Peters, Griffin, Woodward, Inc.
Trans. .....Thesaurus
Membership .....NAB
President.....B. C. Hipp
General Manager.....G. R. Shafto
Sta., Comm. Manager.....Ray M. Stanfield
Asst. Mgr.....W. A. Vaughn
Chief Engineer.....A. O. Richardson

WSOC—Charlotte—1933—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WSOC, Inc.
Address.....1925 N. Tryon St.
Tel.: FR 6-8401.....News Service: AP
Membership .....NAB
Pres., Gen., Sta. Mgr.....Larry Walker

Commercial Mgr.....George Henderson
Program Director.....Robert Provence
Chief Engineer.....L. L. Caudle, Jr.

WWOK—Charlotte—1955

Frequency:1480 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....Macri Co.
Address.....215 Greystone Rd.
Tel.: ED 3-0551.....News Service: UP
Representative.....Ayers, Stars National
Transcription Service.....Lang-Worth
President.....Carmen Macri
General Manager.....Jack Wheeler
Chief Engineer.....George Webb

WRRZ—Clinton—1946—ABN

Frequency: 880 Kc.....Power: 1000 Watts d.
Owned.....WRRZ Radio Co.
Tel.: 2165.....News Service: AP
Transcription Service.....Capitol
Station Rep.....Walker
Station Manager.....H. D. Stanley
Sales Prom. Manager.....E. D. Powell
Program Director.....Jim Ten
Chief Engineer.....J. L. Bowles

WEGO—Concord—1943—KBS

Frequency: 1410 Kc.....Power: 1 Kw., d.
Address.....Box 527
Tel.: ST 2-7115.....News Service: AP
President.....Robert R. Hilker
Gen., Sta. Mgr.....J. Norman Young
Comm. Mgr.....Claude Gibson

WCKB—Dunn—1946—KBS

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....No. Car. Cent. Bcstrs.
Business Address.....Box 431
Tel.: 3133.....News Service: UP
Transcription Service.....World
Membership.....NAB
President.....Lefton A. Tart, Sr.
Sta., Gen. Mgr.....A. Lincoln Faulk
Commercial Manager.....Carl Lamm
Sales Prom. Mgr.....John Ciccone
Program Director.....Rudy Zurlo
Publicity Director.....John G. Thomas
Chief Engineer.....Joseph Kotlas

WDNC—Durham—1934—CBS

Freq.: 620 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....The Durham Radio Corp.
Bus.-Studio Address..138½ E. Chapel Hill St.
Tel.: 6155.....News Service: UP
News. Affil.....Herald Sun
Trans.....World
Representative.....Paul H. Raymer
Membership.....NAB, RAB
President.....C. C. Council
Gen. Mgr.....J. Frank Jarman
Comm. Mgr.....Woody Woodhouse
Prog. Dir.....E. R. Higgins, Jr.
Chief Eng.....C. Roy King

WSRC—Durham—1954

Frequency: 1410 Kc.....Power: 1 Kw.
Owned.....Carolina Radio
Address.....P. O. Box 28
Telephone.....2-4681
Station Rep.....Rambeau, Dora-Clayton
President.....Robert Monroe
Gen. Mgr.....James H. Mayes, Jr.
Comm. Mgr.....M. L. Hammette
Prog. Dir.....Norfley Whitted

WSSB—Durham—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Public Information Corp.
Address.....Box 1168
Tel.....7-1179
Station Rep.....Gill-Perna
President.....E. L. Clinton
Sales Mgr.....Coburn Gum

WTIK—Durham—1946—ABN

Frequency: 1310 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....W & W Bcstg. Co.
Address.....205½ W. Main St.
Tel.: 6101.....News Service: AP
Representative.....McGillvra
President.....C. H. Wentz
Gen., Sta. Mgr.....H. Tom Morris
Prog., Pub. Mgr.....Wally Ausley
Chief Engineer.....Charles Tart

WCDJ—Edenton—1955—KBS

Frequency: 1260 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Colonial Bcstg. Co.
Address.....P. O. Box 509
Tel.: 2178.....News Service: AP
Representative.....Bes.
President.....E. M. Schuman
General Manager.....R. W. Schuman
Prog. Dir.....Frank Roberts

WCNC—Elizabeth City—1939 KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Albemarle Bcstg. Co., Inc.
Address.....Box 535
Tel.: 4379.....News Service: UP
Transcription Service.....Thesaurus
Membership.....RAB
Station Rep.....Bogner & Martin
President.....J. L. Lamb, Sr.
Gen. Mgr.....J. L. Lamb, Jr.
Sta. Mgr.....Desmond Barclay
Commercial Manager.....C. E. Ferrell
Program Director.....Jimmy Raper

WGAI—Elizabeth City—1947

Freq.: 560 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Operated By.....WGAI Radio Co.
Business-Studio Address.....Kramer Bldg.
Tel.: 4371.....News Service: AP
Pres., Gen., Sta. Mgr.....C. Alden Baker

WBLA—Elizabethtown—1956 MBS-KBS

Frequency: 1440 Kc.....Power: 1 Kw., d.

Owned.....Bladen Bcstg. Corp.
Address.....Box 327
Tel.: 3126.....News Service: UP
Representative.....Best
President.....E. Clayton Register

WIFM—Elkin—1951

Frequency: 1540 Kc.....Power: 250 Watts, d.
Owned.....Tri-County Bcstg. Co. Inc.
Address.....Elk Spur St.
Tel.: 860.....News Service: UP
General Mgr.....Will Erwin
Ass't. Mgr., Chief Eng.....Eugene Smith, Jr.
Program Director.....Mrs. Ruth Smith

WFMO—Fairmont—1953

Frequency: 860 Kc.....Power: 1000 Watts, d.
Owned.....Carolinas Broadcasting Co., Inc.
Address.....Box 492
Tel.: MA 8-4781.....News Service: UP
Transcription.....Thesaurus, Lang-Worth
Membership.....NAB, RAB
President.....Cutlar Moore
Gen., Comm. Mgr.....Billy E. Peele
Program Dir.....James C. Clarke
Chief Engineer.....Joseph F. Miles

WFAI—Fayetteville—1947 CBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Sta. WFAI
Bus.-Studio Address.....Box 659
Tel.: HU 4-6161.....News Service: AP
Transcription Service.....World
Representative.....Thomas F. Clark
President, Gen. Mgr.....Ralph E. Hess
Sta. Mgr.....Louis P. Birchfield
Comm. Mgr.....Bob Smith
Program Director.....Dick Perry
Chief Engineer.....Walter Lee Moring

WFLB—Fayetteville—1947 ABN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayetteville Bcstrs., Inc.
Address.....P. O. Box 512
Tel.: 2-7136.....News Service: AP
Representative.....Burn-Smith
Transcription.....World
Membership.....NAB
General Manager.....W. D. Bailey
Commercial Manager.....Fred Nave
Program Director.....Marvin Rosenburg

WFNC—Fayetteville—1940 MBS

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Cape Fear Bcstg. Co.
Address.....1009 William Clark Rd.
Tel.: HU 4-4181.....News Service: UP
Representative.....Walker
Membership.....RAB
President.....Victor W. Dawson
General Mgr.....Norman Suttles
Comm. Mgr.....Robert Nietman
Program Director.....Mack Stamps
Chief Engineer.....Robert Stamps

WBBO—Forest City—1947 KBS

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Rutherford Co. Radio Co., Inc.
Address.....Forest City
Tel.: 4205.....News Service: AP
Newspaper Affil.....Courier, Sun
Transcription Service.....World
Membership.....NAB
Pres., Gen., Sls. Mgr.....Ed M. Anderson
Comm. Manager.....Fred Blanton
Program Director.....Lee Kanipe
Chief Engineer.....Merton Iwerks

WFVG—Fuquay Springs—1949 KBS

Frequency: 1460 Kc. ....Power: 1000 Watts a.
Owned-Oper. By .....WFVG Bdcstg. Co.
Business-Studio Address.....Box 588
Tel.: 333.....News Service: UP
Transcription Service .....World
Representative.....Continental Radio Sales
President .....J. M. Stephenson
Gen., Sta. Mgr.....Robert E. Stephenson
Comm. Mgr.....Walter P. Pearce
Prog., Pub. Dir.....Walter M. Pearson

WGNC—Gastonia—1939—ABN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Catherine T. McSwain
Address.....Box 737
Tel.: UN 5-8501.....News Service: UP
Representative.....Continental Radio Sales
Membership.....NAB
Gen., Sta. Mgr.....Pat McSwain
Comm. Mgr.....Carl S. Rhyne

WLTC—Gastonia—1948—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Gastonia Bcstg. Serv., Inc.
Address.....P. O. Box 1010
Tel.: UN 5-1079.....News Service: AP
Representative.....Thomas F. Clark
Trans. .....Lang-Worth
Membership .....RAB
Pres., Gen., Sta. Mgr.....James B. Petty
Commercial Manager.....Boyce C. Morrow
Program Director.....Alan G. Phillips
Chief Engineer.....Don Voigt

WFMC—Goldsboro—1951 KBS

Frequency: 730 Kc.....Power: 1 Kw. d.
Owned.....Southern Radio & TV Corp.
Address.....P. O. Box 655
Tel.: 963.....News Service: UP
Trans. Service.....World, Lang-Worth
Membership.....NAB
Pres., Gen. Mgr.....Kenneth T. Marshall
Prog. Dir., Chief Eng...Henry H. Harrison, Jr.

WGBR—Goldsboro—1938
ABN

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By .E. Carolina Bdcstg. Co., Inc.
Address.....P. O. Box 1024
Telephone 3730
Transcription Service .....Thesaurus
Comm., Gen. Mgr., Pgm. Dir...V. G. Balkcum

WGOL—Goldsboro—1955

Frequency: 1300 Kc.....Power: 1000 Watts
Owned .....John Henderson
Address .....116 W. Mulberry St.
Tel.: 4900.....News Service: AP
General Mgr.....John G. Britt
Comm. Mgr.....William Burwell
Program Dir.....Henry M. Best, Jr.

WBIG—Greensboro—1926
CBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....North Carolina Bcstg. Co.
Studio Address.....2838 Battleground Rd.
Tel.: BR 2-6125.....News Service: UP
Representative.....George P. Hollingbery
Trans..Victor, Capitol, Decca, Columbia, MGM
Membership .....NAB, RAB
President.....Michaux H. Crocker
Gen., Prom., Sta. Mgr.....Allen Wannamaker
Commercial Mgr.....W. H. Henry
Publicity Director.....Virginia Neese
Program Director.....John Ademy
Chief Engineer.....Ernest C. Pate, Jr.

WCOG—Greensboro—1948

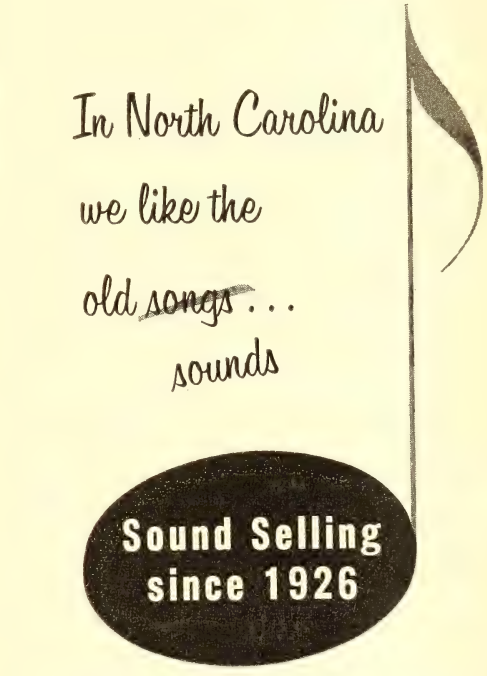
Frequency: 1320 Kc.....Power: 5000 Watts
Oper. By.....Thoms Radio-TV Ent.
Business-Studio Address....708 W. Market St.
Representative .....Bcst. Time Sales
President .....Harold H. Thoms
Gen., Nat. Sales Mgr.....G. I. Norman, Jr.

WGBG—Greensboro—1942
MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Greensboro Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 2280
Tel.: BR 3-3631.....News Service: UP
Representative .....Burn-Smith
Pres., Gen., Sta. Mgr.....Ralph M. Lambeth
Commercial Mgr.....Jack Rimmer
Chief Engineer .....Fred S. Smith

WPET—Greensboro—1954

Frequency: 950 Kc.....Power: 500 Watts
Owned .....Guilford Advertising
Address .....Box 3488
Tel.: BR 5-4464.....News Service: AP
Representative .....Simmons Assoc.
Membership .....NAB
Trans. .....World
Pres., Gen. Mgr.....William P. Mitchell
Reg. Comm., Mgr.....Terrence R. Bane
Prog. Dir.....Robert L. Montgomery
Pub. Dir.....Ruenell Stewart





WGTC—Greenville—1940 MBS

Freq.: 1590 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Greenville Radio Co., Inc.
Address.....5th & Evans St.
Tel.: 6740.....News Service: UP
Transcription ..... World
Representative .....Devney, Dixieland
President.....H. W. Anderson
Comm. Mgr.....J. T. Snowden, Jr.
Gen. Mgr., Prog. Dir.....Joel Lawhon
Chief Engineer.....Bill Covington

WKDX—Hamlet—1957—KBS

Frequency: 1400 Kc.....Power: 250 W.
Owned .....Richmond Bcstg. Co.
Address .....Box 826
Tel.: 1482.....News Service: UP
Trans. .....Thesaurus
Gen. Mgr.....W. P. Billingsley
Comm. Mgr.....W. V. Mitchell

WHNC—Henderson—1945 KBS-MBS

Frequency: 890 Kc.....Power: 1000 Watts
Owned.....Henderson Radio Corp.
Address .....Norlina Road
Tel.: 7136.....News Service: AP
Transcription Service .....Lang-Worth
Pres., Sales Prom. Mgr.....Nathan Frank
Gen., Sta. Mgr., Pub. Dir.....Dr. Claye Frank
Comm. Mgr.....Charlie Arnett
Program Director.....Dorothy Robinson
Chief Engineer.....James H. Mayo

WHVH—Henderson—1955

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WHVH, Inc.
Address.....P. O. Box 1011
Tel.: 3019.....News Service: UP
Representative .....Best
Membership .....NAB
Pres., Gen., Sta. Mgr.....Lawrence Brandon
Program Director.....Mozelle Moore
Chief Engineer.....Howard V. Harrell

WHKP—Hendersonville—1946 ABN-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Hendersonville, Inc.
Address .....Box 649
Tel.: OX 3-9061.....News Service: UP
Trans. .....Standard
President .....Beverly Middleson
Gen Mgr.....Kermit Edney
Traffic Mgr.....Dorothy Tebben
Comm. Mgr.....Arthur V. Cooley
Program Director.....Jimmy Northington
Chief Engineer.....Charles Renfrow

WHKY—Hickory—1939 ABN

Freq.: 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By...Catawba Valley Bcstg. Co.
Address.....415 1st Ave., N.W.
Tel.: DI 5-2294.....News Service: UP
Representative.....Dora Clayton
Transcription Service .....World
News. Affil.....Daily Record
Membership .....NAB
President.....Carl V. Cline
Gen., Sta. Manager.....Edmund S. Long
Prog., Pub. Dir.....Laura Hall
Chief Engineer.....Thomas E. Long

WIRC—Hickory—1948

Frequency: 630 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Foothills Bdcstg., Inc.
Tel.: DI 2124.....News Service: AP
News Service .....AP
Representative.....John E. Pearson
Membership .....NAB
President.....Margaret A. Smith
General Mgr.....E. H. Smith, Jr.
Asst. Mgr., Chief Engr.....Elmer Troutman
Commercial Manager .....Lee Douglas
Program Director.....Mattie I. Padgett

WHPE—High Point—1947 KBS

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....High Point Bcstg. Co.
Business-Studio Address....504½ N. Main St.
Tel.: 3466.....News Service: AP
Transcription Service .....World
Membership .....NAB
Pres., Prog. Dir., Chief Eng....Gary C. Davis
Comm. Mgr.....Hal W. Hicks

WMFR—High Point—1935 ABN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WMFR, Inc.
Business Studio Address.....164 S. Main
Tel.: 4593.....News Service: UP
Transcription Service .....Lang-Worth
Membership .....NAB
Representative .....Burn-Smith
Pres., Gen.-Station Mgr.....Frank S. Lambeth
Commercial Manager.....Frank Smith
Sls., Prom., Pub. Dir.....G. D. Sullivan
Program Director.....Winfred R. Carter
Chief Engineer.....Robert P. Boyd

WNOS—High Point—1953

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned.....Statesville Broadcasting Co.
Address .....Box 1448
News Service .....AP
Representative .....Cont. Radio
Transcription Service .....Thesaurus
Gen., Comm. Mgr.....Barton Fellowes
Program Director.....Tom A. Wall

WJNC—Jacksonville—1945 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Onslow Bcstg. Corp.
Address.....Box E, Route 24
Tel.: 6-7707.....News Service: AP

Membership .....NAB, RAB
Pres., Gen. Mgr.....Robert P. Mendelson
Sta. Manager.....Rodric L. Jones

WLAS—Jacksonville—1954

Frequency: 910 Kc.....Power: 1000 Watts
Owner.....Seaboard Bcstg. Corp.
Address .....P. O. Box 1197
Tel.: 3901.....News Service: UP
Transcription .....World
Membership .....NAB
President .....Jerry Popkin
Gen., Comm. Mgr., Prog. Pub. Dir. Paul Parker
Chief Eng.....Tancil Horne

WGTL—Kannapolis—1946

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Fred H. Whitley, Inc.
Address .....Cannon Blvd.
Tel.: 8700.....News Service: UP
Membership .....NAB
Pres., Gen. Mgr.....Fred H. Whitley

WKMT—Kings Mountain 1953

Frequency: 1220 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Radio Sta. WKMT
Address .....Box 669
Tel.: 999.....News Service: UP
Representative .....Continental
Membership .....NAB
President.....R. H. Whitesides
Gen., Sta., Comm. Mgr.....Jonas R. Bridges
Sales Prom. Mgr.....John Anderson
Program Dir.....Doris Bridges
Publicity Director.....Rob't Green
Chief Engineer.....George Patterson

WELS—Kinston—1950—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Farmers Bstg. Service, Inc.
Address.....1312 W. Vernon Ave.
Tel.: 5151.....News Service: UP
Transcription Service .....World, Thesaurus
Representative.....Bogner & Martin
President.....William S. Page
Gen., Comm. Manager.....Jack P. Hankins
Prog. Dir.....W. A. Kiker
Chief Engineer.....Harvey Mewborn

WFTC—Kinston—1937—ABN

Frequency: 960 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By.....Connie B. Gay
Address.....204 East King St.
Tel.: 4111.....News Service: AP
Representative .....Best
Sta., Comm. Mgr.....J. B. Ham
President .....Jane Trimner
Chief Engineer.....Herman Civils

WISP—Kinston—1954

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Citizen's Bcstg. Co., Inc.
Address .....Oasis Bldg.
Telephone 6161
Representative .....Dora-Clayton
Pres., Gen. Mgr.....E. J. Schuffman

WEWO—Laurinburg—1947 KBS

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Scotland Bcstg. Co
Bus.-Studio Address .....State Bank Bldg.
Tel.: CR 6-2911.....News Service: AP
Membership .....RAB
Sta. Rep.....Dora-Clayton
President .....Edwin Pate
General Manager.....J. R. Dalrymple, Jr.
Chief Engineer.....Truman N. Brock

WLOE—Leaksville—1946 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WLOE, Inc.
Address .....Leaksville
Tel.: MA 3-3118.....News Service: AP
Transcription .....Thesaurus
Membership .....NAB, RAB
Pres., Gen., Sta., Comm. Mgr....D. L. Craddock
Program Director.....Barbara Earles
Chief Engineer.....Eldred Winn

WJRI—Lenoir—1947 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....John P. Rabb
Address .....107 West Avenue
Tel.: PL 4-5361.....News Service: UP
Membership .....NAB
President, Gen. Mgr.....John P. Rabb
Comm., Sales Prom. Mgr.....F. Kent Atwater
Program Director.....K. Rabb
Chief Engineer.....Jerry C. Elliott

WBUY—Lexington—1946 KBS

Frequency: 1400 Kc.....Power: 5000 W., d.
Owned-Oper. By....Davidson County Bcstg.
Address .....Box 359
Tel.: CH 6-4110.....News Service: UP
Transmitter Service....Thesaurus, Lang-Worth
Station Rep. .....Hopewell
Membership .....RAB, NAB
Manager.....Greeley N. Hilton

WLON—Lincolnton—1953

Frequency: 1050 Kc....Power: 1000 Watts, d.
Owned.....Lincoln County Bcstg. Co., Inc.
Address .....Startown Rd.
Tel.: RE 5-8071.....News Service: AP
Membership .....NAB
Representative .....Continental
Gen., Sta., Comm. Mgr.....W. Jack Brown
Prog. Dir.....Tom Knight
Chief Engineer.....Dennis C. Long

WAGR—Lumberton—1954

Frequency: 1480 Kc.....Power: 1000 Watts
Owner.....Southeastern Bcstg. Corp.
Address.....217 E. 3rd St.
Tel.: 3394.....News Service: UP
Representative .....Rambeau

President .....Danny Shaver
Sta. Mgr. .....Al Kahn
Chief Engineer.....Milton Newsome

WTSB—Lumberton—1946
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Robeson Bcstg. Corp.
Address .....Box 393
Tel.: RE 9-6056.....News Service: AP
Transcription Service .....World
Representative.....Continental Radio Sales
General Mgr.....Al G. Stanley
Sales Mgr.....Ellenor Lorman
Program Dir.....Ted Y. Prevatte

WBRM—Marion—1949

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By..Lake City Bcstg. Corp.
Address .....Box 229
Tel.: 7221.....News Service: UP
Membership .....NAB
President.....W. P. Erwin
Comm. Mgr.....J. C. Pleasant
Gen., Sta. Mgr.....J. L. Reynolds
Chief Engineer.....Hubert C. Martin

WMMH—Marshall—1956
KBS

Frequency: 1460 Kc.....Power: 500 W.
Owned.....Marshall Bcstg. Co.
Address .....Skyline Dr.
Tel.: 3521.....News Service: UP
President.....Cleatus O. Brazell
Gen. Mgr.....Vernon C. McCarthy
Comm. Mgr.....Dean Sheilds
Prog. Dir.....Wanda Crowe
Chief Engineer.....Dwight Wilhelm

WMAP—Monroe—1947—KBS

Frequency: 1060 Kc.....Power: 250 Watts d.
Owned-Operated By.....Union Bcstg. Corp.
Business Address.....Box 590
Tel.: AT 3-6621.....News Service: UP
Rep. .....Continental
Gen. Manager.....J. A. Laney
Business Manager.....W. D. Benton
Program Director.....Frank Funderburk
Chief Engineer.....Robert I. Smith

WHIP—Mooresville—1950
KBS

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Wayne M. Nelson
Address.....Mooresville, N. C.
News Service .....UP
Pres., Gen., Sta. Mgr.....Wayne M. Nelson
Comm., Sls., Prom. Mgr.....Leona Showmar
Prog., Pub. Dir.....Buck Mills
Chief Engineer.....Philip W. Nelson

WMBL—Morehead City—1947
KBS

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Carteret Bcstg. Co., Inc.
Address .....Box 740
Tel.: 9740.....News Service: UP
Membership .....NAB
Representative .....McGillvra
Pres., Gen., Sta. Mgr.....Grover C. Munden
Comm. Manager.....Walder Niemi

WMNC—Morganton—1947

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Nathan J. Cooper
Address .....Morganton
Tel.: HE 7-0521.....News Service: AP
Transcription .....Standard
Membership .....NAB
General Mgr.....Nathan J. Cooper
Comm. Manager.....Charles R. Tappy
Chief Engineer.....Frank A. Ballew
Program Director.....Madelyn Y. Patton

WPAQ—Mt. Airy—1948—KBS

Frequency: 740 Kc.....Power: 10,000 Watts d.
Owned-Operated By.....Ralph D. Epperson
Address .....Mt. Airy
Tel.: 1400.....News Service: AP
Representative .....Thomas Clark
Pres., Gen.-Sta. Mgr.....Ralph D. Epperson
Commercial Manager.....Lucy Bowman
Program Director.....Costin Lindsey

WSYD—Mount Airy—1951
MBS

Freq.: 1300 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Mount Airy Bcstrs., Inc..
Address.....P. O. Box 209
Tel. 581
Representative .....Best
Membership .....NAB
Pres., Gen. Mgr., Ch. Eng...Robert H. Epperson
Commercial Manager.....Erastus F. Poore
Program Dir.....Elbert Williams

WHIT—New Bern—1942
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WHIT
Address.....Highway 17, So., Box 551
Tel.: 4450.....News Service: UP
Transcription Service .....Lang-Worth
Membership .....NAB
Representative .....John E. Pearson
Gen., Sta. Manager.....Ray D. Williams
Prog. Dir.....Don Adams
Comm. Mgr., Pub. Dir.....Don Lee
Chief Engineer .....Linwood Dowing

WRNB—New Bern—1953
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned....New Barn & Craven County Bcstg.
Address .....Box 31
Tel.: 6144.....News Service: AP
Rep.....Best, Dora Clayton
Membership .....NAB
President.....J. Leo Hoarty
General Manager.....William A. Rhyne
Commercial Mgr.....Jack Dent, Jr.
Program Dir.....Earl Lewis

WNNC—Newton—1948
KBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Newton-Conover Bcstg. Co.
Business Address.....West "A" St.
Tel.: IN 4-4041.....News Service: AP
Pres., Gen., Sta. Mgr.....Earl Holder
Comm., Sls. Prom. Mgr.....Eugene Henry

WKBC—North Wilkesboro
1947—KBS

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Wilkes Bcstg. Co.
Address .....Radio Bldg.
Tel.: 633.....News Service: AP
Transcription Service .....World
Membership .....RAB, NAB
Pres., Gen. Mgr.....Doris B. Brown
Comm.-Sales Prom. Mgr.....Roland B. Potter

WOXF—Oxford—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oxford Bcstg. Corp.
Address.....P. O. Box 1111
Tel.: 4167.....News Service: AP
Transcription .....World
President .....A. N. Critcher
General Manager. .. James F. Flanagan
Comm. Manage.....r.....Hart Curl

WMSN—Raleigh—1954
KBS

Frequency: 570 Kc.....Power: 500 Watts, d.
Owned..Merchants and Farmers Station, Inc.
Address .....649 Maywood Avenue
Tel.: TE 3-3874.....News Service: AP
Membership .....NAB, RAB
Pres., Gen., Sta. Mgr.....B. H. Ingle, Sr.
Program Dir.....Ruth Johnson

WKIX—Raleigh—1947—MBS

Freq.: 850 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned.....Ted Oberfelder Bcstg.
Address .....2128 Western Blvd.
Tel.: TE 4-8282.....News Service: AP
Newspaper Affil..News and Observer Pub. Co.
Representative ..... Forjoe
Pres., General Mgr.....Ted Oberfelder
Prom. Mgr.....Neal Randell
Program Dir.....Alan Browning

WPTF—Raleigh—1924—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WPTF Radio Co.
Business-Studio Address.....Insurance Bldg.
Tel.: TE 2-8311.....News Service: AP, UP
Representative..Peters, Griffin, Woodward, Inc.
Membership .....NAB, RAB
Pres., Gen., Mgr.....Richard H. Mason
Commercial Mgr.....R. W. Youngsteadt
Program Manager.....Graham B. Poyner
Publicity Director.....Worth White
Chief Engineer.....Henry Hulick, Jr.

WRAL—Raleigh—1939

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Capitol Bcstg. Co., Inc.
Bus.-Studio Address.....130 S. Salisbury St.
Telephone .....TE 4-6401
Representative .....H-R
Membership .....NAB, RAB
President .....Fred Fletcher
Gen., Sales Mgr.....Bill Currie

WFRC—Reidsville—1947
KBS-ABN

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By....Piedmont Carolina Bcstg.
Business-Studio Address.....Box 990
Tel.: DI 9-4321.....News Service: AP
Representative.....Bogne & Martin
Membership .....NAB
President.....H. T. Williams
Gen., Sta., Comm. Mgr....Stephen F. Woodson
Prog. Dir.....Eugene Overby
Pub. Director.....Oscar Griffin, Jr.
Chief Engineer.....W. Scarborough

WREV—Reidsville—1948

Frequency: 1220 Kc....Power: 250 Watts d.
Owned-Oper. By.....Reidsville Bcstg. Co.
Address .....Box 1349
Tel.: 9-7051.....News Service: UP
Pres., Gen. Mgr.....William M. Oliver, Sr.
Program Director.....Mrs. Katye P. Oliver
V.P., Ch. Engineer.....William M. Oliver, Jr.

WKIX

10,000 WATTS
850 Kc.

Raleigh, North Carolina

Ted Oberfelder
Broadcasting Corp.
Raleigh, No. Car.

WCBT—Roanoke Rapids
1939—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....WCBT, Inc.
Address.....251 Roanoke Ave.
Tel.: 7-2545.....News Service: UP
Station Rep. .....Continental
Station Manager.....J. Winfield Crew, Jr.
Commercial Mgr.....Donald O. Collins
Program Director.....Dick Phillips

WAYN—Rockingham—1946

Frequency: 900 Kc.....Power: 1000 Watts a.
Owned-Operated By.....WAYN, Inc.
Address .....Rockingham
Tel.: TW 4041.....News Service: AP
Transcription Service .....World
Pres., Gen., Sta. Mgr.....Wayne M. Nelson
Comm., Sls., Prom. Mgr.....William Futterer
Prog., Pub. Dir.....Mary Futterer
Chief Engineer.....Carl M. Wilson

WCEC—Rocky Mount—1947
KBS

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned By.....East Carolina Electronics
Bus.-Studio Address.....Hwy. 95
Newspaper Affiliation .....Telegram
Representative .....Continental
Membership .....NAB
Manager.....M. J. Warner
Commercial Manager.....Ray Thompson
Prog. Dir.....Ray Wilkinson
Program Director.....Ray Wilkinson
Chief Engineer.....Grover Taylor

WEED—Rocky Mount—1933
ABN

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....W. A. Wynne
Address .....Box 752
Tel.: 6-6736.....News Service: AP
Representative .....Burn-Smith
President.....W. A. Wayne
Gen., Comm. Mgr.....R. E. Horner
Chief Engineer.....Joe R. Morris

WRXO—Roxboro—1949

Frequency: 1430.....Power: 1000 Watts d.
Owned-Operated By.....Roxboro Bcstg. Co.
Address .....Box 130
Tel.: 6013.....News Service: UP
Transcription Service .....World
Membership .....NAB
General Manager.....H. S. Taylor

WSAT—Salisbury—1947
ABN

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....Mid-Carolina Bcstg. Co.
Business-Address .....Drawer 99
Tel.: 276.....News Service: UP
Representative .....McGillvra
Membership .....NAB, RAB
President.....Charles H. Wents
Gen., Sta. Mgr.....Harry L. Welch
Comm. Mgr.....Catherine Murphy
Program Director.....Gales M. Adkins
Vice President.....E. L. Sherman

WSTP—Salisbury—1939
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....WSTP, Inc.
Bus.-Studio Address.....1105 Statesville Rd.
Tel.: 2121.....News Service: AP
Trans. .....World
Representative .....Walker
Membership .....RAB
President .....Thomas D. Harrell, Jr.
Prog. Dir.....Ted Austin

WEYE—Sanford—1952

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lee Bcstg. Corp.
Address.....137 S. Steele St.
Tel.: SP 4-5561.....News Service: AP
Transcription .....SESAC
Mang. Dir.....Joe Morris

WWGP—Sanford—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sandhills Bcstg. Corp.
Address.....P. O. Box 651
Newspaper Affilitaion .....Herald
Sec'y.-Treas.....W. E. Horner
Gen., Comm. Mgr.....Phil Peterson

WOHS—Shelby—1946
MBS-KBS

Frequency: 730 Kc.....Power: 1000 Watts
Owned-Oper. By.....Western Carolina Radio
Business Address.....1511 W. Dixon Blvd.
Tel.: 6313.....News Service: UP
Membership .....NARTB
Membership .....NAB
Trans. .....Associated
Pres., Gen. Manager.....Robert M. Wallace
Comm. Manager.....Don McLain

WNCA—Siler City—1952

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Chatam Bdcstg. Co.
Address .....Box 352
Tel.: SH 2-2135.....News Service: UP
Membership .....NAB, RAB
Representative .....Best
Transcription Servi.ce .....SESAC
Gen., Sta., Comm. Mgr.....L. C. Bruce

WMPM—Smithfield—1950

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....John S. Townsend
Address .....Box 238
Tel.: 2434.....News Service: AP
Gen., Sta. Mgr.....John S. Townsend
Commercial Mgr.....Ben E. Johnson
Program Director.....Bill Kirby

WEEB—Southern Pines—1947 ABN

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned..The Sandhill Community Bcstrs., Inc.
Address.....135 W. New Hampshire Ave.
Tel.: OX 2-2941.....News Service: AP
Transcription Service .....Associated
Station Rep. .....Holman
Membership .....NAB
Pres., Gen. Mgr.....Jack S. Younts
Comm., Prom. Mgr., Ch. Eng...Joe A. Warren

WTOE—Spruce Pine—1955

Frequency: 1470 Kc.....Power: 1 Kw. d.
Owned-Oper. By..Toe River Valley Bcstg. Co.
Address .....Box 817
Tel.: PO 5-4296.....News Service: UP
President.....T. N. Cooper
Comm. Mgr.....Jessie G. Sullins
Program Dir.....Kenneth E. Woddard

WDBM—Statesville—1957

Frequency: 550 Kc.....Power: 500 W.,d.
Owned.....Iredell Bcstg. Co.
Address .....Box 1027
Tel.: TR 2-2455.....News Service: UP
Trans. .....Thesaurus
Gen. Mgr.....Clay Cline
Comm. Mgr.....Richard Doudna

WSIC—Statesville—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Statesville Bcstg. Co.
Address .....Box 1189
Tel.: TR 3-9078.....News Service: AP
Membership .....NAB
Trans. .....Lang-Worth
President.....A. F. Sams, Jr.
Gen., Sta. Mgr.....G. M. Allen
Commercial Manager.....James Odom
Sales Prom. Mgr.....Dick Doudna
Program Director.....James Melvin
Chief Engineer .....T. K. Abernethy

WMSJ—Sylva—1957—KBS

Frequency: 1480 Kc.....Power: 5000 W., d.
Owned .....WMSJ, Inc.
Address .....Box 665
Tel.: JU 6-2221.....News Service: UP
President .....Harold H. Thoms
Gen., Comm. Mgr.....James B. Childress
Chief Engineer.....Franklin D. R. McClure

WTAB—Tabor City—1954

Frequency: 1370 Kc....Power: 5000 Watts, d.
Owned-Oper. By.....Tabor City Bcstg. Co
Address .....Box 605
Tel.: 3171.....News Service: AP
Transcription Service .....World
President .....John Soles
Station Manager.....Troy McPherson
Prom. Director.....John Soles, Jr.

WCPS—Tarboro—1946

Frequency: 760 Kc..... Power: 1000 Watts d.
Owned-Oper....Coastal Plains Bcstg. Co., Inc.
Bus.-Studio Address....Edgecombe Bank Bldg.
Tel.: 2191.....News Service: UP
Transcription Service .....World
Representative .....Dora-Clayton
Membership .....NAB, RAB
General Manager.....G. Lee Hodges
Commercial Manager.....W. Roy Ward

WTNC—Thomasville—1947

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned By.....The Thomasville Bcstg. Co.
Address.....P. O. Box 750
Tel.: 2701.....News Service: UP
Gen., Sta. Mgr.....Harold Harrison
Chief Engineer.....James McAden

WTYN—Tryon—1954—KBS

Frequency: 1580 Kc.....Power: 250 Watts, d.
Owned.....Polk County Broadcasters
Address .....Box 1317
Tel.: UL 6-6755.....News Service: UP
Gen., Sta. Mgr.....Graves Taylor
Commercial Mgr.....Henry G. Bartol, Jr.
Program, Pub. Dir.....Jay Carroll
Chief Engineer.....Palmer A. Greer

WADE—Wadesboro—1947 KBS

Frequency: 1210 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....R. P. Lyon & Son
Address .....Radio Bldg.
Tel.: MY 4-2175.....News Service: UP
Transcription .....Thesaurus
General, Sta. Mgr.....W. P. Billingsley
Program Director.....Peggy L. Mitchell

WLSE—Wallace—1953—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Duplin Bcstg. Co.
Address .....Hwy. 117, N.
Tel.: AT 5-2187.....News Service: AP
General Manager.....John T. Newman
Ch. Eng.....Raymond Fields

WHED—Washington—1948 KBS

Frequency 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Pamlico Bcstg. Co.
Address.....Box 439
Tel.: WH 6-3252.....News Service: UP
Pres., Gen., Sta. Mgr.....W. W. Moore
Prog. Dir.....George Shriver
Pub. Director.....W. E. Knight
Chief Engineer.....Richard Tripp

WRRF—Washington—1942 ABN

Frequency: 930 Kc.....Power: 5 Kw., 1 Kw. n.
Owned-Oper. By..Tar Heel Bcstg. System, Inc.
Bus.-Studio Add.....Bank of Washington Bldg.
Tel.: WH 6-2162.....News Service: AP
Representative .....Headley-Reed, Ayers
Membership .....NAB
President.....W. R. Roberson, Jr.
Station Manager.....William Abeyounis

Program Director.....Merrill Daniels
Chief Engineer.....L. E. Hiland

WHCC—Waynesville—1947
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.Kenneth D. & Margaret F. Fry
Business-Studio Address.....Main St.
Tel.: GL 6-8661.....News Service: UP
Transcription .....Thesaurus
Membership .....NAB
Pres., Gen. Mgr.....K. D. Fry
Treasurer .....M. F. Fry

WENC—Whiteville—1946
KBS

Frequency: 1220.....Power: 1000 Watts
Owned.....Whiteville Broadcasting Co., Inc.
Address.....P. O. Box 700
Tel.: MI 2-2133.....News Service: AP
Representative.....Thomas F. Clark
President.....J. A. Maultsby, Sr.
Station Mgr.....Jerry Honeycutt
Prog. Dir.....Don Viets
Pub. Director.....Edna E. Ripple
Chief Engineer.....Robert F. Crandall

WIAM—Williamston—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....E. Carolina Bcstg. Co.
Address .....E. Main St.
Tel.: SW 2-4161.....News Service: UP
Membership .....NAB
Co-O., Sta. Manager.....William H. Farrior
Co.-O., Gen., Comm. Mgr...Charles M. Gaylord

WGNI—Wilmington—1946
MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...New Hanover Bcstg. Corp.
Business Address.....211 N. Second St.
News Service .....UP
Representative ..... Walker
President.....J. S. Brody
General Manager.....Allen B. Jones

WMFD—Wilmington—1935
ABN

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....R. A. Dunlea
Address.....Front & Market Sts.
Tel.: 3-4064.....News Service: UP
Representatives .....Burn-Smith, Ayers
Pres., Gen. Mgr.....R. A. Dunlea, Sr.
Station Manager.....George A. Curtis
Commercial Manager.....Clay McBride

WKLM—Wilmington—1956

Frequency: 980 Kc.....Power: 5000 Watts
Oper. By.....Thoms Radio-TV Ent.
Address .....Princess St.
Representative .....Bcst. Time Sales
President.....Harold H. Thoms
Gen., Nat. Sales Mgr.....G. I. Norman, Jr.
Station Mgr.....Sam Dodd

WGTM—Wilson—1937—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By.....Watson Industries, Inc.
Bus.Studio Address .....Box 1020
Tel.: 2188.....News Service: UP
Representative .....Rambeau, Clark Brown
Pres., Gen., Sta. Mgr.....Penn T. Watson, Sr.
Commercial Manager.....Chas. B. Goodyear
Sls., Prom. Mgr.....P. T. Watson, Jr.
Program Director.....Bill Bunn
Chief Engineer .....Roy Barron

WVOT—Wilson—1948
MBS

Freq.: 1420 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Wilson Radio Co., Inc.
Address .....P. O. Box 170
Tel.: 5157.....News Service: AP
Representative .....Devney, Forjoe
Gen., Sta. Mgr.....Harry Severance

WAAA—Winston-Salem—1950

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned .....Laury Assoc., Inc.
Address .....Box 3119
Tel.: PA 2-4121.....News Service: AP
Representative .....Pearson
President.....Robert A. Monroe
General Manager.....Gilbert M. Hutchison

WAIR—Winston-Salem—1937

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Forsyth Bcstg. Co.
Business Address.....46 Miller St.
Tel.: PA 2-1133.....News Service: AP
Representative .....Burn-Smith
Transcription .....World
President.....J. F. Koons, III
General Manager.....C. R. Daly
Sales Prom. Mgr.....Harold Calvin

WSJS—Winston-Salem—1930
NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Piedmont Publishing Co.
Bus.-Studio Address.....419-21 N. Spruce St.
Transcription Service .....Lang-Worth
Tel.: PA 5-2311.....News Service: UP
Newspaper Affil....Journal, Twin City Sentinel
Trans. .....Lang-Worth
Representative .....Headley-Reed
Membership .....NAB
President .....Gordon Gray
V.P., Gen. Mgr.....Harold Essex
Operations Manager.....Phil Hedrick
Commercial Manager.....Harry B. Shaw
Program Manager.....Robert Estes
Publicity Director.....Dick Barron
Chief Engineer.....Leon Lasley

WTOB—Winston-Salem—1947
CBS-MBS

Freq.: 1380 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Op. By..Winston-Salem Bcstg. Co., Inc.

Address.....300 S. Stratford
Tel.: PA 3-4353.....News Service: AP
Representative...Venard, Rintoul, McConnell
Membership .....NAB
President, Pub. Dir.....James W. Coan
Gen., Comm. Manager.....Charles Brunt
Program Director.....Johnny Miller
Chief Engineer.....James Hoke

North Dakota

Pop. March 1 (Est.)—671,000; Families—184,000; Lic. Stations—19, Sta. CP's—2; Radio Homes—178,000; TV Homes—99,000

KBOM—Bismarck-Mandan
1925—KBS

Freq.: 1270 Kc....Power: 1 Kw., d. 250 W., n.
Owned.....Mandan Radio Assoc.
Address.....Box 667, Bismarck
Tel.: CA 3-4116.....News Service: AP
Trans. .....World
Representative .....Gill-Perna
President .....Dick Johnson
Traffic Manager.....Dee Vetter
Prog. Dir.....Gus Becker
Chief Engineer.....Herb Leupp

KFYR—Bismarck—1925
NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Meyer Bcstg. Co.
Bus.-Studio Address.....202½ Fourth St.
Tel.: CA 3-0900.....News Service: UP
Transcription Service .....Thesaurus
Membership .....NAB
Representative .....John Blair
Pres., General Manager.....W. A. Ekberg
Station Comm. Mgr.....R. W. MacLeod
Program Director.....Stanley Wilson
Promotio Dir.....Ray Isaac
Chief Engineer.....Ivar Nelson

KDLR—Devils Lake—1925
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KDLR, Inc.
Bhsiness-Studio Address.....400 12th Ave.
Tel.: 1090.....News Service: UP
Transcription .....World, SESAC
Representative .....Hal Holman
Pres., Gen. Manager.....Bert Wick
Comm., Mgr.....Paul R. Lange
Program Director.....Wilbur Clemenson
Chief Engineer.....Richard Moritz

KDIX—Dickinson—1947
KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Dickinson Radio Assn.
Bus.-Studio Address.....119 2d Ave. W.
Tel.: 5133
Trans. Service.....RCA, SSAC, World
Representative .....Holman
Membership .....NAB, RAB
President.....Dr. P. J. Weir
Gen.-Sta. Mgr.....Orville F. Burda
Comm., Mgr.....Eugene A. Spear
Prog., Dir.....Lauren Haacke
Chief Engineer.....Benjamin G. Locherd

KFGO—Fargo—1948—ABC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By...Northern States Bcstg. Co.
Business-Studio Address.....Box 1610
Tel.: 2-3291.....News Service: AP
Transcription Service .....Standard
Representative .....Gill-Perna
Membership .....RAB
President.....W. R. Haggart
Gen., Comm., Sales Mgr.....Charles G. Burke
Program Director.....Chuck Boone
Chief Eng.....G. Stenoien, N. Pederson

WDAY—Fargo—1922—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By..... .WDAY, Inc.
Business-Studio Address.....207 North Fifth
Tel.: 2-3371.....News Services: AP, UP
Newspaper Affil.....Forum
Transcription Service .....Thesaurus
Membership .....NAB, RAB
Rep.....Peters, Griffin, Woodward, Inc.
President.....E. C. Reineke
Station Manager.....Jack Dunn
General Manager.....Tom Barnes
Sales Manager.....Bill Burn
Program Director.....Ernie Brevik
Promotion Mgr.....Roy Pedersen

KVOX—Fargo—1937
(SEE MOORHEAD, MINN. LISTING)

KILO—Grand Forks—1923
CBS

Frequency 1440 Kc.....Power: 1000 d.; 500n.
Owned-Oper. By....Grand Forks Herald, Inc.
Bus.-Studio Address....First Natl. Bank Bldg.
Tel.: 4-5321.....News Service: AP
Newspaper Affiliation .....Herald
Trans. .....Thesaurus
Representative...Everett-McKinney, O'Connell
Membership .....NAB
President.....M. M. Oppegard
Sta., Comm. Mgr.....Herman Livingston
Adm. Exec.....Dorothy Ann Kirk
Chief Engineer.....A. F. Petrich

KNOX—Grand Forks—1947
MBS-KBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned By.....Community Radio Corp.
Address.....P. O. Box 1110
Tel.: 4-4611.....News Service: UP
Representative...Rambeau, Bulmer & Johnson

Membership ..... RAB
Sales Manager ..... Robert Lukkason

KNDC—Hettinger—1954
KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned ..... Hettinger Bcstg. Co.
Address ..... Lambert Bldg.
Tel.: 547 ..... News Service: UP
Trans. ..... World
President ..... Cecil R. Clark
Manager ..... Tom E. Loughead
Commercial Manager ..... Louis Borreman
Program Director ..... Allen McIntyre

KEYJ—Jamestown—1954
MBS-KBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned ..... James River Bcstg. Co.
Address ..... Box 1170
Tel.: 1400 ..... New Service: UP
Transcription ..... Standard
Representative ..... Devney
President, Gen. Mgr. ..... Robert E. Ingstad
Station Manager ..... A. G. Berry
Comm. Manager ..... R. L. Richardson
Publicity Director ..... Bernard Langenfeld
Program Director ..... George Gaustad
Chief Engineer ..... Kenneth L. Rich

KSJB—Jamestown—1937
CBS

Frequency: 600 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... N. Dak. Bcstg. Co., Inc.

To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

Address ..... Box 1271
Tel.: 1600 ..... News Service: AP
Representative ..... Weed & Co.
Membership ..... NAB
President ..... John W. Boler
Station Manager ..... E. M. Hoge
Comm. Mgr. ..... S. S. Ingersoll
Program Director ..... James Zimmerman
Chief Engineer ..... Harvey Van Erem

KCJB—Minot—1950—CBS

Frequency: 910 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... No. Dakota Bcstg. Co.
Address ..... Box 32, Fargo
Tel.: 51-161 ..... News Service: AP
Representative ..... Weed
Membership ..... NAB
President ..... John W. Boler
Station Manager ..... Chester Reiten
Comm. Mgr. ..... Hugo Furstenau
Sales Prom., Pub. Dir. ..... Connie Wiensberg
Chief Engineer ..... Ralph Thomas

KLPM—Minot—1929—MBS

Frequency: 1390 Kc. .. Power: 5000 d.; 1000 n.
Owned-Operated By ..... Minot Bcstg. Co.
Business-Studio Address ..... Fair Block
Tel.: 4-1146 ..... News Service: AP
Transcription Service ..... World
Representative ..... Walker
General Manager ..... John B. Cooley
Station Mgr., Chief Eng. ..... C. W. Baker
Comm. Dir., Prog. Dir. ..... Leslie E. Maupin

KQDY—Minot—1957

Frequency: 1320 Kc. ..... Power: 1 Kw., d.
Owned ..... Paul Crain et al
Address ..... Box 1291
Tel.: 7-1124 ..... News Service: UP
Representative ..... Forjoe
Sta. Mgr. ..... H. T. "Pete" Searle

KOVC—Valley City—1936
MBS-KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... KOVC, Inc.
Business-Studio Address ..... Valley City
Tel.: 1490 ..... News Service: UP
Transcription Service ..... Standard
Representative ..... Ed Devney
Pres., Gen. Mgr. ..... Robert E. Ingstad
Commercial Manager ..... Ed Weeks
Chief Engineer ..... Charles Sjostrom

KEYZ—Williston—1948

Frequency: 1360 Kc. ..... Power: 5 Kw.
Owned-Oper. By ..... Charles L. Scofield
Address ..... Box 1240
Tel.: 3-3911 ..... News Service: UP
Transcription Service .... Standard, Thesaurus
Representative ..... Holman
Membership ..... RAB, NAB
Gen. Mgr., Chief Eng. ..... C. L. Scofield
Sta. Mgr. ..... W. L. Beach
Comm. Manager ..... Bob Miller
Publicity Director ..... J. McGeehan
Program Director ..... Bob Gilbert

Ohio

Pop. March 1 (Est.)—9,411,000; Families—2,827,000; Lic. Stations—86, Sta. CP's—2; Radio Homes—2,746,000; TV Homes—2,594,000

WADC—Akron—1925—CBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Allen T. Simmons
Bus.-Studio Address.....WADC Bldg.
Tel.: JE 5-6165.....News Service: UP
Transcription Service.....Standard, World
Representative.....George P. Hollingbery
Pres., Gen., Sta. Mgr.....Allen T. Simmons
Commercial Manager.....Robert B. Wilson
Sales Prom. Mgr.....Doc Williams
Program Director.....Elder Fisher
Publicity Director.....Mary Jo Stasell
Chief Engineer.....Arnold Bock

WAKR—Akron—1940—ABN

Frequency: 1590 Kc.....Power: 5000 Watts
Owned By.....Summit Radio Corp.
Address.....853 Copley Rd.
Tel.: PO 2-8811.....News Services: AP, UP
Newspaper Affiliation.....Beacon Journal
Trans. .....Thesaurus
Representative .....Burke-Stuart
President, Gen. Mgr.....S. Bernard Berk
V. P., Gen., Sta. Mgr.....Roger G. Berk
V. P., Comm., Prom Mgr..Kenneth M. Keegan
Prog, Pub. Dir.....Bob Wylie
Chief Engineer.....Irwin L. Knopp

WCUE—Akron—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Akron Bcstg. Corp.
Address.....41 S. Main St.
Tel.: FR 6-7114.....News Service: AP
Transcription .....Standard
Representative .....Avery-Knodel
Membership .....NAB, RAB
President, Gen. Mgr.....Tim Elliot
V.P., Station Manager.....Harley Lucas
V. P. Sales.....Jack Maurer
Program Director.....Rick Reighard
Advertising Manager.....Jean Elliot
Chief Engineer.....Henry Niederkofler

WHKK—Akron—1945—MBS

Frequency: 640 Kc.....Power: 1000 Watts
Owned-Oper. By..... .WHKK Bcstg. Co.
Business-Studio Address.....51 W. State St.
Tel.: BL 3-7101.....News Service: UP
Representative .....Bolling
Pres., Gen. Mgr.....Philip R. Herbert
Program Director.....Adrian (Bud) Cooper

WFAH—Alliance—1947

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Review Pub. Co.
Address.....2720 S. Union
Tel.: 1-5345.....News Service: AP
Representative .....Grant Webb
Membership .....NAB, RAB
Sta. Manager.....D. A. Peterson
Commercial Mgr.....Robert A. Gates
Chief Engineer.....Gene Peterman

WATG—Ashland—1948
KBS

Frequency: 1340 Kc.....Power: 250 W.
Owned.....Radio Ashland, Inc.
Address .....Ashland-Mansfield Hwy.
Tel.: 2-1572.....News Service: UP
Representative .....Grant Webb
Membership .....NAB
Pres., Gen. Mgr.....Charles D. Calhoun
Comm. Mgr.....Harlan Cook
Prog. Dir.....Walt Harrell
Chief Engineer.....William Shimer

WICA—Ashtabula—1937

Freq.: 970 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....WICA, Inc.
Address.....P. O. Box 372
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Stars National
General Manager.....John Colin
Station Manager.....D. W. Fassett
Sales Mgr.....Irvine Bleasdale

WATH—Athens—1950

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned By.....Radio Athens
Tel.: 3-1587.....News Service: UP
Station Representative.Continental Radio Sales
News Service .....UP
Membership .....NAB, RAB
Gen. Mgr., Chief Engr.....Andrew Kovlan
Comm. Manager.....John Kerr
Program Director.....Claudia Bolin

WTRX—Bellaire—1947—MBS

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned .....WTRX, Inc.
Address .....Route 214
News Service .....UP
Representative .....Burn-Smith
Membership .....NAB
President .....Walter Patterson
V.P., Gen. Mgr.....E. R. Huse
Program Director.....W. J. Nuzum
Managing Director.....William Greaver
Chief Engineer.....Chester Nedvesky

WOHP—Bellefontaine—1952

Frequency: 1390 Kc.....Power: 500 Watts
Owned.....Lake Erie Radio & TV Corp.
Address.....East Sandusky St.
Tel.: 2-5796.....News Service: UP
President.....T. M. Nelson
General Manager.....R. K. Wood
Chief Engineer.....Ken Arnold

WTLG—Bowling Green—1954

Frequency: 730 Kc.....Power: 250 Watts d.
Owner.....Howard R. Ward
Address .....P. O. Box 105

WSAI Radio CINCINNATI

Cincinnatians love the even newer WSAI-Radio. Latest Pulse (Nov.-Dec. '57) shows WSAI *NUMBER 1 IN CINCINNATI* Mornings and Afternoons, with a whopping 25% Share of Audience. Want to know why? Look at these WSAI *Firsts* . . .

1ST

FIRST IN CINCINNATI with a fleet of Mobile News Patrols reporting the news when it happens, as it happens, direct and live!

FIRST IN CINCINNATI with radio editorial broadcasts — broadcasts that have won area-wide acclaim for opening a new chapter in radio journalism.

FIRST IN CINCINNATI with **Full COLOR** radio. New ear-appealing, listener-winning features; new showmanship, new excitement — day and night.

Fun—Excitement—Interest—Glamor. Qualities that win and hold loyal audiences, help sell more products and services. Now—more than ever—WSAI—Cincinnati's *Must-Listen-To* Radio Station!

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ADAM YOUNG INC.

GORDON BROADCASTING CO.

SHERWOOD R. GORDON, PRESIDENT

IN CINCINNATI EVERYBODY LOVES

wsai

Enjoyable music . . . complete news and weather . . . 19 hours a day!



Tel.: 3-8021 ..... News Service: AP
Membership ..... NAB
Rep. ..... Venard, Rintoul & McConnell
Pres., Gen., Sta. Mgr. ..... Howard R. Ward
Chief Eng. ..... Roy Gallagher

WILE—Cambridge—1948
KBS

Frequency: 1270 Kc. ..... Power: 1000 Watts a.
Owned-Oper. .. Land o' The Lakes Bcstg. Corp.
Business-Studio Address ..... 917 Beatty Ave.
Tel.: 4-5606 ..... News Service: AP
Transcription Service ..... Standard
President ..... Howard A. Donahoe
Commercial Manager ..... Rob. F. Kah
Sales Promotion Manager .... David C. Lorimer
Prog., Pub. Dir. ..... Bill Robinson
Chief Engineer ..... Harold Black

WHOT—Campbell—1955

Frequency: 1570 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... Myron Jones
Address .... 401 N. Blaine Ave., Youngstown
Tel.: RI 6-8464 ..... News Service: UP
Membership ..... NAB
Owner ..... Myron Jones
General Manager ..... William Fleckenstein
Merchandising Manager ..... Bill Aey

WAND—Canton—1947—KBS

Frequency: 900 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... Dover Bestg.
Address ..... Tuscarawas & High
Tel.: GL 6-8396 ..... News Service: AP
Transcription Service ..... Capitol
Representative ..... Hil F. Best
President ..... William B. Steis
Station Manager ..... James Wilson

WCMW—Canton—1946

Frequency: 1060 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Stark Bcstg. Corp.
Bus.-Studio Address ..... Hills & Dales Rd.
Tel.: GL 5-9475 ..... News Service: UP
Representative ..... Burke-Stuart
Transcription ..... World
Pres., Gen. Mgr. ..... S. L. Huffman
Station Manager ..... Clark L. Dozer
Commercial Mgr. ..... Jack R. Hale

WHBC—Canton—1925—ABN

Frequency: 1480 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Ohio Bcstg. Co.
Business-Studio Address .... 550 S. Market St.
Tel.: GL 6-7166 ..... News Service: AP
Newspaper Affil. ..... Brush-Moore
Representative .... Venard, Rintoul, McConnell
Membership ..... NAB, RAB
President ..... Eugen Carr
Station Manager ..... Robert C. Fehlman
Commercial Manager ..... Paul E. Gilmor
Sales Prom. Mgr. ..... Nancy Schneider
Program Director ..... Lee Atwell
Publicity Director ..... Pat Carroll
Chief Engineer ..... John Schen

WBEX—Chillicothe—1947
ABN-KBS-MBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned ..... Shawnee Broadcasting Co.
Address ..... Pohlmath Road, Carlisle Hill
Tel.: PR 3-2244 ..... News Service: UP
Transcription ..... Standard
Representative ..... Thomas F. Clark
Membership ..... NAB, RAB
Pres., Sta. Mgr. ..... Truman A. Morris
Comm. Mgr. ..... Alan Batteiger
Sales Prom. Mgr. ..... Jeff Guier
Program Dir. ..... Ketty K. Knab
Publicity Dir. ..... Mary Morris
Chief Engineer ..... Jackson York

WCHI—Chillicothe—1956

Frequency: 1350 Kc. ..... Power: 500 Watts
Owned ..... Chillicothe Bcstg. Co.
Address ..... 800 Eastern Avenue
Tel.: PR 4-3385 ..... News Service: UP
Representative ..... McGillvra
Sta. Mgr. ..... Lewis F. Wagner
Ch. Eng. ..... Carl F. Finger

WSAI—Cincinnati—1923

Frequency: 1360 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Gordon Bcstg. Co.
Address ..... Sinton Hotel
Tel.: MA 1-1068 ..... News Service: AP
Transcription Service ..... World
Representative ..... Young, Ayers
Pres., Gen. Mgr. ..... Sherwood R. Gordon
Nat'l Sales Manager ..... Lu Bassett
V.P., Local Sales Manager ..... H. O. Parry
Promotion Director ..... Arthur Plaut
Chief Engineer ..... Jonas Heiser

WCIN—Cincinnati—1953

Frequency: 1480 Kc. .... Power: 1000 Watts d.
Owned-Oper. By ..... Robert W. Rounsaville
Address ..... 3301 Beekman St.
Tel.: MU 1-7600 ..... News Service: UP
Representative ..... Gill-Perna, Dora-Clayton
Owner, Gen. Mgr. ..... R. W. Rounsaville
Station Manager ..... Ralph B. Johnson
Gen. Sls. Mgr. ..... John Fulton

WCKY—Cincinnati—1929

Frequency: 1530 Kc. ..... Power: 50,000 Watts
Owned-Operated By ..... L. B. Wilson, Inc.
Bus.-Studio Address .... Hotel Sheraton Gibson
Tel.: CH 1-6565 ..... News Service: UP
Representatives ... Welstead, AM Radio Sales
Transcription Service ..... Associated, Standard
Membership ..... RAB
Pres., Gen. Mgr., Eng. ..... CHas. H. Topmiller
Sales Prom. Mgr., Pub. Dir. ..... R. M. Fleming
Sec.-Treas. ..... Jeanette Heinze
Prog. Dir. ..... Paul F. Miller

WCPO—Cincinnati—1927

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Scripps-Howard Radio, Inc.
Studio Address ..... 2345 Symmes St.

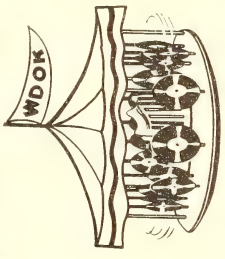
Tel.: CA 1-0777.....News Service: UP
Newspaper Affil.....Post
Representative .....John Blair
Membership .....NAB
President.....Jack R. Howard
General Manager.....M. C. Watters
Station Manager.....Colin G. Male
Comm. Manager.....R. Rietman
Program Director.....Bill Dawes
Chief Engineer.....Paul Adams

WKRC—Cincinnati—1923
CBS

Frequency: 550 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Radio Cincinnati, Inc.
Address-Trans. .....Hotel Alms
Tel.: WO 1-0550.....News Service: AP
Newspaper Affiliation .....Times-Star
Representative .....Katz
Membership .....NAB, RAB
President.....Hulbert Taft, Jr.
Promotion Manager.....Lila Lambert
General Manager.....Hubbard Hood
Program Director.....Ed Kennedy, Jr.
Sales Manager.....H. M. Heilbrun
Publicity Director.....Greg Olberding
Chief Engineer.....Wilford H. Kennedy

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album merry-go-round



Which audience has the real buying power? Adults, of course. Reach them with "their kind of music" on WDOK, Cleveland. Como, Miller, My Fair Lady, etc....all the best, on ALBUMS. Call Fred Wolfe, Gen. Mgr.: MAin 1-2890, Cleveland.

WDOK

1260 kc
CLEVELAND

WLW—Cincinnati—1922
NBC

Frequency: 700 Kc.....Power: 50 Kw.
Owned.....Crosley Bcstg., Corp.
Address.....140 W. Ninth St.
Tel.: CH 1-1822.....News Services: INS, UP
Representative.....NBC Spot Sls.
Transcription Service .....SESAC
Membership .....NAB, RAB
Chm. of Board.....James D. Shouse
Pres., Gen. Mgr.....Robert E. Dunville
V.P., Sales.....H. P. Lasker
V.P. Programs.....Al Bland
V.P., Treas.....K. T. Murphy
Sales Mgr.....Scott McLean
Program Director.....Gene Dailey
Chief Engineer.....R. J. Rockwell

WZIP—Cincinnati—1947
(See Covington, Ky.)

WERE—Cleveland—1948

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By....Cleveland Bcstg. Inc.
Address.....1501 Euclid Ave.
Tel.: SU 1-9600...News Service: AP, INS, UP
Station Rep.....Venard, Rintoul & McConnell
Transcription Service .....Standard
Membership .....NAB, RAB
President.....Ray T. Miller
V.P., General Manager.....Richard M. Klaus
Nat'l Sales Mgr.....Ed Paul
Pub. Dir.....Peter Roper
Prog. Manager.....Sam Elber
Chief Engineer.....Harry Dennis

WDOK—Cleveland—1950

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Civic Bcstrs., Inc.
Address.....1515 Euclid Ave.
Tel.: MA 1-2890.....News Service: UP
Representative .....WEED
Transcription Service .....Lang-Worth
Membership .....NAB
Pres., Gen. Mgr.....Frederick C. Wolf
Sta. Mgr.....Ralph Quay
Prog. Dir.....Norman Wain
Publicity Director.....Jeanne Forney
Chief Engineer.....Clifford Ormston

WGAR—Cleveland—1930
CBS

Frequency: 1220 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Peoples Bcstg. Corp.
Address .....Hotel Statler
Tel.: PR 1-0200.....News Service: INS
Representative .....Christal
Membership .....NAB, RAB
President.....Murray D. Lincoln
V. Pres., Gen. Mgr.....Herbert Evans
Station Manager.....Carl E. George
Commercial Mgr.....Robert E. Forker
Program Director.....Robert Smiley
Chief Engineer.....Lloyd Wingard

WHK—Cleveland—1922—NBC

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By..Forest City Publishing Co.
Business-Studio Address..5000 Euclid Avenue
Tel.: EX 1-5000.....News Service: UP
Transcription Service.....BMI, ASCAP, SESAC
Representative.....NBC Spot Sales
Membership .....NAB, RAB
President.....Sterling E. Graham
General Manager .....K. K. Hackathorn
Commercial Manager.....W. K. Brusman
Sales Prom. Manager.....John Wyman
Program Director.....Leslie F. Biebl
Publicity Director.....Merle Levin
Chief Engineer.....R. H. DeLanh

WJMO—Cleveland—1947

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....UBC of Ohio
Address.....2157 Euclid Ave.
Tel.: SU 1-4424.....News Service: UP
President .....Richard Eaton
Station Manager.....Paul Nakel
V.P., Sales Manager.....C. C. Courtney

WJW—Cleveland—1943—ABN

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....Storer
Business-Studio Address.....1630 Euclid Ave.
Tel.: TO 1-6080.....News Service, UP, INS
Transcription Service.....Standard, World
Representative ..... Katz
Membership .....NAB, RAB
President.....G. B. Storer, Sr.
Managing Dir.....Reginald R. P. Merridew
Program Director.....Bruce MacDonald
Chief Engineer.....Harold Brinkman

KYW—Cleveland—1923

Frequency: 1100 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Westinghouse Bcstg. Co.
Bus.-Studio Address....815 Superior Ave. N.E.
Tel.: CH 1-0942.....AP, UP, INS
Rep.....Peters, Griffin, Woodward, Inc.
Membership .....NAB, RAB
President.....Donald H. McGannon
Vice-President.....Rolland V. Tooke
General Manager.....Gordon Davis
Sales Mgr.....Ed Wallis
Chief Engineer.....Sid Stadig
Program Director.....Mark Olds
Publicity Director.....Tom Gavagan
Adv., Sls., Prom. Dir.....Janet K. Byers

WSRS—Cleveland Heights 1947—ABN-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WSRS, Inc.
Address .....2156 Lee Rd.
Tel.: ER 1-2005...News Services: AP, INS, UP
Representative .....Bob Dore
Membership .....NAB, RAB
President.....S. R. Sague
Vice Pres.....B. W. Sague
V.P., Bus. Mgr.....Myron T. Wile
Sec.-Treas.....George P. Bickford
Sls. Prom. Mgr.....Boyd W. Lawlor

WBNS—Columbus—1924 CBS

Frequency: 1460 Kc..Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....RadiOhio, Inc.
Business-Studio Address.....33 N. High St.
Tel.: CA 4-9265.....News Service: AP
Representative .....John Blair
Membership .....NAB, RAB
General Manager.....Richard A. Borel
Commercial Manager.....W. I. Orr
Sales Prom. Director.....Jim Yerian
Program Director.....Geer Parkinson
Publicity Director.....M. Babington
Chief Engineer.....Lester H. Natzger

WCOL—Columbus—1922 ABN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Air Trails, Inc.
Business-Studio Address..E. Broad & Young St.
Tel.: CA 1-4581.....News Service: AP
Newspaper Affil....Lancaster Eagle-Gazette,
Representative .....H-R Reps., Inc.
Membership .....NAB
President .....Charles Sawyer
Exec. V.P., Gen. Mgr.....J. P. Williams
V. P.....Alexander Buchan
Manager .....Collis A. Young

WTVN—Columbus—1924

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Columbus
Business-Studio Address.....22 East Gay St.
Tel.: CA 4-1271..News Services: AP, INS, UP
Transcription Service.....World
Representative ..... Katz
Newspaper Affil.....Times-Star
Membership .....NAB, RAB
President.....Hulbert Taft, Jr.
Gen., Sta., Comm. Mgr.....Sam T. Johnston
Program Director.....Robert Adkins
Chief Engineer.....Ray Owen

WVKO—Columbus—1951

Frequency: 1580 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sky Way Bcstg. Corp.
Address.....274 S. 3rd St.
Tel.: CA 1-5247.....News Service: UP
Representative .....Forjoe
Trans. Service..Capitol, Associated Thesaurus
President.....Col. Gustave Hirsch
Gen., Sta. Manager.....Bert Charles
Comm. Manager.....William Selander
Sls. Prom. Mgr., Pub. Dir.....Shirley Dunham
Chief Engineer.....William Hammett

WTNS—Coshocton—1947

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Coshocton Bcstg. Co.
Business-Studio Address.....114 N. 6th St.
Tel.: 1560.....News Service: UP
Trans. Service .....Lang-Worth
Pres., Gen. Mgr.....F. Bruce Wallace
Sales Manager.....Arthur E. Jost

WAVI—Dayton—1955

Frequency: 1210 Kc.....Power: 250 Watts d.
Owned.....WAVI Bcstg. Corp.
Address.....1428 Cincinnati St.
Tel.: BA 2-1291.....News Service: UP
Station Rep. .....Forjoe
Membership .....NAB, RAB
Pres., Gen. Mgr.....Harry K. Crowl
Sales Director.....Harley M. West, Jr.
Prom., Adv., Pub. Dir.....K. D. Caywood
Prog., Pub. Director.....DeWitt Campbell
Chief Engineer.....Charles Dreher

WHIO—Dayton—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Miami Valley Bcstg. Corp.
Business-Studio Address.1414 Wilmington Ave.
Tel.: MA 6581.....News Services: AP, UP
Representative .....Hollingbery
Membership .....NAB, RAB
President.....James M. Cox, Jr.
General Manager.....Robert H. Moody
Merchandising Manager.....W. E. Wolaver
Nat. Sls. Mgr.....Wade H. Alley
Prom. Director.....Chuck Gay
Asst. to Gen. Mgr.....Harvey R. Young

WING—Dayton—1921—ABN

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Oper. By.....Great Trails Bcstg. Co.
Business-Studio Address.....121 N. Main St.
Tel.: BA 2-3773.....News Service: AP
Representative .....H-R
News. Affil.....Lancaster Eagle-Gazette
Membership .....NAB
President .....Charles Sawyer
Exec. V.P. & Gen. Mgr...John Pattison Williams
Vice-Presidents.....G. Lenning, A. Buchan
Station Manager.....Jack Wymer
Sales Mgr.....Malcom Richards
Publicity Director.....Larry Marker
Chief Engineer.....Howard Ryan

WONE—Dayton—1949

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Skyland Bcstg. Corp.
Address.....380 West First St.
Tel.: MI 6501.....News Service: AP
Representative .....Headley-Reed
Pres., Gen. Manager....Ronald B. Woodyard
Station Manager.....Dorothy Tatum
Nat'l Sales Manager.....C. J. Thornquest
Commercial Manager.....Louis G. Froelich
Program Director.....John Gordon
Chief Engineer.....Stanley A. Beck

WONW—Defiance—1949

Frequency: 1280 Kc.....Power: 500 Watts
Owned-Oper. By.....Tri-State Bcstg. Co.
Address.....P. O. Box 278
Tel.: 3-2226.....News Service: UP
Transcription Service .....Associated
Representative .....Devney
V.P., Gen. Manager.....Glenn R. Thayer

WJER—Dover—1950—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Dover Broadcasting Company, Inc.
Address .....210 Boulevard
Tel.: 4-2126.....News Service: UP
Transcription .....Thesaurus
Membership .....NAB
President.....Agnes J. Reeves Greed
General Manager.....W. B. Sties
Commercial Manager.....John C. Needs
Program Director.....Dick Doll
Chief Engineer.....Donald Graff

WOHI—East Liverpool—1949
ABN-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....East Liverpool Bcstg. Co.
Address.....516 Market St.
Tel.: FU 5-1490.....News Service: AP
Membership .....RAB
Representative .....Grant Webb
President, Gen. Manager..Richard V. Beatty
Station Manager.....R. E. Metcalfe
Comm., Prom. Mgr.....George T. Farrall
Prog. Director.....James Lowery, Jr.
Chief Engineer.....George Kelly

WEOL—Elyria-Lorain—1948

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Elyria-Lorain Bcstg. Co.
Address.....Elyria Savings and Trust Bldg.
Tel.: FA 2-3761.....News Service: UP
Transcription Service .....Thesaurus
Station Representative .....Walker
President .....Roy W. Ammel
General Manager.....Arthur Vogel
Sales Prom. Mgr.....Richard E. Barrett

WFIN—Findlay—1941

Frequency: 1330 Kc....Power: 1000 Watts, d.
Owned.....Findlay Publishing Co.
Address.....101½ West Sandusky St.
Tel.: GA 2-4545.....News Services: AP, INS
Representative.....Clark, Ohio Rep.
President.....R. L. Heminger
Gen., Sta., Comm. Mgr.....H. H. Heminger
Sales Prom. Mgr., Pub. Dir.....Allen Dudley
Program Dir.....Clyde Johnson
Chief Engineer.....Edgar Smith

WFOB—Fostoria—1946
KBS

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....Seneca Radio Corp.
Address .....U. S. 23
Tel.: HE 5-5666.....News Service: AP
Trans. Service.....Capitol, SESAC, World
Rep.....Rambeau, Ohio Sta. Rep.
Membership .....RAB
President .....Andrew Emerine
Station Manager.....Mel Murray
Commercial Mgr.....Roger V. Wise
Prog. Director.....Jim Paulus

WFRO—Fremont—1949

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Wolfe Bcstg. Corp.
Address.....905 W. State St.

Tel.: FE 2-3951.....News Service: UP
Representative.....Hil F. Best
Trans. .....Standard
Membership .....NAB, RAB
President.....Robert F. Wolfe
Managing Director.....R. C. Force

WJEH—Gallipolis—1950
KBS

Frequency: 990 Kc.....Power: 1 Kw., d.
Owned-Oper. By..Ohio Valley on the Air, Inc.
Address .....Portsmouth Road
Tel.: 1160.....News Service: UP
Representative.....Sears & Ayer
Membership .....NAB, RAB
President.....John E. Halliday
General Manager.....Marianne Campbell
Commercial Manager.....Larry Laraway
Publicity Director.....J. Sherman Porter
Chief Engineer.....Edgar Atkins

WMOH—Hamilton—1944

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Fort Hamilton Bcstg. Co.
Bus.-Studio Address..Second Natl. Bank Bldg.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Rambeau
President.....Robert J. Briede
General Manager.....Robert L. Odson
Sta. Mgr., Prog. Director.....Norm Keller
Ass't Gen. Mgr., Comm. Mgr.....Ray Motley

WSRW—Hillsboro—1956
KBS

Frequency: 1590 Kc.....Power: 500 W., d.
Owned.....Highland Bcstg. Co.
Address .....Box 176
Tel.: HI 1590.....News Service: UP
Representative .....Continental
Membership .....NAB
Trans. .....World, SESAC
Gen. Mgr.....Willard Parr, Sr.
Comm. Mgr.....Robert Martin
Prog. Dir.....Gene Brent

WIRO—Ironton—1952
MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owner.....Iron City Bcstg. Co.
Address .....Radio Plaza
Tel.: 360.....News Service: UP
Representative .....Clarke
Pres., Ch. Eng.....C. A. Baker
Gen., Sta. Mgr.....C. E. McElroy
Chief Engineer.....C. A. Baker
Program Director.....Marlene Beasley

WLMJ—Jackson—1953—KBS

Frequency: 1280 Kc.....Power: 1 Kw., d.
Owned.....Radio Jackson, Inc.
Address .....Court & Broadway
Tel.: 850.....News Service: UP
Representative .....McGavren-Quinn
Membership .....RAB
President .....J. E. Willis
Chief Engineer.....Jerry Ashley

WHOK—Lancaster—1948

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned-Oper. By..Hocking Valley Bcstg. Corp.
Address-Trans. Loc.....Memorial Dr.
Tel.: OL 3-4373.....News Service: UP
Membership .....NAB
Pres., Gen. Mgr.....Nelson Embrey
Comm. Manager.....Mark Lucas

WIMA—Lima—1948—ABN

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....N.W. Ohio Bcstg. Corp.
Business-Studio Address.....223 N. Main St.
Tel.: CA 3-2060.....News Service: UP
Representative .....H-R
Trans. .....RCA
Membership .....RAB, NAB
President.....G. E. Hamilton
General Sta. Mgr.....R. W. Mack
Comm., Sales Prom. Mgr.....C. B. Heller
Program Dir.....Easter Straker
Chief Engineer.....Bill Harrison

WMAN—Mansfield—1939
ABN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Richland, Inc.
Business-Studio Address...144½ Park Ave. W.

To Broadcasters

AP

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Added Prestige

The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

Tel.: LA 4-2211 ... ... News Service: UP
Transcription Service .....World
Representative...Venard, Rintoul & McConnell
Membership .....NAB, RAB
Pres., Gen., Sta., Sls., Comm. Mgr.J. M. O'Hara
Prog.-Pub. Dir.....Robert James
Chief Engineer.....William Morrison

WMOA—Marietta—1946
MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Marietta Broadcasting Corp.
Address.....P. O. Box 594
Tel.: FR 3-7527.....News Service UP
Representative ..... McGillvra
Membership .....NAB
General Manager.....R. Sanford Guyer
Comm. Mgr.....Thomas Butscher
Program Dir.....Richard Guyer
Sales Prom. Mgr.....Robert L. Guyer
Chief Engineer.....Charles E. Clark

WMRN—Marion—1940—ABN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....The Marion Bcstg. Co.
Business Address.....P. O. 518
Tel.: 3-1131.....News Service: UP
Transcription Service .....Lang-Worth
Membership .....NAB, RAB
Pres., Gen. Mgr.....Robert T. Mason
Commercial Manager.....Arthur L. Martin
Sales Prom. Mgr.....Virginia Lynch

SEVENTEEN YEARS OF SERVICE
AS
"YOUR FRIENDLY NEIGHBOR"
AM—1490 KC WMRN FM—106.9 MC
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SPORTS EVENTS — NEWSCASTS — MUSIC — FARM REPORTS —
WOMEN'S ACTIVITIES
STUDIOS IN MARION 425 ACRE LIVESTOCK
AND BUCYRUS OPERATING AND GRAIN FARM
AMERICAN BROADCASTING NETWORK AFFILIATE

Prog. Dir.....Madge Cooper
Chief Engineer.....Francis Joseph Peters

WTIG—Massillon

Frequency: 990 Kc.....Power: 250 W., d.
Owned.....Massillon Bcstg. Co.
Address .....Box 573
Tel.: TE 2-5023.....News Service: UP
President.....Joel W. Rosenblum
Gen. Mgr.....Nick Barry
Comm. Mgr.....Richard J. Scholem

WPFB—Middletown—1947

Freq.: 910 Kc.....Power: 1 Kw. d., 100 W. n.
Owned-Operated By.....Paul F. Braden
Address Trans. Loc.....Coles Road
Tel.: GA 2-3625.....News Service: AP
Transcription Service.....Thesaurus
Rep..... Grant Webb
Membership .....NAB, RAB
Gen. Mgr.....Paul F. Borden
Sta. Mgr.....Tom Hogan
Production Director.....Charles Reeder
Commercial Manager.....J. H. LeMoyne
Chief Engineer.....Larry Beckwith

WMVO—Mt. Vernon—1953

Frequency: 1300 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Mt. Vernon Bcstg. Co.
Address .....Box 390
Tel.: 2-0946.....News Service: UP
Membership .....NAB, RAB
President.....Dr. Charles Tramont
General Manager.....Mrs. C. M. Zelkowitz
Commercial Manager.....William Kirkpatrick
Program Director.....George Betcher
Publicity Director.....George Bennett
Chief Engineer.....Rudy Maxwell

WCLT—Newark—1947

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By...Advocate Printing Co.
Address.....25 West Main St.
Tel.: FA 4-0071.....News Service: AP
Newspaper Affiliation.....The Advocate
Representative .....Meeker Associates
Membership .....NAB, RAB
President.....Frank W. Spencer
General Manager.....Thomas A. Rogers
Commercial Mgr.....Robert Pricer
Program Director.....John Fisher
Chief Engineer.....Benjamin Windle

WPVL—Painesville—1956

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned.....Somerset Broadcasting Co.
Address.....102 S. Park Place
Tel.: EL 2-3155.....News Service: AP
Representative .....Devney, Inc.
Membership .....RAB
Pres., Gen., Sta., Mgr.....Carl R. Lee
Program Director.....Elwood Thompson
Publicity Director.....James Ahlstrom

WPTW—Piqua—1947—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper...Miami County Bcstg. Co., Inc.
Address-Trans.....1625 W. Covington Ave.

Tel.: 1420 ..... News Service: AP
Representative ..... Best
Pres. ..... Richard E. Hunt
Gen. Mgr. ..... Lewis M. Shroyer
Prog., Pub. Dir. ..... Ron Colon
Chief Engineer ..... James Shumaker

WNXT—Portsmouth—1951
ABN

Frequency: 1260 Kc... Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.... Portsmouth Bcstg. Co.
Address ..... Masonic Temple Bldg.
Tel.: EL 3-1161 ..... News Service: UP
Representative ..... Everett-McKinney
Pres., Gen., Sta., Comm. Mgr.. Marshall Rosene
Program Director ..... Phil Phillips
Publicity Director ..... Thelma Henderson
Chief Engineer ..... Russell Newman

WPAY—Portsmouth—1935
CBS

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Oper. By ..... Paul F. Braden
Address ..... 1009 Gallia St.
Tel.: EL 3-5176 ..... News Service: AP
Representative ..... Grant Webb
Trans. ..... World
Membership ..... NAB, RAB
General Manager ..... Paul F. Braden
Station Manager ..... O. T. Dresbach
Commercial Manager ..... J. H. LeMoyne
Program Director ..... John T. Baker
Chief Engineer ..... Maurice L. Myers

WLEC—Sandusky—1947
MBS-KBS

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By..... Lake Erie Bcstg. Co.
Address ..... Box 1209
Tel.: MA 6-2000 ..... News Service: AP
Transcription Service ..... Thesaurus
Representative ..... Hal Holman
Membership ..... NAB, RAB
Pres., General-Station Mgr..... Jay Wagner
Commercial Manager ..... Louis Mahla
Program Director ..... Robert Hinners
Chief Engineer ..... Jay Leibach

WBLY—Springfield—1947

Frequency: 1600 Kc.... Power: 1000 Watts d.
Owned-Oper. By.... Champion City Bcstg. Co.
Address ..... Chamber of Commerce Bldg.
Tel.: FA 3-4676 ..... News Service: UP
Representative ..... Thomas F. Clark
Membership ..... NAB
President ..... R. Stanley Lucas
General Manager ..... R. L. Yontz
Commercial Manager ..... Allan B. Meuleman
Chief Engineer ..... Carl Egbert

WIZE—Springfield—1940
ABN

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Oper. By... Radio Voice of Springfield
Trans. Address ..... 117 W. High St.
Tel.: FA 3-4955 ..... News Service: AP
Representative ..... H. R. Representative, Inc.
Membership ..... NAB
Executive Vice-President..... J. P. Williams
Vice-President ..... Alex Buchan
Station Mgr. ..... Ernest A. Gudridge

WSTV—Steubenville—1940
MBS

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Oper. By ..... WSTV, Inc.
Bus.-Studio Address.... Exchange Realty Bldg.
Tel.: AT 2-6265 ..... News Service: UP
Representative ..... Avery-Knodel
Pres. ..... Jack N. Berkman
V.P., Gen., Comm. Mgr. ..... John J. Laux
Sales Prom. Mgr. ..... Bill McClinton
Publicity Director ..... Scott McMurray
Comm. Mgr. ..... Louis W. Shapiro
Chief Engineer ..... Charles S. Shepherd

WOHO—Toledo—1954

Frequency: 1470 Kc..... Power: 1000 Watts
Owner ..... Midwestern Bcstg. Co.
Address ..... 2965 Pickle Road
Tel.: OX 3-6576 ..... News Service: AP
Representative ..... Pearson
Membership ..... NAB, RAB
President ..... Ford R. Weber
Gen. Mgr. ..... Arthur W. Weber
Sales Prom. Mgr., Pub. Dir..... Sam W. Sloan
Comm. Manager ..... William Webster
Program Director ..... George M. Mishler
Chief Engineer ..... Edwin J. Powell

WTOD—Toledo—1946
MBS

Frequency: 1560 Kc..... Power: 1000 Watts d.
Owned-Operated By..... Booth Radio & TV
Business Address ..... 315 Davis Bldg.
Tel.: CH 2-4321 ..... News Service: AP
Membership ..... NAB
Representative ..... Weed
President ..... John L. Booth
General Manager ..... Sunne Miller
Program Director ..... Orris Taberner
Chief Engineer ..... Robert Sowers

WSPD—Toledo—1921—NBC

Frequency: 1370 Kc..... Power: 5000 Watts
Owned-Oper. By..... Storer Broadcasting Co.
Bus. Address.... 1177 Kane Concourse, Miami
Tel.: CH 8-6201 ..... News Service: INS, UP
Transcription Service ..... Thesaurus
Transcription Service... Lang-Worth, Thesaurus
Newspaper Affil. ..... Miami Beach Sun
Membership ..... NAB, RAB
Representative ..... Katz
President ..... George B. Storer
V.P., Managing Director..... James E. Bailey
Nat. Sales Manager ..... Emerson Kimble
Sales Prom., Pub. Dir..... James W. Rowe
Program Director ..... E. C. Kutz
Chief Engineer..... William M. Stringfellow

WTOL—Toledo—1938—ABN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Community Bcstg. Co.
Trans.-Address .....Bell Bldg.
Tel.: CH 3-3291.....News Service: AP, UP
Representative.....Paul H. Raymer
President .....Frazier Reams
Gen.-Station Mgr.....Thomas S. Bretherton
Comm. Manager.....R. B. Stone
Program Director.....Robert Krieghoff
Chief Engineer.....Harold Holmes

WHHH—Warren—1941

Frequency: 1440 Kc.....Power: 5000 Watts
Owned By....Warren Tribune Radio Sta., Inc.
Business-Studio Address...108 Main St., S.W.
Tel.: 2-2529.....News Service: AP
Representative .....Rambeau
Trans. .....Associated, Thesaurus
Membership .....NAB
Station Dir.....Robert E. Hardy
Sales Mgr.....Robert K. Crane

WCHO—Washington Court House—1952—KBS

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Court House Bdcstg. Co.
Address.....113½ S. Main St.
Tel.: 5-6211.....News Service: UP
Transcription Service .....SESAC
Representative .....Hil F. Best
Pres., Gen. Mgr., Chief Eng...W. N. Nungesser
Sta. Comm. Mgr.....R. L. Anderson

WPKO—Waverly—1954

Frequency: 1380.....Power: 1000 W., d.
Owner.....Hi Kinco Bcstrs.
Address.....Box 67
Tel.: PI 2781.....News Service: AP
Trans. ..... World
Station Mgr.....Art Layne
Gen., Comm. Mgr.....Warren W. Cooper

WKOV—Wellston—1953

Frequency: 1330 Kc.....Power: 500 Watts d.
Owned-Operated By.....Court House Bcstg.
Address.....P. O. Bo.. 190
Tel.: WE 546.....News Service: UP
Representative .....Hil F. Best
General Manager..... ....Parks Robinson
Station Mgr.....Kenneth Williams

WWST—Wooster—1947—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Wooster Republican Ptg. Co.
Address .....Route 30
Tel.: 3-5075.....News Service: UP
Transcription .....Thesaurus
General Manager.....E. B. Evans
Commercial Mgr.....Quentin W. Welty

WRFD—Worthington—1947

Frequency: 880 Kc.....Power: 5000 Watts d.
Owned.....Peoples Broadcasting Corp.
Tel.: TU 5-5342.....News Service: AP, INS
Representative .....Gill-Perna
Membership .....NAB, RAB
President.....Murray D. Lincoln
General Manager.....Herbert E. Evans
Sta., Mgr.....Joseph D. Bradshaw
Sales Prom. Mgr., Pub. Dir.....Phil Sheridan
Comm. Mgr.....Dale Lutz
Program Director.....Bill Arthurs
Chief Engineer.....Harold Schaaf

WBBW—Youngstown—1949 ABN

Frequency: 1240 Kc.....Power: 250 Watts
Owner.....Mahoning Valley Bcstg. Corp.
Address.....Warner Thea. Bldg.
Tel.: RI 4-4421.....News Service: AP
Membership .....NAB
Representative ..... Weed
President, Ch. Eng.....John Cherpack, Jr.
Gen., Comm. Mgr.....Gene Trace
Program Director.....Anthony N. Ross

WFMJ—Youngstown—1939 NBC

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....WFMJ Bcstg. Co.
Business-Studio Address....101 W. Boardman
Tel. .....RI 4-8611
Representative .....Headley-Reed
Pres., Gen. Mgr.....William F. Maag, Jr.
Gen., Sta. Mgr.....Mitchell F. Stanley
Program Director.....Robert Locke
Chief Engineer.....Frank A. Dieringer

WKBN—Youngstown—1926 CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBN Bcstg. Corp.
Address.....3930 Sunset Blvd.
Tel.: ST 2-1145.....News Services: AP, UP
Representative.....Paul H. Raymer
News. Affil.....Forest City Pub Co.
Trans. .....World
Membership .....NAB
Pres., Gen. Mgr.....Warren P. Williamson, Jr.
Sta., Comm. Mgr.....J. Lothair Bowden
Program Director.....Paul Turner
Public Relations Dir....W. P. Williamson, III
Chief Engineer.....B. T. Wilkins

WHIZ—Zanesville—1924 NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owner...Southeastern Ohio Bcstg. System, Inc.
Business-Studio Address....Lind Arcade Bldg.
Tel.: GL 2-5431.....News Service: UP
Representative.....John E. Pearson
Transcription Service .....Standard
Membership .....NAB, RAB
President .....Clay Littick
Gen., Station Manager.....Allan Land
Comm. Mgr.....Nate Milder
Publicity Director.....Naomi Lorton
Program Director.....Stan Robinson
Chief Engineer.....William A. Hunt, Sr.

Oklahoma

Pop. March 1 (Est.)—2,291,000; Families—683,000; Lic. Stations—54, Sta. CP's—1; Radio Homes—664,000; TV Homes—506,000

KADA—Ada—1934—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KADA Bcstg., Inc.
Business Address.....Box 642
Tel.: FE 2-1212.....News Service: AP
Transcription Service.....Standard, World
Representative...Venard, Rintoul & McConnell
Membership .....NAB
Station Manager.....Fred L. Thompson

KWHW—Altus—1946—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Altus Bcstg. Co., Inc.
Address .....Altus
Tel.: HU 2-1450.....News Service: UP
Representative ..... Pearson
Membership .....NAB
General Manager.....Frank E. Wimberly

KALV—Alva—1956

Frequency: 1430 Kc.....Power: 500 Watts
Owned.....Alva Bcstg. Co.
Address .....Box 242
Tel.: 1663.....News Service: AP
Representative .....Best
Membership .....NAB
Gen., Prom. Mgr.....John H. Goss
Comm. Mgr.....Jess Gibson

KVSO—Ardmore—1935
ABN-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Ardmoreite Pub. Co.
Address .....Ardmoreite Bldg.
News Service .....AP
Transcription .....World, SESAC
Representative .....Devney
Membership .....NAB
General Manager.....Douglas C. Dillard

KWON—Bartlesville—1942
MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Bartlesville Bcstg. Co.
Address .....Box 69
Tel.: 1400.....News Service: UP
Pres., Gen., Sta. Mgr., Comm. Mgr..J. Fred Case
Program Director.....Jay Collins
Sales Prom. Manager.....John Collins
Chief Engineer.....C. R. Tanner

KLTR—Blackwell—1952
KBS

Frequency: 1560 Kc.....Power: 250 Watts
Owned-Operated By.....Star Bcstg. Co., Inc.
Address .....Box 70
Tel.: 308.....News Service: AP
Station Rep. .....Best
Gen. Manager.....Charles L. Rogers
Comm. Mgr.....Cecil M. Tanner

KWCO—Chickasha—1946
KBS

Freq.: 1560 Kc.....Power: 1 Kw. d., 250 W. n.
Owned-Oper. By..Washita Valley Bcstg. Corp.
Address.....P. O. Box 770
Tel.: CA 4-2890.....News Service: AP
Representative.....H. F. Best
Owner, Gen. Mgr.....Jack L. Pink
Commercial Manager.....Jim L. Smith
Program Director.....Marjorie Richards
Chief Engineer.....W. K. Berry

KWOE—Clinton—1949—KBS

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By.Western Okla. Bcstg. Co.
Address .....Neptune Park
Tel.: 618.....News Service: UP
Station Representative.....Hil F. Best
General Manager.....V. M. Preston
Commercial Mgr.....Lew Preston
Publicity Dir.....Evelyn Preston

KUSH—Cushing—1953—KBS

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned.-Oper. By..Cimarron Broadcasters, Inc.
Address ....Box 791
Tel.: CA 5-0922.....News Service: AP
Transcription Service .....World
President .....Wray Finney
Sec'y & Treas.....Jack B. Sellers

KRHD—Duncan—1949
MBS-KBS

Freq.: 1340 Kc.....Power: 250 W. d. 100 W., n.
Owned-Operated By.....Duncan Bcstg. Co.
Address .....Box 1192
Tel.: 1350.....News Service: UP
Transcription .....World
Representative..Venard, Rintoul & McConnell
Membership .....NAB, RAB
President.....R. H. Drury
Gen., Sta. Mgr.....W. M. Brubaker
Commercial Manager.....Morgan Duval
Program Director.....John Moen
Sales Prom. Mgr.....Max Hallmark
Publicity Director.....Bill Merrill
Chief Engineer.....James Harris

KSEO—Durant—1947

Frequency: 750 Kc.....Power: 250 Watts d.
Owned-Operated By....Democrat Printing Co.
Address.....215-216 Democrat Bldg.
News Service .....AP
Membership .....NAB
Gen., Comm. Mgr.....Leroy Moses

KASA—Elk City—1932
MBS-ABN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....WSM Bcstg. Co.
Address .....Box 189

Telephone 730
Membership .....NAB
Representative .....Pearson
Manager.....John P. Strength, Jr.

KCRC—Enid—1929—ABN-KBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....Enid Radiophone Co.
Bus.Studio Address.....318 E. Willow
Tel.: AD 7-1390.....News Service: AP
Transcription Service .....World
News. Affil.....Morning News, Daily Eagle
Representative.....Jchn E. Pearson Co.
Membership .....NAB
President.....Milton B. Garber
General Manager.....Pat Murphy
Pub. Dir.....Gladys Williams
Sls. Prom. Mgr.....James Stacy
Program Director.....Bill B. Marshall
Chief Engineer.....Dave Tennyson

KGWA—Enid—1950

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By....Public Bcstg. Service, Inc.
Address.....115½ E. Broadway
Tel.: AD 4-4230.....News Service: UP
Transcription Service .....Standard
Representative..Venard, Rintoul & McConnell
Membership .....NAB, RAB
Pres., Gen., Comm. Mgr.....Allan Page
Program Director.....Lyle Gaston
Chief Engineer.....Ralph Druen

KTAT—Frederick—1948 KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Frederick Bcstg. Co.
Address.....P.O. Drawer 920
Tel.: ED 5-2131.....News Service: UP
Transcription Service..... Keystone
Representative .....Hil F. Best
General Manager Ronald W. Wheeler
Program Director.....Mary Wheeler

KWRW—Guthrie—1955

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Oper. By.....Weldon Sledge
Address .....Ione Hotel
Tel.: BU 2-2321.....News Service: AP
President.. .....J. A. West
Gen. Mgr., Chief Eng.....Weldon Sledge
Program Director.....Wally Seeds
Comm. Mgr.....Richard M. Carroll

KGYN—Guymon—1948—KBS

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Plains Bcstg. Co.
Business-Studio Address.....Box 130
Tel.: 888.....News Service: UP
Trans. Service .....World
Representative .....Hil F. Best
Gen. Mgr.....John B. Gray
Comm. Mgr.....Ed Slater

KHEN—Henryetta—1956

Frequency: 1590 Kc.....Power: 500 W., d.
Owned.....Henryetta Radio Co.
Address .....Box 930
News Service .....UP
President .....Leland Gourley
Gen. Mgr.....Marvin Hull

KTJS—Hobart—1947—KBS

Frequency: 1420 Kc.....Power: 250 Watts d.
Owned-Operated By .....A. R. Fuchs
Address .....Box 796
Telephone 1070
Manager .....A. Fuchs

KIHN—Hugo—1947—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Little Dixie Bcstg. Co.
Tel.: 1140.....News Service: AP
Membership .....NAB
Representative .....Keystone
General Mgr.....Calvin Miller
Comm. Mgr.....Dewey Banta

KBEL—Idabel—1953

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Idabel Bcstg. Co.
Tel.: 802.....News Service: AP
Transcription ..... Thesaurus
General Manager.....Winston O. Ward
Sta., Comm. Manager.....J. P. Stanley

KCCO—Lawton—1956

Frequency: 1050 Kc.....Power: 250 W., d.
Owned.....Progressive Bcstg. Co.
Address .....Box 2178
Tel.: EL 5-1050.....News Service: AP
Representative .....Best
Membership .....NAB
Gen. Mgr.....Morgan Roberts

KSWO—Lawton—1941—ABN ABN

Frequency: 1380 Kc.....Power: 1000 W.
Owned.....Okla. Quality Bcstg. Co.
Address .....Box 699
Tel.: EL 5-1380.....News Service: UP
Trans.....World, Lang-Worth, Standard
Representative .....Pearson
Membership .....NAB, RAB
President.....R. H. Drewry
Gen. Mgr.....Emmett L. Keough
Sales Prom. Mgr.....William Ross
Chief Engineer.....Jimmy Lockerd

KNED—McAlester—1950

Frequency: 1150 Kc.....Power: 1 Kw. d.; 500 W. n.
Owned-Operated By..Pittsburg Bcstg. Co., Inc.
Address .....Box 780
Tel.: GA 3-1460.....News Service: UP
Transcription Service.....World
Representative .....Pearson
Pres., Gen. Mgr.....Ray Van Hooser
Commercial Manager.....Phil Reed
Sls. Promotion Mgr.....Frank Hopkins
Prog. Director.....Dud Stallings
Chief Engineer.....Dexter Ferry

KTMC—McAlester—1946
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By. .McAlester Bcstg. Co.
Business-Studio Address.....Earle Hotel
Tel.: GA 3-1400.....News Service: AP
Representative.....Hil F. Best
Membership .....NAB
President .....Irvin Gladstein
Gen. Sta. Mgr.....Bob Baggett
Commercial Manager.....Alston Hardin
Publicity Director.....Larry Craft
Program Director.....Saddie McCaslin
Chief Engineer.....Harold Duncan

KGLC—Miami—1947—KBS

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Miami Bcstg. Co.
Tel.: KI 2-3303.....News Service: AP
Membership .....NAB, RAB
Representative .....Continental
Exec. Vice-President.....Kenyon Brown
General Manager.....William A. Searle
Supv.....Frank J. Lynch

KBIX—Muskogee—1936
ABN-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Okla. Pub. Co.
Address.....Oklahoma Press Publ.
Tel.: MU 2-1331.....News Service: UP
Representative .....Burn-Smith
President.....Tams Bixby, Jr.
Manager.....Donald D. Gilbert

KMUS—Muskogee—1948

Frequency: 1380 Kc....Power: 1000 d., 500 n.
Owned-Oper. By...Eastern Okla. Bcstg. Corp.
Address.....P. O. Box 1588
Tel.: MU 2-2488.....News Service: UP
Transcription Service .....World
Representative .....Pearson
President.....R. M. Mountcastle
Gen., Sta., Comm. Mgr.....George Overton
Sls. Prom. Manager.....Kenneth Parker
Chief Engineer.....James Keitel

KNOR—Norman—1949—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Cleveland County Bcstg. Co.
Address.....P. O. Box 542
Tel.: JE 4-8474.....News Service: UP
Transcription ..... World
Gen. Manager.....William S. Morgan
Comm. Mgr.....Tol Dickenson

KBYE—Oklahoma City—1947
KBS

Frequency: 890 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Great Empire Bcstg.
Bus.-Studio Address.....5508 N. Eastern
Tel.: GA 7-6524.....News Service: UP
Reps. .....Simmons
Membership .....NAB, RAB
President.....G. G. Griswold
General Manager.....F. F. Lynch
Comm. Mgr.....Al Hancock
Program Director.....Glen Valentine
Chief Engineer.....Dalton Jones

KLPR—Oklahoma City—1947

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Okla. City Bcstg. Co.
Business Address.....Box 4248
News Service .....AP
Membership .....NAB, RAB
Representative .....Continental
Pres., Gen. Manager.....Byrne Ross

KOCY—Oklahoma City—1938

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Plaza Court Bcstg. Co.
Business-Studio Address....Plaza Court Bldg.
Tel.: FO 5-4333.....News Service: AP
Representative .....Pearson
Membership .....NAB, RAB
Pres., Gen. Mgr.....M. H. Bonebrake
Commercial Manager.....Carlton Beck
Chief Engineer.....Elmo Black

KOMA—Oklahoma City—1927
CBS

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....Radio Okla.
Business-Studio Address.....311 W. Grand
Tel.: FO 5-6653.....News Service: UP
Transcription Service .....World
Representative .....Gill-Perna, Inc.
Membership .....RAB
General-Station Mgr.....Raymond Ruff
Prog. Dir.....Bill Bailey
Chief Engineer.....George Berry

KTOK—Oklahoma City—1927

Frequency: 1000 Kc.....Power: 5000 Watts
Owned-Operated By.....KTOK, Inc.
Business-Studio Address.....1800 W. Main
Tel.: FO 5-8351.....News Service: AP
Representative.....Paul H. Raymer
Membership .....RAB, NAB
President .....Wendell Mayes
Gen. Mgr.....Tom Johnson
Comm. Mgr.....George R. Collisson
Publicity Director.....Delos Wilson
Prog. Dir.....Bill Bryan
Chief Engineer.....Clifford Easum

KTOW—Oklahoma City—1948

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By.....Citizens Bcstg. Co.
Business-Studio Address.....Fifth & Robinson
Tel.: CE 2-6367.....News Service: AP
Representative .....Meeker
Membership .....NAB
President .....W. P. Wright
General Manager.....Eddie Peak
Commercial Manager.....Tommy Tatum

Program Director.....Stan Kaplan
Sales Prom. Mgr.....Ozzie Johnson
Chief Eng.....Jim Treat

WKY—Oklahoma City—1920 NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKY TV System, Inc.
Business-Studio Address.....500 E. Britton
Tel.: TR 8-2161.....News Services: AP, UP
Newspaper Affiliation.....Oklahoma Pub. Co.
Representative .....Katz
Membership .....NAB, RAB
President.....E. K. Gaylord
Exec. V.P.....P. A. Sugg
V.P., Mgr.....R. W. Welpott
Comm. Manager.....John Moler
Prog Dir.....W. J. Wheatley
Prom. Pub. Mgr.....Jim Willis
Chief Engineer.....Gene Lyons

KHBG—Okmulgee—1937

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Okmulgee Bcstg. Corp.
Business Address.....Box 1350
Tel.: 3646.....News Service: AP
Representative.....Hil F. Best
President .....Don Reynolds
Station Manager.....Hal Cochran
Program Director.....Arline Milligan
Comm., Sales Prom. Mgr.....Marvin Hull
Publicity Director.....Betty Lee

KVLH—Pauls Valley—1947 KBS

Frequency: 1470 Kc.....Power: 250 Watts
Owned-Operated By.....Garvin Bcstg.
Business Trans. Address.....P. O. Box 610
Tel.: 1470.....News Service: UP
Transcription Service.....Thesaurus
Representative.....Hil F. Best
President.....Warren J. Fortier
Gen., Sta. Mgr.....David Crockett
Prog. Dir.....Mike Stephens
Chief Engineer.....W. O. Todd

WBBZ—Ponca City—1928 MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Ponca City Pub. Co.
Address.....200 N. 3rd St.
Tel.: RO 5-6607.....News Service: AP
Newspaper Affiliation.....The News
Representative ..... Pearson
Membership .....NAB, RAB
Gen. Mgr.....Leo R. Morris
Comm. Mgr.....Bill Platt
Prog. Dir.....Bill Maugans
Chief Engineer.....Gerald J. Overall

KLCO—Poteau—1953—KBS

Frequency: 1280 Kc.....Power: 1 Kw. d.
Owner.....R. B. & Bernice Bell
Address .....Box 511
Tel.: 660.....News Service: AP
Membership .....NAB
President, Gen. Manager.....R. B. Bell
Sales Prom.....Vic Nowlin

KOLS—Pryor—1950—KBS

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lakes Area Bcstg. Co.
Address.....5th & S. Mill Sts.
Tel.: 1263.....News Service: AP
Transcription Service .....Capitol
Representative.....H. F. Best
Owner, Gen. Sta. Mgr.....L. L. Gaffaney
Commercial Manager.....Mrs. L. L. Gaffaney
Program Director.....Merle Caldwell

KGFF—Shawnee—1930—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....KGFF Bcstg. Co., Inc.
Address.....P. O. Box 2059
Tel.: 4390.....News Service: AP
Newspaper Affiliation.....Stauffer Publ., Inc.
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB
Gen., Sta. Manager.....William A. Weaver
Comm. Mgr.....Jeral C. Ziegler

KSPI—Stillwater—1947—MBS

Frequency: 780 Kc.....Power: 250 Watts d.
Owned-Oper. By....Stillwater Publishing Co.
Business Address.....211 W. Ninth St.
News Service .....UP
Representative ..... Clark
Membership .....NAB, RAB
General Mgr.....J. R. Bellatti

KTLQ—Tahlequah—1957

Frequency: 1350 Kc.....Power: 500 W., d.
Owned.....Tahlequah Bcstg. Co.
Address.....First National Bank Bldg.
News Service .....UP
Membership .....NAB
Pres., Mgr.....Galen O. Gilbert

KAKC—Tulsa—1946

Freq.: 970 Kc.....Power: 1000 W. d., 500 W. n.
Owned-Oper. By.....Public Radio Corp.
Bus.-Studio Address.....910 S. Boston
Tel.: LU 7-2401.....News Service: AP
Rep. .....Brown, H-R
Membership .....NAB, RAB
V.P., Gen. Mgr.....Robert J. Hoth
Prog. Dir.....Larry Monroe

KFMJ—Tulsa—1946—CBS

Frequency: 1050 Kc....Power: 1000 Watts d.
Owned-Operated By....Fred Jones Bcstg. Co.
Business-Studio Address.....1242 S. Boston
Tel.: LU 5-5555.....News Service: UP
Representative .....Masla
General Manager.....Lawson Taylor

KOME—Tulsa—1938 ABN-MBS

Freq.: 1300 Kc.....Power: 5 Kw. d., 1 Kw. n.

Owned.....Oil Capital Sales Corp.
Address.....8th & Main
Tel.: DI 3-4121.....News Service: UP
Representative .....Gill-Perna
Membership .....NAB, RAB
President.....John W. Klug
Gen., Sta. Mgr.....H. Ted Roney

KRMG—Tulsa—1949

Freq.: 740 Kc.....Power: 50 Kw. d., 25 Kw. n.
Owned-Operated By.....Meredith KRMG, Inc.
Business-Studio Address..311 So. Denver Ave.
Tel.: LU 4-4291.....News Service: AP
Representative .....John Blair
Membership .....NAB, RAB
President .....Fred Bohen
Gen., Comm. Manager.....Frank S. Lane
Prog. Director.....Keith Bretz
Chief Engineer.....William H. Bradley

KTUL—Tulsa—1934—CBS

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper....Consol. Radio Enterprises Inc.
Business-Address.....P. O. Box 8557
Tel.: FI 5-1311.....News Service: AP
Transcription Service.....World
Representative .....Avery-Knodel
Membership .....NAB
Nat. Sales, Gen. Mgr.....James P. Walker
Prog. Dir.....Karl F. Janssen

KVOO—Tulsa—1925—NBC

Frequency: 1170 Kc.....Power: 50,000 Watts
Owned-Oper. By....Southwestern Sales Corp.
Bus.-Studio Address.....3701 S. Peoria
Tel.: RI 2-5561.....News Services: AP, UP
Trans. Service....Standard, World, Thesaurus
Representative .....Edward Petry

Membership .....NAB, RAB
President.....H. C. Stuart
V.P., General Mgr.....G. K. Brandborg
Program Director.....J. O'Neill
Chief Engineer.....J. Bushnell

KVIN—Vinita—1954—KBS

Frequency: 1470 Kc.....Power: 500 Watts, d.
Owned-Oper. By.....Vinita Broadcasting Co.
Business Address.....Box 91
Tel.: 407.....News Service: UP
Station Manager.....F. E. Stone
Prog. Dir., Chief Eng.....Paul Gentry

KWSH—Wewoka—1948
ABN-KBS

Frequency: 1260 Kc.....Power: 1,000 Watts
Owned-Operated By..Tri Cities Bcstg. Co., Inc.
Address .....Box 1260
Tel.: 1260.....News Service: AP
Transcription Service .....Standard
Representative..Venard, Rintoul & McConnell
Pres., General Manager.....Bill Hoover
Sec'y-Treas. .....Brown Morris
Station Maanger.....Ray Judge

KSIW—Woodward—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Woodward Bcstg. Co.
Address Trans. Loc.....22nd & Cedar Sts.
Tel.: 1450.....News Service: AP
Trans. Service .....Lang-Worth
Representative ..... Pearson
Membership .....NAB, RAB
Pres., Gen. Mgr.....Edward A. Ryan
Program Director.....Lenora W. Ryan
Chief Engineer.....Harry McFarland

Oregon

Pop. March 1 (Est.)—1,815,000; Families—576,000; Lic. Stations—65, Sta. CP's—5; Radio Homes—568,000; TV Homes—396,000

KWIL—Albany—1941
MBS-DON LEE

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Oper. By.....Albany Radio
Bus.-Studio-Trans. Loc.....Box 485
Tel.: WA 6-2233.....News Service: AP
Transcription Service .....World
Rep.....Art Moore, Ayres, Best
Membership .....NAB
General Mgr.....Larry Gordon
Commercial Mgr.....Warren Stoffer

KWIN—Ashland—1946
MBS-DON LEE-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Rogue Valley Bcstg. Co.
Address.....1160 Helman Rd., Box 227
Tel.: MU 2-4381.....News Service: UP
Representative .....Art Moore
President.....Douglas D. Kahle
V.P., Sta. Mgr.....Elliot Motschenbacher

Prog. Pub. Dir.....Bill Lively
Commercial Manager.....D Reeter
Chief Engineer.....E. Feinstein

KAST—Astoria—1925
MBS-DON LEE-KBS

Frequency: 1370 Kc.....Power: 1000 Watts
Owned.....Astoria Broadcasting Co.
Address.....1006 W. Marine Drive
Tel.: FA 5-2911.....News Service: UP
Newspaper Affil.....Astorian Budget
Representative .....Art Moore
Membership .....RAB
President, Gen. Mgr.....Robert B. Chessman
Business Mgr.....Mary I. Ristola
Sales Manager.....Warren Grimberg
Prog., Pub. Dir.....Herman Robison
Chief Engineer.....George E. Ristola

KVAS—Astoria—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Lower Columbia Bcstg. Co., Inc.

Address.....1418 Commercial St.
Tel.: FA 6-221.....News Service: UP
Rep.....Moore, Holman, Feltis, Jacobson
Membership ..... RAB
Pres., Gen. Mgr.....W. T. Moore
Business Mgr.....T. R. Williams
Comm. Mgr.....Kent S. Freeman, Jr.

KBKR—Baker—1939—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Oregon Trail Bcstg. Co.
Bus.-Studio Address.....2030 Auburn Ave.
Telephone .....JA 3-4431
Station Rep.....Grant, Art Moore
General Manager.....Kenneth B. Lockwood

KBND—Bend—1937
MBS-KBS-DON LEE

Freq.: 1110 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Central Oregon Bcstg. Co.
Bus.-Studio Address.....114 Oregon Ave.
Tel.: EV 2-4821.....News Service: UP
Transcription Service .....World
Representative .....McGavren-Quinn
Membership .....NAB
Pres., Gen. Mgr., Pub. Dir....Frank H. Loggan
Comm. Mgr.....Doug Gaines
Pgm. Dir.....Kessler Cannon
Chief Engineer.....Robert Dickinson

KRNS—Burns—1957—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned .....Radio Burns—KRNS
Address .....544 N. B'way
Tel. 7300
Representative .....Art Moore
Partners.....H. McDonald, J. Ward
Prog. Dir.....Thomas Lewis

KOOS—Coos Bay—1928—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KOOS, Inc.
Address .....Box 180
Tel.: CO 7-2121.....News Service: UP
Representative .....Art Moore
President.....Sheldon F. Sackett
General Manager.....Jack Irvine
Station Manager.....Robert Chopping
Comm. Mgr.....F. J. McDonough
Prog., Pub. Dir.....Margaret Chopping
Chief Engineer.....Bryce Johnston

KYNG—Coos Bay—1956

Frequency: 1420 Kc.....Power: 1 Kw., d.
Owned .....KYNG Radio
Address .....Tioga Hotel
News Service .....UP
Representative.....H. S. Jacobson
Gen. Mgr.....P. F. Waters

KWRO—Coquille—1948—KBS

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....KWRO, Inc.
Address .....P. O. Box 396
Tel.: 3961.....News Service: UP
Rep. .....Art Moore
General Manager.....Glenn Nickell
Comm. Mgr.....Ted Thompson

K-FLY—Corvallis—1954

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Midland Bcstg. Co.
Address.....Box 689
Tel.: PL 3-6633.....News Service: UP
Rep. .....Everett-McKinney
Gen., Sta. Manager.....Frank Flynn

KLOO—Corvallis—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Benton Bcstrs.
Address .....Box 731
Tel.: PL 3-3322.....News Service: AP
Representative ..... McGillvra
Trans. .....Capital
Gen., Sta. Mgr.....Robert G. Beattie
Comm. Mgr.....G. Bob Roberts
Program Director.....Dale K. Allison
Chief Engineer.....Donald C. Wilkinson

KOMB—Cottage Grove—1953

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Orlo M. Bagley
Address.....P. O. Box 606
Tel.: WH 2-2468.....News Service: UP
General Manager.....Orlo Bagley
Sls .Prom. Manager.....Peter J. Ryan
Sta. Mgr., Prog., Pub. Dir.....Dick Williams
Commercial Manager.....Dorothy Grisham
Chief Engineer.....Milton Viken

KODL—The Dalles—1940
ABN-KBS

Frequency: 1440 Kc.....Power: 1000 Watts
Owner.....Western Radio Corp.
Address .....Scenic Dr.
Representative.....Hugh Feltis, Bill Ayres
President Gen. Mgr.....V. B. Kenworthy
Station Manager.....Paul E. Walden
Commercial Manager.....Monte DeVon
Program Director.....Stephen Montgomery
Chief Engineer.....Vern Wright

KRMW—The Dalles—1955

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By....Radio Mid-Columbia, Inc.
Address .....Bank Hotel
Tel.: CY 6-9661.....News Service: UP
Transcription Service .....Lang-Worth
Representative.....Hill F. Best, Art Moore
President.....Harold L. Newhouse
Gen., Sta. Mgr.....Oliver B. Earl
Program Director.....Gerald K. Webb
Comm. Mgr., Chief Eng.....Don Ruse

KPLK—Dallas—1955—KBS

Frequency: 1460 Kc.....Power: 500 Watts
Owned-Oper. By....Polk County Bcstgs., Inc.
Address.....P. O. Box 396
Tel.: MA 3-2342.....News Service: AP
Pres., Gen. Mgr.....Ray L. Kozak

Comm. Mgr.....E. C. McElroy Jr.
Program Director.....Emanuel Lukesh
Program Director.....George B. Smith
Chief Engineer.....George W. Morrison

KASH—Eugene—1947
ABN-KBS

Frequency: 1600 Kc.....Power: 1000 Watts
Owner.....Radio Air Ways, Inc.
Address.....P. O. Box 1600
Tel.: DI 5-3357.....News Service: UP
Transcription Service.....Capitol
Representative.....Donald Cooke
President, Gen., Sta. Mgr.....E. L. Kincaid
Commercial Manager.....Paul Plank
Program Director.....Patricia Madden
Publicity Director.....Clare Kincaid
Chief Engineer.....Ralph Cooke

KEED—Eugene—1954
(SEE SPRINGFIELD LISTING)

KERG—Eugene—1949—CBS

Freq.: 1280 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Guard Pub. Co.
Address.....P. O. Box 506
Tel.: DI 5-4304.....News Service: AP
Newspaper Affiliation.....Register-Guard
Trans. Service..Columbia Masterwks., World
Representative.....Weed & Co.
Membership.....NAB, RAB
President.....Alton F. Baker
Gen., Sta. Mgr.....L. W. Trommlitz
Nat'l Sales Mgr.....C. S. Shulda
Local Sales Mgr.....Bill Karl
Publicity Director.....Jack Craig
Prom. Mgr., Prog. Dir.....Clifton Cole
Chief Engineer.....Calvert Applegate

KORE—Eugene—1927
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lane Bcstg. Co.
Business Address.....P. O. Box 1032
Tel.: DI 4-4214.....News Service: UP
Trans.....Lang-Worth
Rep.....Everett-McKinney, Headley-Reed
Pres., Gen. Mgr.....Lee Bishop
Comm. Mgr.....Herb Olson

KUGN—Eugene—1946—NBC

Freq.: 590 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....KUGN, Inc.
Business Address.....P. O. Box 112
Tel.: DI 4-6216.....News Service: AP
Representative.....Meeker, Art Moore
Membership.....NAB
Gen. Manager.....C. O. Fisher
Comm. Mgr.....John Tasnady

KRWC—Forest Grove—1950

Frequency: 1570 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Irving V. Schmidtke
Address.....P. O. Box 345
Tel.....5791
Representative.....Continental
Trans. Service.....Standard, SESAC
Pres., Gen., Sta. Mgr., Eng.....I. V. Schmidtke
Prog. Director.....Fred Schmidtke

KUIN—Grants Pass—1939
MBS-DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Southern Oregon Bcstg. Co.
Business Address.....P. O. Box 148
Tel.: GR 6-4477.....News Service: AP
Representative.....W. S. Grant
Membership.....NAB, RAB
President.....A. E. Voorhies
Gen., Sta., Mgr.....Myron Keith Ball
Comm. Mgr.....Thomas Olsen
Pub. Dir.....Jerry Kelly
Program Director.....Lee Boner
Chief Engineer.....N. L. Williams

KGRO—Gresham—1956

Frequency: 1230 Kc.....Power: 100 Watts
Owned.....Gresham Bcstg. Co.
Address.....Box 32
Tel.: MO 5-4143.....News Service: AP
President.....Tom B. Purcell
Gen. Mgr.....Alex de Schweinitz

KOHU—Hermiston—1956

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned.....Carl F. and Sarah Knierim
Address.....Box 1
Tel.: JO 7-6500.....News Service: UP
Membership.....NAB
General Manager.....Carl F. Knierim
Commercial Manager.....Sarah Knierim
Program Director.....Eleanor Davis

KUIK—Hillsboro—1954—KBS

Frequency: 1360 Kc....Power: 1000 Watts, d.
Owned-Oper. By.....Tualatin Valley Bcstrs.
Address.....155 S. Second
Tel.: MI 8-4181.....News Service: AP
Representative.....Art Moore
Sales Manager.....Wally Cooper

KIHR—Hood River—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Ore.-Wash. Bcstrs.
Address.....P. O. Box 207
Tel.: 8561.....News Service: AP
Representative.....Art Moore, Meeker
President.....C. J. McCredle
Comm. Mgr.....Hugh Garrabrant

KFJI—Klamath Falls—1923
MBS

Freq.: 1150 Kc.....Power: 5 Kw. d.; 1 Kw. n.
Owned.....KFJI Broadcasters, Inc.
Address.....P. O. Box 692
Tel.: TU 2-2551.....News Service: UP
Transcription Service.....Thesaurus
Membership.....NAB
Representative.....Meeker, Art Moore
President.....W. Don Miller
Gen., Comm. Mgr.....Robert H. Bartlett

Prog. Director.....Gordon Bambrick
Pub. Director.....Larry Jones
Chief Engineer.....Wayne Loerke

KFLW—Klamath Falls—1946 ABN-CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Herald Publ. Co.
Address.....P. O. Box 941
News Service .....AP
Transcription Service .....Standard
Representative .....Everett-McKinney
Membership ..... RAB
General Manager.....Bud Chandler
Commercial Manager.....Floyd Wynne

KLAD—Klamath Falls—1955 KBS

Frequency: 900 Kc.....Power: 1000 Watts, d.
Owned-Operated By.....K-Lad Broadcasters
Address .....Midland Rd.
News Service .....AP, UP
Rep. .....Jacobson, Headley-Reed
Membership .....NAB
Gen., Comm. Manager.....Phil Jackson
Chief Engineer.....Doug Walker

KLBM—La Grande—1928 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Inland Radio, Inc.
Address .....Sacajawea Hotel
Representative .....Art Moore, Grant
Membership .....NAB
Gen., Sta., Comm. Manager.....Ken Lillard

KQIK—Lakeview—1956—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Pacific Northwest Radio, Inc.
Address.....411 1st St.
Tel.: WH 7-2164.....News Service: UP
Representative .....Art Moore
President.....A. E. Freeman
Station Mgr.....Don Anderson
Comm Mgr.....Dick Emery

KGAL—Lebanon—1950—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Linn County Bcstrs., Inc.
Address.....P. O. Box 387
Tel.: AL 8-2134.....News Service: INS
Station Rep.....Holman, Grant
Membership .....RAB
Pres.....W. Gordon Allen
Prog. Director.....Jim Hughes
Pub. Director.....Ken Brooks
Sales Prom. Mgr.....Don Wellman
Gen., Comm. Mgr.....Nate Bridges
Chief Engineer.....Ken Vancil

KMCM—McMinnville—1949 KBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yamhill Bcstrs.
Address.....P. O. Box 207
Tel.: 3811.....News Service: UP
Newspaper Affil.....Daily News-Register
Transcription Service .....Lang-Worth
Station Rep.....Continental, Art Moore
President.....Philip N. Bladine
Gen., Sta., Comm. Mgr.....G. Branson
Prog. Director.....Craig Singletary
Chief Engineer.....Edwin Nuhring

KBOY—Medford—1954 KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....K-BOY Bcstrs.
Address .....P. O. Box 1109
Tel.: 3-5355.....News Services: AP, UP
Membership .....NAB
Rep.....Jacobson, Headley-Reed
Gen. Manager.....C. E. Wilson
Comm. Manager.....Winston Marks
Chief Engineer.....Charles Field

KMED—Medford—1922—NBC

Freq.: 1440 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Radio Medford, Inc.
Address.....P. O. Box 1306
Tel.: SP 2-4000.....News Service: UP
Representative....Meeker Assoc., Art Moore
Membership .....NAB
President .....Vern Robinson
General Manager.....Ray Johnson
Comm. Manager.....Gene Barlow
Prog. Dir.....John Williams
Chief Engineer.....Ellis Feinstein

KYJC—Medford—1947 ABN-CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By ...Medford Printing Co.
Trans. Address.....Barnett Rd.
Tel.: 2-5277.....News Service: UP
Newspaper Affilaition.....Mail Tribune
Representative.....Grant Webb, Q. Cox
Membership .....NAB
Gen. Mgr.....Tom MacLeod
Program Director.....Monte Morris

KNPT—Newport—1948

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yaquina Radio, Inc.
Business Address.....1940 N. Coast H'way
Tel.: 560.....News Service: UP
Rep.....Ayres, Art Moore, Continental
Membership .....NAB
President.....Tom R. Becker
Manager .....Bob Spangler
Chief Engineer.....Don Newman

KFIR—North Bend—1951 CBS

Frequency: 1410 Kc.....Power: 250 Watts
Owned-Operated By.....Bay Bcstg. Co.

Address .....Box 905
Tel.: SK 9-7351.....News Service: UP
Representative.....W. S. Grant, Cox
Trans. .....World
Membership .....NAB
Owner, President.....Josephine Edwards
Station Mgr.....Jack Hampton
Prog. Dir.....Spencer Snow

KBCH—Oceanlake—1955
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Lincoln Electronics Inc.
Address .....Box 368
Tel.: DE 3891.....News Service: UP
Transcription Service .....World
Membership .....NAB
Representative ..... Art Moore
President.....Clayton S. Comer
General, Prom. Mgr.....William B. Comer
Comm. Mgr.....Walt Kerry
Chief Engineer.....Ralph Keyser

KSRV—Ontario—1946—KBS

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Inland Radio, Inc.
Address .....Box 540
Tel.: 212.....News Service: UP
Representative .....Grant, Art Moore
Trans. .....Standard, World
Membership .....NAB
General Manager.....Gordon L. Capps
Comm. Mgr.....John R. Humphreys

KGON—Oregon City—1947

Frequency: 1520 Kc.....Power: 10,000 Watts
Owned-Operated By.....Clackamas Bcstrs.
Business Address.....Box 5711
Tel.: OL 4-5475.....News Service: UP
Representative .....Weed
Trans. .....World, Standard
Membership .....NAB
Gen., Sta., Comm. Mgr.....Irwin S. Adams
Program Director.....Sonora B. Hoffman

KUBE—Pendleton

Frequency: 1050 Kc.....Power: 1 Kw., d.
Owned .....Umatilla Bcstg.
Address .....Box 301
Tel.: 5151.....News Service: AP
Representative.....W. S. Grant
Membership .....NAB
Owner.....John M. Carroll
Sta. Mgr.....R. E. Thomlinson
Comm. Mgr.....Tom Warner

KUMA—Pendleton—1955

Frequency: 1290 Kc.....Power: 5000 Watts
Owned.....Pendleton Broadcasting Co.
Address .....P. O. Box 278
Tel.: CR 6-1511.....News Service: UP
Membership .....NAB
Transcription ..... Standard
Representative .....Meeker, Art Moore
President.....C. O. Fisher
General Mgr.....Ted A. Smith
Commercial Mgr.....Robert Runnion
Program Dir.....Howard G. Rhoads
Chief Engineer.....J. H. Platz

KWRC—Pendleton—1941
ABN-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Radio Corp.
Address..c/o KODL Radio Station, The Dallas
Tel.: 1425.....News Service: UP
Representative .....Feltis, Cox, Ayres
President.....V. B. Kenworthy
Sta. Mgr.....Bob White
Prog. Director.....Bob Maszk
Chief Engineer.....Jim Bergman

KEX—Portland—1926

Frequency: 1190 Kc.....Power: 50,000 Watts
Owned-Oper. By....Westinghouse Bcstg. Co.
Address.....1230 SW Main St.
Tel.: CA 2-1881.....News Services: UP, INS
Membership .....RAB, NAB
Trans. .....Associated
Station Rep....Peters, Griffin, Woodward, Inc.
President.....D. H. McGannon
Gen., Sta. Mgr.....Herbert L. Bachman
Commercial Manager.....R. E. Rudolph
Sls. Prom. Manager.....Clark B. Kelsey, Jr.
Program Director.....Mel Bailey
Pub. Director.....David Strauss
Chief Engineer.....Jack Erwin

KGW—Portland—1922—ABN

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper.....Pioneer Bcstrs. Inc.
Bus.-Studio Address.....1139 S.W. 13th Ave.
Tel.: CA 3-6364.....News Service: UP
Representative .....John Blair
Membership .....NAB, RAB
President .....George Orput
Sta. Mgr.....John E. Eichhorn
Comm. Mgr.....Jackson Fleming
Program Director.....Bob Franklin
Prom., Publicity Dir.....Wm. R. Nutt
Chief Engineer.....Clare Hanawalt

KLIQ—Portland—KBS

Frequency: 1290 Kc.....Power: 1 Kw., d.
Owned .....KLIQ Radio
Address.....Oaks Amusement Park
Tel.: BE 4-8448.....News Service: INS
Representative .....Dore, O'Connell
Mgr.....John B. Waitkus

KOIN—Portland—1924—CBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned.....Mt. Hood Radio-TV Bcstag. Corp.
Business Address.....140 S.W. Columbia
Tel.: CA 8-3333.....News Services: AP, UP
Transcription Service.....World, Standard
Representative .....CBS Spot Sls.
Membership .....NAB, RAB
Gen. Mgr.....H. H. Buckendahl
Nat'l Adv. Mgr.....Robert R. Whitely

KPAM—Portland—1946

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Bcstrs. Oregon Ltd.
Address.....P. O. Box 1230

Tel.: CA 8-0106 ..... News Service: AP
Membership ..... NAB
Manager ..... S. M. Goard
Program Director ..... Jim McGuire

KPDQ—Portland—1947

Frequency: 800 Kc. .... Power: 1000 Watts d.
Owned-Operated By ..... John W. Davis
Bus.-Studio-Trans. Add. .. 4903 N.E. Sandy Blvd.
Tel.: AT 2-3232 ..... News Service: AP
Membership ..... RAB
President ..... Jack W. Davis
Comm. Mgr. ..... Jim Hartman
Program Director ..... Dan MacDonald
Chief Engineer ..... Al Charf

KPOJ—Portland—1923
MBS-DON LEE

Frequency: 1330 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... KPOJ, Inc.
Studio Address ..... Box 31
Tel.: CA 7-3484 ..... News Service: UP
Newspaper Affiliation ..... Oregon Journal
Representative ..... Avery-Knodel
Membership ..... NAB
President ..... Wm. W. Knight
General Manager ..... R. M. Brown
Commercial Manager ..... Robert C. La Bonte
Sls. Prom. Manager ..... Alan Hicks
Program Director ..... Tom Hoover
Chief Engineer ..... Herbert A. Davidson

KWJJ—Portland—1925

Frequency: 1080 Kc. ..... Power: 10,000 Watts
Owned-Oper. By ..... Rodney F. Johnson
Bus.-Studio Address ..... 931 S.W. King Ave.
Tel.: CA 8-4393 ..... News Service: INS
Representative ..... Forjoe
Pres., Gen. Manager ..... Rod F. Johnson
Comm. Mgr. ..... Ben T. Crosby
Prog. Dir. ..... Jerry Speerstra
Ch. Eng. ..... Les Windes

KXL—Portland—1926

Frequency: 750 Kc. ..... Power: 10,000 Watts
Owned-Oper. .. Mt. Ranier Radio & TV Bcstg. Co.
Business-Studio Address ..... Box 5886
Tel.: PR 4-3216 ..... News Service: UP
Rep. ..... Branham, McGavren-Quinn
Membership ..... RAB
Pres., Gen. Mgr. ..... Lester M. Smith
Sta. Mgr. ..... Wally Rossman
Program Director ..... Bob McCarl
Chief Engineer ..... Ed Mundt

KRCO—Prineville—1950

Frequency: 690 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Radio Central Oregon
Address ..... P. O. Box 188
Tel.: 6239 ..... News Service: UP
Membership ..... RAB, NAB
Trans. Serv. ..... Thesaurus
Representative ..... Best, Feltis
Pres., Co-Manager ..... Norbert A. Miksche
Comm. Mgr. ..... William Gould
Program Manager ..... Bob Angel
Chief. Engineer, Co-Mgr. ..... C. R. Matheny

KJUN—Redmond—1952
ABN

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Juniper Bcstrs., Inc.
Address ..... P. O. Box 1240
Tel.: 234 ..... News Service: AP
Representative ..... McGillvra
Pres., Gen., Comm. Mgr. ..... F. G. Lieser
Business Manager ..... Patricia Riggs
Chief Engineer ..... Gene Johnsick

KRNR—Roseburg—1935
CBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... James E. Doyle
Address ..... Box 997
Tel.: OR 3-5551 ..... News Service: AP
Representative ..... Art Moore, Meeker
Pres., Gen. Mgr. ..... James E. Doyle
Comm., Sales Prom. Mgr. ..... Doug Setterberg
Prog. Director ..... John Doyle
Chief Engineer ..... Milt Lindley

KRXL—Roseburg—1950
MBS-Don Lee

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Umpqua Bcstrs., Inc.
Address ..... P. O. Box 847
Tel.: OR 3-4464 ..... News Service: UP
Trans. Service ..... World
Membership ..... NAB
Representative ..... Cox, Feltis, Tracy Moore
President ..... Donn W. Radabaugh
Gen., Sta., Mgr. ..... Iris Rice Helliwell
Comm., Sales Prom. Mgr. ..... Del McKay
Pub. Director ..... Kay Anderson
Chief Engineer ..... Lon Hunt

KYES—Roseburg—1955

Owned-Oper. By ..... Douglas Bcstrs., Inc.
Frequency: 950 Kc. ..... Power: 1 Kw. d.
Address ..... P. O. Box 1138
Tel.: OR 3-6678 ..... News Service: AP
Representative ..... H. S. Jackson, Grant
Pres., Gen. Mgr., Chief Eng. ..... Leroy Hiatt
Commercial Mgr. ..... Warren C. Ward

KGAY—Salem—1950

Frequency: 1430 Kc. ..... Power: 5000 Watts d.
Owned-Oper. By ..... KGAY, Inc.
Address ..... Box 768
Tel.: EM 3-7121 ..... News Service: UP
Station Rep. ..... Holman, Grant, Feltis
Membership ..... RAB
President ..... W. Gordon Allen
Gen., Sta. Mgr. ..... Arne G. Peterson
Program Director ..... Ralston Smith
Comm. Manager ..... Larry Ross
Chief Engineer ..... Ken Vancil

KBZY—Salem—1957

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Salem Bcstg. Co.
Address Trans. Loca.....369 High Northeast
Tel.: EM 4-6748.....News Service: UP
Representative.....Meeker, Art Moore
Sta. Mgr.....Alvin D. Bauer
Comm. Mgr.....Don M. McCutcheon
Chief Engineer.....Charles Reinhart

KSLM—Salem—1934—MBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Oregon Radio, Inc.
Business Address.....P. O. Box 631
Tel.: EM 4-8433.....News Service: UP
Representative ..Everett, McKinney, Art Moore
Membership .....NAB
President, Gen. Mgr.....Glenn McCormick
Sta., Comm. Mgr.....Dave Hoss
Sales Prom. Mgr.....Bill Ross
Chief Engineer.....Clyde Carlton

KEED—Springfield—1954

Frequency: 1050 Kc.....Power: 1 Kw., d.
Owned .....KEED, Inc.
Address.....P. O. Box 696
News Service .....UP
Station Rep.....Radio-TV Rep.
Membership .....NAB
Pres., Gen. Mgr.....Glen M. Stadler
Mgr. .....Rod Louden
Sls. Prom. Mgr.....Helene N. Stadler
Program Director.....Walter A. Stadler
Publicity Director.....James Bunch
Chief Engineer.....James Huntington

KTIL—Tillamook—1947

Frequency: 1590 Kc.....Power: 250 Watts
Owned-Oper. By....Tillamook Bcstg. Co., Inc.
Business Address.....Box 1590
Tel.: VI 2-4422.....News Service: UP
Rep.....Continental, W. A. Ayres, Art Moore
President.....F. H. Guyton
Gen. Mgr.....Jack Webb
Sales Mgr.....Creighton Sanders

To Broadcasters

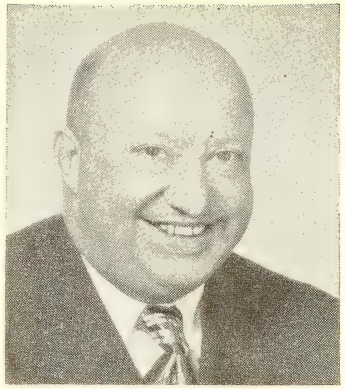
AP

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Added Profits

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New York 20, N. Y.

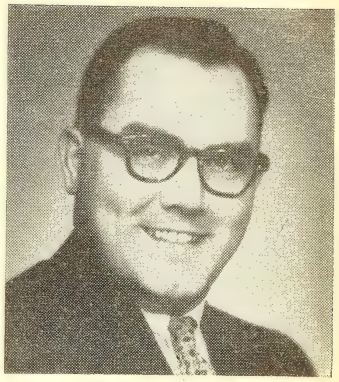


"VIC"

We Welcome You WTAL . . . . Tallahassee, Fla.

and your General Manager Eugene P. Corrigan, Jr.

It's a great group, Gene, and we are more than pleased to have you on the team. You'll find the people of each station ready, willing and capable in their respective positions to lend their time and talents to the progress of the group as a unit. I know you and your staff are going to be an asset to us. So, I say again . . . Welcome W T A L, Tallahassee.



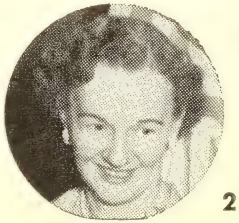
"GENE"

580

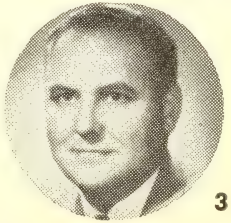
Meet Your Co-workers and Partners in Progress!



1



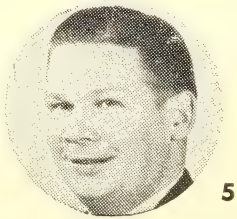
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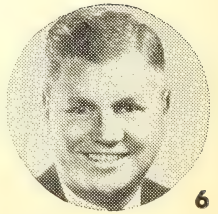
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6

1. HARRY L. MAGEE, Owner-Operator WHLM
2. KITTY KAHLER, Group Administrative Assistant, Headquarters, WAZL
3. CHARLES HELWIG, President WHOL
4. JIM CHAMBERS, Manager WHOL
5. BOB WILLIAMS, Manager WHLM
6. ART DETERS, Manager WIDE

The "VIC" DIEHM RADIO GROUP

WHOL Allentown, Pa. Independent · **WAZL** Hazleton, Pa. NBC-MBS · **WHLM** Bloomsburg, Pa. Independent · **WIDE** Biddeford-Saco, Me. MBS-Yankee · **WTAL** Tallahassee, Fla. Independent

Pennsylvania

Pop. March 1 (Est.)—11,360,000; Families—3,682,000; Lic. Stations—140, Sta. CP's—7; Radio Homes—3,602,000; TV Homes—3,148,000

WAEB—Allentown—1949

Freq: 790 Kc.....Power: 500 W. d., 1 Kw. n.
Owned-Oper. By: .....WAEB, Inc.
Address.....7th & Hamilton Sts.
Tel.: HE 4-9364.....News Service: UP
Representative .....Adam Young
President.....William F. Rust, Jr.
Gen. Mgr.....Ralph Gottlieb
Sta. Manager.....S. Robert Ackley
Comm. Manager.....J. Riepensell
Prog. Dir.....Steve Wade
Chief Engineer.....William Gottshall

WHOL—Allentown—1948

Frequency: 1600 Kc.....Power: 500 Watts
Owned.....Allentown Bcstg. Corp.
Address.....Colorado & Poplar Sts.
Tel.: HE 4-4801.....News Service: AP
Representative ..... Raymer
President.....Charles G. Helwig
Gen., Sta., Comm. Mgr.....James F. Chambers
Sales Prom. Mgr., Pub. Dir.....Jay Bechtel
Program Dir.....Willard Camperson
Chief Engineer.....Gerald B. Werst

WKAP—Allentown—1947

Frequency: 1320 Kc.....Power: 1000 Watts
Operated By.....WKAP, Inc.
Bus.-Studio Address.....P. O. Box 689
Tel.: HE 3-3166.....News Service: AP
Representative .....Weed
President.....N. J. Rahall
Sta., Gen. Mgr. .....O. R. Davies
Prog. Dir.....Alan D. Raber
Sales Prom. Manager.....Jerry Duckett
Chief Eng.....C. Frank Cordaro

WSAN—Allentown—1923 CBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....Lehigh Valley Bcstg. Co.
Tel.: HE 4-9511.....News Service: AP
Bus.-Studio Address.....39-41 N. Tenth St.
Trans. .....World
Representative ..... H-R
Membership .....NAB, RAB
Exec. Director.....Olivia P. Barnes
Comm. Mgr.....Charles R. Petrie
Program Director.....George Y. Snyder

WFBG—Altoona—1924—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Triangle Pubs.
Address.....1320 11th Ave.
Tel.: WI 4-2031.....News Service: AP
News. Affil.....Phila. Inquirer
Rep.....Triangle Pub.
Membership .....NAB
General Manager.....Frank Palmer
Station Manager.....Jack Snyder
Program Director.....George Carroll
Chief Engineer.....K. R. Brubaker

WRTA—Altoona—1947—ABN

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Altoona Trans-Audio Corporation
Address .....Hotel Penn Alto
Tel.: WI 3-6112.....News Service: AP
Transcription ..... Thesaurus
Representative .....Everett-McKinney, Inc.
Membership .....NAB
President.....Martin F. Malarkey, Jr.
General Manager.....Lou H. Murray
Program Director.....Rod Wolf
Publiicty Director.....Thelma Albright
Chief Engineer.....Al Merritts

WVAM—Altoona—1948—CBS

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....General Bcstg. Corp.
Address.....2727 W. Albert Dr.
Tel.: WI 4-8127.....News Service: UP
Membership .....NAB
Transcription Service .....Standard
Representative .....Weed & Co.
Gen. Mgr., Prog., Pub. Dir.....Will Ketner
Comm., Prom. Mgr.....Will Union
Chief Eng.....George Hayes

WAVL—Apollo—1947

Frequency: 910 Kc.....Power: 1000 Watts, d.
Owned-Oper. By.....Tri-Borough Bcstg. Co.

from New England to Florida . . .

MORE BUYERS ARE SWINGING TO THE RAHALL STATIONS

•

WFEA . . . Manchester, N. H.
WKAP . . . Allentown, Pa.
WNAR . . . Norristown, Pa.
WWNR . . . Beckley, W. Va.
WTSP . . . St. Petersburg, Fla.

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WEED & CO.

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RAHALL GROUP
Joe Rahall, *President*
"Oggie" Davies, *Gen. Manager*

Address ..... Box 177
Tel.: GR 2-3921 ..... News Service: INS
Transcription Service ..... SESAC
Gen., Comm. Manager ..... Cecil F. Clifton
Business Manager ..... A. J. West
Ch. Eng. ..... H. Edgar Smith

WNCC—Barnsboro—1950
KBS

Frequency: 950 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... No. Cambria Bcstrs.
Address ..... Box 277
Tel.: 1010 ..... News Service: UP
Transcription Service ..... Thesaurus
News Service ..... UP
Membership ..... RAB
Sta. Mgr. ..... William R. Rathall

WBVP—Beaver Falls—1948

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... WBVP, Inc.
Business-Studio Address .... 1216 Seventh Ave.
Tel.: BF 4100 ..... News Services: UP, AP
Transcription Service .... Standard, Thesaurus
Membership ..... NAB
Pres., Gen. Mgr. ..... Frank R. Smith
Sta., Comm. Mgr. ..... Thomas B. Price
Program Director ..... Charles H. Wilson
Sls. Prom., Pub. Dir. ..... E. A. Sekeres
Chief Engineer ..... Andy Sivak

WBFD—Bedford—1955—KBS

Frequency: 1310 Kc. ..... Power: 1 Kw. d.
Owned-Oper. By .... The Inquirer Printing Co.
Address ..... 130 S. Juliana St.
Tel.: BE 863 ..... News Service: UP
President ..... John Biddle
General Manager ..... Hugo K. Frear
Station Manager ..... Robert S. Harrison, Jr.

WBRX—Berwick—1957
KBS

Frequency: 1280 Kc. ..... Power: 500 W., d.
Owned ..... Columbia County Bcstrs., Inc.
Address ..... Jackson Bldg.
Tel.: 4546 ..... News Service: UP
Membership ..... NAB
Pres., Gen. Mgr. ..... John S. Booth
Sta. Mgr. ..... Robert Howard
Comm. Mgr. ..... Morris Doty

WGPA—Bethlehem—1946

Frequency: 1100 Kc. ..... Power: 250 Watts d.
Owned-Oper. By .. Bethlehems' Globe Pub. Co.
Bus.-Studio Address ..... 426 Brodhead Ave.
Tel.: UN 6-8074 ..... News Service: UP
Newspaper Affil. ..... Bethelem Globe Times
Transcription Service ..... Thesaurus
Membership ..... NAB
President ..... Rolland L. Adams
General Manager ..... Ellis Service
Station Manager ..... Arthur C. McCracken
Comm., Sales Prom. Mgr. ..... Frank Collie
Prog. Dir. ..... Robert Wolken
Chief Engineer ..... L. Edwin Rybak

WCNR—Bloomsburg—1946

Frequency: 930 Kc. ..... Power: 1000 Watts d.
Owned ... The Columbia Montour Bcstg. Corp.
Bus.-Studio Address ..... 38 W. Main St.
Tel.: ST 4-1200 ..... News Service: AP
Transcription Service ..... Thesaurus
Membership ..... NAB
Gen., Comm. Manager ..... Ed Darlington
Program Director ..... James Lehman
Chief Engineer ..... Robert Fulton

WHLM—Bloomsburg—1948
KBS

Frequency: 550 Kc. ..... Power: 500 Watts
Owned ..... Bloom Radio
Address: ..... Square Bldg.
Tel.: ST 4-5500 ..... News Services: AP, UP
Transcription Service ..... World
Representative ..... Raymer
Membership ..... NAB, RAB
President ..... Harry L. Magee
Gen., Sta. Mgr. ..... Robert R. Williams
Commercial Mgr. ..... Pat Campbell
Sales Prom. Mgr. ..... Ray Calabrese
Program Dir. ..... Dale Fulmer
Chief Engineer ..... Anthony Hogg

WLOA—Braddock—1947
KBS

Frequency: 1550 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Matta Bcstg. Co.
Business-Studio Address ... 1233 Braddock Ave.
Tel.: EL 1-1100 ..... News Service: UP
Pres., Gen., Sta. Mgr. ..... William G. Matta
Commercial Manager ..... George Matta
Sls. Prom. Mgr. ..... William W. Martin
Publicity Director ..... Tom Powers
Chief Engineer ..... Elmer L. Heess

WESB—Bradford—1947
MBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By. ..... WESB
Business Address ..... 43 Main St.
Tel.: 2-4545 ..... News Service: AP
Representative ..... Burn-Smith
Membership ..... NAB
Gen., Sls. Prom. Mgr. ..... J. M. Cleary
Comm. Mgr., Pub. Dir. .. Frederick P. Tascone
Prog. Dir., Chief Eng. ..... William Winn

WBUT—Butler—1947

Frequency: 1050 Kc. ..... Power: 250 W., d.
Owned-Operated By ..... Beacon Bcstg.
Address ..... Box 1048
Tel.: 75-778 ..... News Service: AP
Station Representative ..... Gill-Perna, Inc.
Trans. ..... Lang-Worth
Pres. ..... J. Patrick Beacom
Sta. Mgr. ..... Rick Hanna
Gen., Comm. Mgr. ..... Harry Critchlow
Prog. Director ..... Dick Kutan

WISR—Butler—1941—KBS

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Oper. By ..The Butler Bcstg. Co., Inc.
Business-Studio Address.....357 N. Main St.
Tel.: 7-4701.....News Service: UP
President.....Joel W. Rosenblum
General Manager.....Robert Kaufman
Comm. Manager.....J. Victor O'Brien
Sales Prom. Mgr.....Jerry Coleman
Pub. Dir.....Mrs. Delores Long
Program Director.....Warren Ihlenfeld
Chief Engineer.....Paul Rex

WCNG—Canonsburg—1957

Freq.: 540 Kc.....Power: 250 W. d.
Owned.....Douglas & Assoc., Inc.
Address.....Box 480
Tel.: SH 5-5400.....News Service: UP
Trans. .....World
Pres., Gen. Mgr.....W. W. McCoy
Comm. Mgr.....Henry P. Schueler
Prog. Dir.....Maurice Hesslegrave
Chief Engineer.....Floyd S. Bert

WCDL—Carbondale—1950 KBS

Frequency: 1440 Kc.....Power: 5 Kw., d.
Owned-Oper. By Carbondale Bdcstg., Co., Inc.
Address.....127 Salem Rd.
Tel.: 1230.....News Service: UP
Representative .....Donald Cooke, Inc.
Membership .....NAB
President ....William H. Ware
Gen., Sta. Manager.....A. P. Perry
Comm., Sls. Prom Mgr.....P. J. Oles
Pub. Dir.....Robert Meredith
Prog. Dir.....Joe Martin
Chief Engineer.....William Yakely

WHYL—Carlisle—1952—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper.....R. F. Lewis, Jr.
Business Address.....Box 345
Tel.: 1785.....News Service: UP
President.....Marion P. Lewis
Gen., Sta. Mgr.....James B. Holder
Prog. Dir.....C. H. Morse

WCBG—Chambersburg—1956

Frequency: 1590 Kc.....Power: 5 Kw., d.
Owned.....James R. Reese, Jr.
Address .....Lincolnway West
Tel.: CO 4-4515.....News Service: UP
Representative .....Stars National
Gen. Mgr.....Buddy E. Starcher
Sales Mgr.....Bud Messner

WCHA—Chambersburg—1946

Frequency: 880 Kc.....Power: 1000 Watts
Owned.....Chambersburg Bcstg. Co.
Address .....Craft Press Bldg.
Tel.: CO 4-7121.....News Service: AP
Transcription Service .....Standard
Representative .....Forjoe
President .....C. M. Cassel
Gen. Mgr.....John S. Booth
Sta., Comm. Mgr.....Earl P. Strine
Sls. Prom. Mgr.....Harry Criswell
Program Director.....Earl Strine
Publicity Director.....David Myers
Chief Engineer.....James McCurdy

WESA—Charleroi—1947 KBS

Frequency: 940 Kc.....Power: 250 Watts d.
Owned-Oper. By..Monongahela Valley Bcstg.
Address .....Box 584
Tel.: HU 3-6551.....News Service: AP
Representative .....Clark
Transcription Service .....Thesaurus
Membership ..... RAB
President.....Dr. A. S. Sickman
Gen. Mgr.....C. R. Duvall
Program Dir.....George Gailey

WDRF—Chester—1954

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Eastern Bcstg. Co., Inc.
Business Address.....3500 Edgmont Ave.
Tel.: CH 4-4321.....News Service: UP
Trans. ..... Thesaurus
President .....L. Kapelski
General Manager.....Cy Swingle
Comm., Prom. Mgr.....John Talley
Prog., Pub. Dir.....Del Parks
Chief Engineer.....Harry Simmington

WVCH—Chester—1947

Frequency: 740 Kc.....Power: 1 Kw.
Owned-Operated By.....James M. Tisdale
Bus.-Studio Address...Wolf Bldg., Market Sq.
Tel.: CH 2-8861.....News Service: UP
Station Rep. .....Webb
Membership .....NAB
General Manager.....James M. Tisdale
Station Mgr.....Robert A. Hibbert, Jr.
Comm. Manager.....Martin Peltzman

WCPA—Clearfield—1947

Frequency: 900 Kc. ...Power: 1000 Watts d
Owned-Oper. By ....Clearfield Bdcsters, Inc
Address .....215 Church St.
Tel.: CL 5-5541.....News Service: UP
Transcription Service.....Lang-Worth
Membership .....NAB
President.....W. K. Ulerich
General Manager.....W. J. Thomas
Sta. Mgr.....Joseph Milsop
Program Director.....Margaret Nemeth
Chief Engineer.. .....Lewellyn Duck

WCOJ—Coatesville—1949

Frequency: 1420 Kc.....Power: 5 Kw.
Owned-Oper. By.....Chester Co. Bcstg. Co.
Address.....809 Lincoln H'way
Tel.: 2100.....News Service: UP
Transcription Service.....Standard
Membership .....NAB
President, Chief Eng.....Louis N. Seltzer

General Manager.....William S. Halpern
Comm., Prom. Mgr.....Donald Kimes

WCOY—Columbia—1957

Frequency: 1580 Kc.....Power: 500 W., d.
Owned .....Radio Columbia
Address.....343 Poplar St.
Tel.: MU 4-2591.....News Service: AP
Representative .....Burn-Smith
Trans. .....Thesaurus
Gen. Mgr.....M. Leonard Savage
Comm. Mgr.....John P. Weis

WCVI—Connellsville—1947 KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Connellsville Bcstrs., Inc.
Business-Studio Address.....WCVI Bldg.
Tel.: MA 8-4600.....News Service: UP
Transcription Service .....Thesaurus
President.....Dr. C. T. Troilo
General Mgr.....Charles H. Underwood
Comm. Dir.....Charles T. Snowden
Prog. Director.....Esther Blasey
Chief Engineer.....Robert Ray

WOTR—Corry—1955—KBS

Frequency: 1370 Kc. .....Power: 500 Watts
Address.....Corry Savings & Loan Bldg
Tel.: AT 1-1365.....News Service: AP
Transcription .....Standard
President.....Olivia T. Rennekamp
General Manager.....Kenneth E. Rennekamp
Sta., Comm. Mgr.....John Wellenhoffer
Sales Promotion.....Guy R. Davis
Program Director.....Howard Bycroft
Publicity Director.....Guy R. Davis
Chief Engineer.....David E. Hubertz

WFRM—Coudersport—1953

Frequency: 600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Farm & Home Bcstg. Co.
Address.....9 N. Main St.
Tel.: 611.....News Service: AP
Trans. .....World
Membership .....NAB
President.....C. H. Simpson
General Manager.....John A. Fay
Sta. Mgr., Prog. Dir.....R. F. Bennett
Sales Manager.....George Kuratomi
Publicity Dir.....Ed Easton
Chief Engineer.....Kenyon Reed

WBUX—Doylestown—1948

Frequency: 1570 Kc.....Power: 1 Kw.
Owned .....WBUX Broadcasting Co.
Address.....30 E. Oakland St.
Tel.: FI 8-3583.....News Service: AP
Transcription .....World
President .....George Steiner
General Mgr.....James Stolcz
Sta. Mgr.....George Pleasants
Prog. Dir.....Jim Ort
Chief Engineer.....Dick Wright

WCED—Dubois—1939—CBS

Freq.: 1420 Kc.....Power: 5 Kw. d., 500 W. n.
Dwned.....Tri County Broadcasting Co., Inc.
Address.....80 N. Park Place
News Service .....UP
Representative .....McGillvra
President .....Harold T. Gray
General Mgr.....Jason S. Gray
Sta., Comm. Mgr.....George Williams
Sales Prom. Mgr., Prog. Dir.....Ken Johnston
Publicity Dir.....Dean Close
Chief Engineer.....George Donahue

WEEX—Easton—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned..... Easton Publishing Co.
Address .....Easton
Tel.: 6155.....News Service: AP
Newspaper Affiliation .....Express
Transcription .....Thesaurus
Representative ..... Headley-Reed
President.....J. L. Stackhouse
General Mgr.....Charles R. Thon
Chief Engineer.....Robert Francett

WEST—Easton—1936—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Associated Bcstrs., Inc.
Bus.-Studio Address.....516 Northampton St.
Tel.: 6132.....News Service: UP
Representative .....Meeker Co.
Membership .....NAB
Station Exec.....Clair R. McCollough
Station Manager.....Theodore W. Pierce
Gen. Sales Manager.....J. Robert Gulick
Nat'l Sls. Mgr.....Thomas R. Nonan

WEMR—Emporium—1954

Frequency: 1340 Kc.....Power: 100 Watts
Owned.....Kenneth E. Rennekamp
Address.....225 E. Fourth St.
News Service .....AP
Trans. .....Standard
Gen. Mgr.....Kenneth E. Rennekamp
Prog. Dir.....Oliva T. Rennekamp

WGSA—Ephrata—1955

Frequency: 1310 Kc.....Power: 1000 Watts
Owned.....Garden Spot Broadcaster, Inc.
Address .....P. O. Box 419
Tel.: RE 3-2226.....News Service: UP
Representative .....Broadcast Time Sales
President .....Lester Grenewalt
Sta. Mgr., Ch. Eng.....Samuel Youse
Prog. Dir.....Edward Loder
Comm. Mgr.....Frank Short

WERC—Erie—1941—ABN

Frequency: 1260 Kc.....Power: 5 Kw.
Owned By.....WERC Bcstg. Co.
Address.....121 West 10th St.
Tel.: 4-6367.....News Service: UP
Station Representative..... Weed
President.....Joseph L. Brechner
Gen. Mgr.....Gene Conrad
Prog. Dir.....John Luther

Pub. Dir.....Jim Dewart
Chief Eng.....Ken Hestor

WIKK—Erie—1949—NBC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Community Service Bcstg.
Bus. Studio Address.....3514 State St.
Tel.: 2-3248.....News Service: AP
Representative .....Petry
Trans. .....Lang-Worth
President .....Edward Lamb
Gen., Sta. Manager.....Ben McLaughlin
Sls. Prom. Mgr.....James Spence
Program Director.....Joseph Laconi
Commercial Manager.....Robert Lunquist

WJET—Erie—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Jet Broadcasting Co., Inc.
Address .....18th & Ash Streets
Tel.: 2-6741.....News Service: AP
Transcription Service .....Standard
Representative .....Forjoe
Membership .....NAB
President, Gen. Mgr.....Myron Jones
Comm. Mgr.....Peter Coticchia
Sales Prom. Mgr.....Ronald Thomas
Chief Engineer.....Richard Zahnhizer

WLEU—Erie—1935

Frequency: 1450 Kc.....Power: 250 Watts
Owned .....Leu Bcstg.
Address.....212 Commerce Bldg.
Tel.: 22-129.....News Service: AP
Station Rep.....Radio TV Reps
Pres., Mgr.....J. Patt Wardlaw
Gen. Mgr.....Gene Kline
Commercial Mgr.....James D. Brownyard

WFAR—Farrell—1953—KBS

Frequency: 1470 Kc....Power: 1000 Watts, d.
Owned-Oper. By.....Sanford A. Schafitz
Address .....P. O. Box 150
Tel.: DI 6-4171.....News Service: AP
President, Gen. Mgr.....Sanford A. Schafitz

WFRA—Franklin—1957

Frequency: 1430 Kc.....Power: 500 Watts, d.
Owned.....N.W. Penna. Bcstg. Co.
Address.....Oil City Franklin Rd.
Tel.: ID 2-2188.....News Service: UP
Membership .....NAB
Pres., Sta. Mgr.....Robert H. Sauber

WGET—Gettysburg—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Times & News Pub. Co.
Address ..... Gettysburg
Tel.: GE 850.....News Service: AP
Newspaper Affil.....Times & News Pub. Co.
Transcription Service.....World, Thesaurus
Membership .....NAB
Gen. Mgr.....P. H. Cunningham
Comm. Mgr.....Marc Starkins
Program Director .....Lester M. Blair

WHJB—Greensburg—1934

Frequency: 620 Kc.....Power: 1 Kw. d., 500 n.
Owned .....WHJB, Inc.
Business-Studio Address...128 N. Penn Ave.
Tel.: 3740.....News Service: UP
Membership .....NAB
President.....H. Kenneth Brennen
Gen., Sta., Comm. Mgr.....H. J. Brennan
Prog. Mgr.....Glenn Grayson
Chief Engineer.....L. L. Allen

WHVR—Hanover—1949

Freq.: 1280 Kc...Power: 5 Kw. d., 500 Watts n.
Owned-Operated By.....Radio Hanover, Inc.
Address .....Box 268
Tel.: ME 7-3831.....News Service: UP
Transcription Service .....Standard
Membership .....NAB, RAB
Pres., Sta., Comm. Mgr.....John D. Bare
Program Director.....Daniel E. Rutledge
Chief Engineer.....Philip Rohrbaugh

WCMB—Harrisburg—1948
MBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By.....Rossmoyne Corp.
Business-Studio Address.....228 Court St.
Tel.: CE 4-3005.....News Services: AP, INS
Representative .....Gill-Perna
General Manager.....Ed K. Smith
Comm. Manager.....Henry Traugh
Program Director.....Ed. Gonzales
Chief Engineer.....J. Howard Bair

WHGB—Harrisburg—1945
ABN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Kendrick Bcstg. Co., Inc.
Bus.-Studio-Trans. Address.....112 Market St.
Tel.: CE 4-4988.....News Service: AP
News. Affil.....Triangle Pub.
Membership .....NAB
Pres., Gen. Mgr.....H. Kendrick
Program Director.....Jack Hooper
Comm. Mgr.....Ralph Hartman
Chief Engineer.....William Kuntz

WHP—Harrisburg—1924

Frequency: 580 Kc.....Power: 5 Kw.
Owned .....WHP, Inc.
Address.....216 Locust St.
Tel.: CE 4-3211.....News Services: AP, UP
Trans. .....World
Representative .....Bolling
Membership .....NAB
Sta. Prog. Mgr.....Richard A. Redmond
Comm., Bus. Mgr.....Mrs. A. K. Redmond
Pub., Prom. Dir.....George Gottschalk, Jr.
Chief Engineer.....E. Dan Leibensperger

WKBO—Harrisburg—1922
NBC

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Oper. By.....Keystone Bcstg. Corp.
Bus.-Studio Address.....31 N. Second St.
Tel.: CE 4-0191.....News Service: AP
Representative .....Robert Meeker
Membership .....NAB
Station Executive.....Clair R. McCollough
Gen. Sales Mgr.....J. Robert Gulick
Nat'l Sls. Mgr.....Thomas R. Nunan, Jr.
Promotion Dir.....Paul I. Woodland
Technical Director.....J. E. Mathiot

WAZL—Hazleton—1932
NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hazleton Bcstg. Co.
Address.....Hazleton Natl. Bank Bldg.
Tel.: GL 4-3531.....News Service: AP
Transcription Service .....World
Representative .....Raymer
Membership .....NAB, RAB
Pres., Gen., Mgr.....Victor C. Diehm
Comm. Mgr.....Robert A. Sacco
Nat. Sales Mgr.....Thomas A. Tito
Pub. Director.....Don Murray
Pub. Rel. Director.....Paul Cerula
Chief Engineer.....Elwood Tito

WAMO—Homestead-Pittsburgh—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....Dynamic Bcstg.
Bus.-Studio Address.....105 E. 7th Ave.
Tel.: HO 2-6000.....News Service: UP
Representative .....Forjoe
President, Gen. Mgr.....Leonard Walk
Chief Engineer.....James Herbert

WHUN—Huntingdon—1946
KBS

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By..Joseph F. Biddle Publ. Co.
Bus.-Studio Address.....400 Washington St.
Tel.: MI 3-3340.....News Service: UP
Trans. Ser. .....SESAC
President.....John H. Biddle
General Manager.....William E. Germann

WDAD—Indiana—1945
CBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WDAD Inc.
Address ..... 632 Philadelphia St.
Tel.: 5-5511.....News Service: UP
Newspaper Affil.....The Progress
President.....W. K. Ulerich
Station Manager.....Jonas Termin
Program Director.....C. C. Porter
Chief Engineer.....Dyle Martin

WARD—Johnstown—1946
CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Bcstg. Co., Inc.
Address .....235 Franklin St.
Tel.: 8-1216.....News Service: UP
Transcription Service .....World
Membership .....NAB
Representative .....Weed
V.P., Gen. Manager.....G. D. Gartland
Station Manager.....Steward W. Phillips

WCRO—Johnstown—1947
MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Century Bcstg. Corp.
Bus.-Studio Address.....Fort Stanwix Hotel
Tel.: 9-1187.....News Services: INS, UP
Representative .....Forjoe
President.....John J. Keel
General Manager.....John Pallottini
Chief Engineer.....John Kersheskey

WJAC—Johnstown—1925
NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WJAC, Inc.
Bus.-Studio Address.....329 Main St.
Tel.: 5-1262.....News Service: AP
Newspaper Affil. .....Tribune-Democrat
Representative .....Young
Membership .....NAB
President.....W. W. Krebs
Station Mgr.....Park Claycomb
Prog. Dir.....Ronald J. Stephenson
Chief Engineer.....Theodore E. Campbell

WADP—Kane—1954—KBS

Frequency: 960 Kc.....Power: 500 Watts, d.
Owned .....Northern Allegheny Bcstg. Co.
Address .....Penn-Kane Hotel
Tel.: 1520.....News Service: AP
Transcription .....Thesaurus
President, Gen. Mgr.....David Potter
Sta., Comm. Mgr.....Richard E. Feit
Prog. Director.....Carol Jean Haulik
Chief Engineer.....John Nordine

WACB—Kittanning—1948
KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned.....Armstrong County Bcstg. Corp
Bus.-Studio Address.....325 Market St.
Tel.: 43-1381.....News Service: AP
Representative .....Rambeau
Transcription Service .....Thesaurus
President .....S. W. Pruett
V.P., Gen. Mgr.....Charles M. Erhard, Jr.
Sta. Mgr., Prog. Director.....H. H. Stoops
Pub. Director.....William C. Frederick
Chief Engineer.....Eugene Mick

WGAL—Lancaster—1922
NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WGAL, Inc.
Business-Studio Address.....24 S. Queen St.

Tel.: EX 7-0333.....News Service: AP
Membership .....NAB
Representative .....Robert Meeker
President, Gen. Mgr.....Clair R. McCollough
Gen. Sls. Mgr.....J. Robert Gulick
Nat'l Sls. Mgr.....Thomas R. Nunan, Jr.
Station Mgr.....Kenneth Kreider
Program Dir.....Brian Kintzer
Promotion Dir.....Paul I. Woodland
Technical Director.....J. E. Mathiot

WLAN—Lancaster—1946
ABN-MBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Peoples Bcstg. Co.
Bus.-Studio Address.....252 N. Queen St.
Tel.: EX 4-7261.....News Service: AP
Transcription Service .....Capitol
Representative .....Headley-Reed
Membership .....NAB
President.....Frank H. Altdoerffer
Gen. Mgr.....S. M. Altdoerffer
Commercial Mgr.....Stanley Baker
Prog. Dir.....Dick Sherbahn
Chief Engineer.....Ramon Sherman

WLSH—Lansford—1952

Frequency: 1410 Kc....Power: 1000 Watts d.
Owned-Oper. By...Miners Bcstg. Service, Inc.
Address.....P. O. Box D
Tel.: 1440.....News Service: UP
Transcription .....Thesaurus
Membership .....NAB, RAB
President.....Joseph L. Maguire
Gen. Manager.....John W. Angst

WAKU—Latrobe—1951—KBS

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WAKU, Inc.
Address.....200 Depot St.
Tel.: KE 7-7744.....News Service: AP
Transcription Service .....Thesaurus
President.....Harry P. Reed
Gen. Mgr., Prog. Dir.....W. J. Thomas
Comm. Mgr.....Robert Johnson
Chief Engineer.....Manuel Alverez

WTRA—Latrobe—1956

Frequency: 1480 Kc.....Power: 500 W., d.
Owned .....Latrobe Bcstrs.
Address.....202 Main St.
Tel.: KE 7-3338.....News Service: INS
Representative .....McGillvra
Trans. .....Standard
Act. Gen. Mgr.....William Dymond

WLBR—Lebanon—1946

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address.....Box 222
Tel.: 2-7651.....News Service: UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NAB
President.....H. Raymond Stadiem
Managing Director.....Lester P. Etter
Comm. Manager.....Philip J. Reilly
Program Director.....H. P. Van Voorhis
Chief Engineer.....William Zehring

WITT—Lewisburg—1957

Frequency: 1010 Kc.....Power: 250 Watts, d.
Owned.....Wireline Radio, Inc.
Address.....34 South 8th St.
Tel.: JA 3-1222.....News Service: UP
Trans. .....Thesaurus
Gen. Mgr.....William R. DeWire
Sta. Mgr.....Peter E. Farrell

WBCB—Levittown-Fairless Hills—1957

Frequency: 1490 Kc.....Power: 250 W.
Owned.....O'Keefe Bcstg. Co.
Address.....200 Magnolia Rd.
Tel. .....WI 9-0900
Pres., Gen. Mgr.....Jack J. Dash
Sec., Tech. Dir.....William F. Waterbury
Prog. Dir.....Tony Bourg

WKVA—Lewistown—1949

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By....Central Pa. Bcstg. Co.
Address.....19 S. Wayne St.
Tel.: 8-6771.....News Service: UP
Representative .....Gill-Perna
Pres., Sta., Gen. Mgr.....Robert L. Wilson
Comm. Manager.....G. T. Hepburn
Sales Prom. Manager.....William Musser
Program Director.....Bob Hyle
Publicity Dir.....Arch Baker
Chief Engineer.....Robert Steltzer

WMRF—Lewistown—1941
NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Lewistown Bcstg. Co.
Business-Studio Address.....5 W. Market St.
Tel.: 8-6757.....News Service: AP
Representative .....Burn-Smith
President.....J. S. Woods
General Mgr.....T. W. Metzger
Commercial Manager.....Frank Troiani
Program Dir.....Miss Thekla Leeper
Publicity Director.....Dale Smith
Chief Engineer.....Kenneth Callahan

WBPZ—Lock Haven—1946
MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Lock Haven Bcstg. Corp.
Bus.-Studio Address.....132½ E. Main St.
News Service .....AP, UP
Trans. Service.....World, Lang-Worth
Representative .....Devney
Membership .....NAB, RAB
Gen., Comm. Manager.....Harris Lipez

WEDO—McKeesport—1945

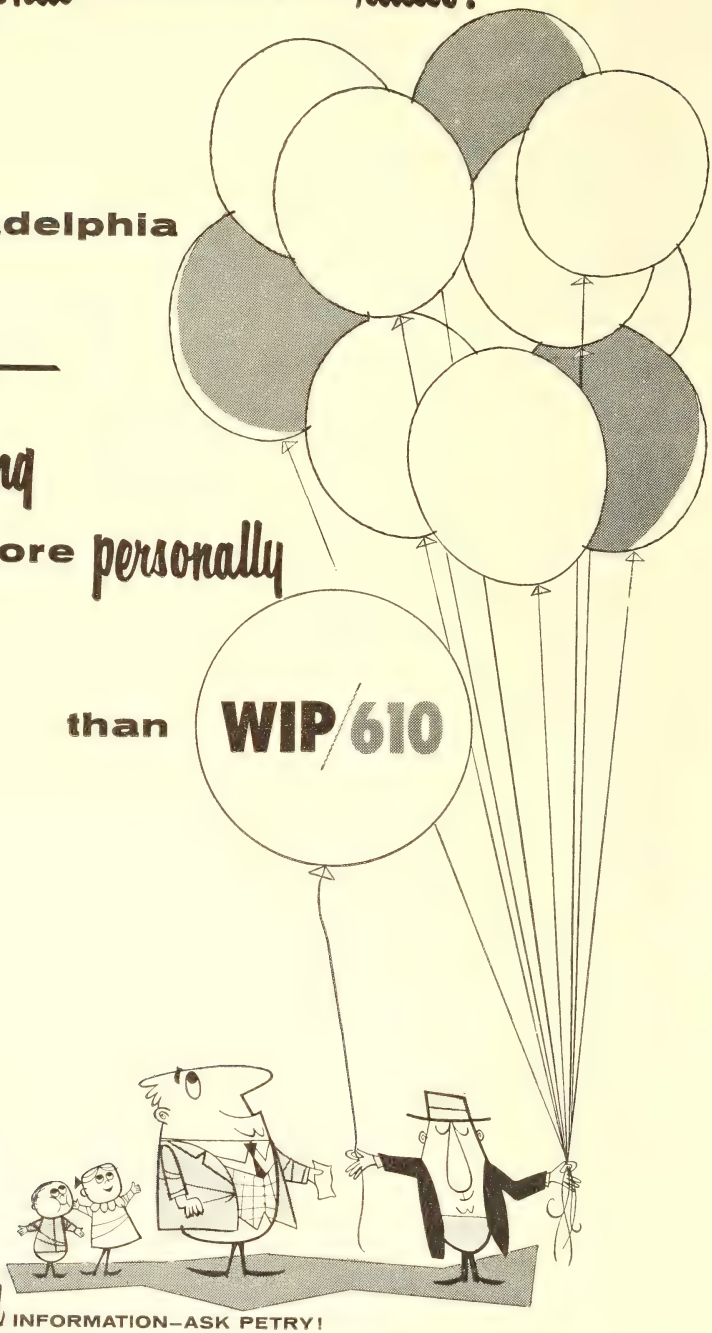
Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.

all selling is *personal*.
the *personal* medium is *radio*!

In Philadelphia

Nothing—
but nothing
sells more *personally*

than **WIP/610**



FOR *personal* INFORMATION—ASK PETRY!

Business-Studio Address.....547 5th Ave.
Tel. .....NO 4-5191
Membership .....NAB, RAB
Pres., Gen. Mgr.....Edward J. Hirshberg
Sta. Mgr.....Robert E. Badger
Prog. Director.....William Dowling
Comm., Mgr.....Earl Buncher
Publicity Director.....Ruth Young
Chief Engineer.....Wilkes E. Hurley

WMCK—McKeesport—1947

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Mon-Yough Bcstg. Co.
Business-Studio Address.....516 Market St.
Tel.: OR 8-8888.....News Service: UP
Transcription Service .....Standard
Representative .....Cooke
Membership .....NAB
President.....Robert M. Cox
Gen. Mgr.....Sam Vidnovic
Sales Mgr.....Carl Y. Coriell
Program Director.....Pat Haley
Chief Engineer.....Charles White

WMGW—Meadville—1947
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Regional Bcstrs.
Address .....1st National Bank Bldg.
Tel.: ME 6-1111.....News Service: AP
Membership .....RAB
Comm. Mgr.....James F. McDonald, Jr.
Sta. Mgr., Prog. Dir.....James Strickler
Chief Engineer.....Eugene Phillips

WJUN—Mifflintown—1955

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Juanita Perry Bcstg. Co.
Address .....Box 97
Tel.: 295.....News Service: AP
Representative .....Burn-Smith
President.....J. S. Woods
General Manager.....Thomas W. Metzger
Comm Mgr.....Tim Palm
Chief Engineer.....Kenneth Callahan

WMLP—Milton—1955

Frequency: 1570 Kc.....Power: 1 Kw., d.
Owned .....WMLP, Inc.
Address ..... YMCA Bldg.
Tel.: MI 1594.....News Service: AP
President.....John S. Booth
General, Sta. Mgr.....John Foster
Sales Prom. Mgr.....John Yingling
Chief Engineer.....Denzil Royer

WHWL—Nanticoke—1946

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Anthracite, Inc.
Business-Studio Address.....Woolworth Bldg.
Telephone 1332
Representative .....Forjoe
Transcription .....World, SESAC
President.....Henry W. Lark
General Manager.....Milton Laughlin

WKST—New Castle—1938
MBS

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....WKST, Inc.
Address.....1st Federal Plaza
Tel.: OL 4-5501.....News Service: UP
Membership ..... RAB
President, General Mgr.....S. W. Townsend
V.P., Station Manager.....Harry Reith
Comm. Mgr.....Byron McConnell
Chief Engineer.....Ernest Rety

WKPA—New Kensington
1940

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Allegheny-Kiski Bcstg. Co.
Business-Studio Address.....810 Fifth Ave.
Tel.: ED 7-3588.....News Service: AP
Transcription Service .....World
Membership .....NAB
Representative.....Continental Radio Sales
President .....C. R. Cooper
General Manager.....Melvin Goldberg
Sls. Prom. Manager.....J. Hannan, Jr.
Chief Engineer.....W. W. Neely

WNAR—Norristown—1946

Frequency: 1110 Kc.....Power: 500 Watts d.
Owned-Operated By...Norristown Bcstg. Co.
Bus.-Studio Address.....Old Arch Rd.
Tel.: BR 2-7600.....News Service: AP
Representative ..... Weed
President.....N. Joe Rahall
Gen. Mgr.....Ogden R. Davies
Sta. Manager.....John M. Banzhoff
Local Sales Mgr.....Donald L. Jones
Chief Engineer.....Anthony De Sola

WKRZ—Oil City—1946
KBS-NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WKRZ, Inc.
Business-Studio Address.....Broadcast Hill
Tel.: 8-0355.....News Service: AP
Trans. .....Thesaurus
President.....Kenneth E. Rennekamp
Gen. Mgr.....R. E. Erickson
Comm. Mgr.....John Remus

WIP—Philadelphia—1922
MBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....Pennsylvania Bcstg. Co.
Business-Studio Address.....35 S. 9th St.
Tel.: WA 2-6800.....News Services: AP, UP
Transcription Service .....World
Representative .....Edward Petry
Membership ..... RAB
Pres., Gen. Mgr.....Benedict Gimbel, Jr.
V.P., Director of Sales.....Ralf Brent
Program Director.....Varner Paulsen
Comm. Manager.....Clyde Spitzner
Chief Engineer.....Clifford C. Harris

WCAU—Philadelphia—1922
CBS

Frequency: 1210 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WCAU, Inc.
Address.....City & Monument Ave.
Tel.: .....GR 7-8300
Newspaper Affil.....Bulletin
Representative.....CBS Radio Spot Sales
Membership .....NAB, RAB
Pres., Gen. Mgr. .....Donald W. Thornburgh
V.P., Sales Manager.....John S. DeRussy
V.P., Prog. Mgr.....Jos. T. Connolly
V.P., Pub. Rel.....Robert N. Pryer
Exec. V.P.....Joseph L. Tinney
Radio Prom. Dir.....Fred Birnbaum
V.P., Director of Engr.....John G. Leitch

WDAS—Philadelphia—1922

Frequency: 1480 Kc.....Power: 1 Kw.
Owned-Oper. By .....Max M. Leon, Inc.
Address.....Belmont Ave. & Edgely Rd.
Tel.: TR 8-2000.....News Service: AP
Representative .....John E. Pearson
President .....Max M. Leon
General Manager.....Robert A. Klein
Program Director.....Jerry Grove
Comm. Mgr.....William H. Vogt
Sales Serv. Mgr.....Alexander Klein
Publicity Director.....Art Newsham
Chief Engineer.....Frank W. Unterberger

WFIL—Philadelphia—1922
ABN

Frequency: 560 Kc.....Power: 5000 Watts
Owned.....Triangle Publications, Inc.
Business-Studio Address.....46th & Market
Tel.: EV 2-4700.....News Service: UP
Newspaper Affil. .....Inquirer
Representative .....Blair
Membership .....NAB
General Manager.....Roger W. Clipp

WHAT—Philadelphia—1925
KBS

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Oper. By....Independence Bcstg. Co.
Address...Conshohocken & Windemere Aves.
Tel.: TR 8-1500.....News Service: AP
Representative .....Stars National
Pres., Gen., Comm. Mgr. ..William A. Banks
Station Manager.....Dolly Banks
Sales Prom. Manager.....Len Stevens
Prog. Director.....Robert Ardrey
Publicity Director.....M. Mason
Chief Engineer.....Charles Lehmann

WIBG—Philadelphia—1925

Frequency: 920 Kc.....Power: 10,000 W.
Owned.....Storer Bcstg. Co.
Address.....Suburban Sta. Bldg.
Tel.: RI 6-2300.....News Service: UP
Representative .....Katz
Membership .....NAB, RAB
Man. Dir.....Lionel F. Baxter
Sta., Sales Mgr.....John R. Mahoney
Prog. Mgr.....Grady Edney
Dir., Prog. Plans.....Doug Arthur
Sales Prom. Mgr.....William J. Conran
Chief Engineer.....John H. Henninger
Station Manager.....George A. Koehler
Dir. Radio Sales.....Jack Steci
Gen. Sls. Manager.....K. W. Stowman
Dir. Nat. Sales.....Ed. H. Benedict
Chief Engineer.....Henry Rhea

WJMJ—Philadelphia—1948

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WJMJ Bcstg. Corp.
Business-Studio Address.....2043 Locust St.
Tel.: LO 4-2300.....News Service: AP
Transcription Service .....SESAC
Representative .....Indie Sales
Pres., Gen., Sta. Mgr.....Patrick J. Stanton
Commercial Mgr.....Charles Stahl
Sales Prom., Pub. Mgr.....James Rubenstone
Prog. Dir.....Michael Deegan
Chief Engineer.....Christopher McAteer

WPEN—Philadelphia—1929

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By.....William Penn Bcstg. Co.
Business-Studio Address.....2212 Walnut St.
Tel.: LO 4-6000.....News Services: AP, UP
Representative .....Gill-Perna
Trans. .....World
Membership .....RAB, NAB
President .....William Sylk
V.P., Gen. Mgr.....William B. Caskey
Asst. Sta. Mgr., Prog. Dir.....Murray Arnold
Comm. Manager.....Erwin Rosner
Prom. Mgr., Pub. Director.....James M. Kiss
Chief Engineer.....Charles W. Burtis

WRCV—Philadelphia—1921
NBC

Frequency: 1060 Kc.....Power: 50,000 Watts
Owned-Oper. By....National Bcstg. Company
Business-Studio Address.....1619 Walnut St.
Tel. .....LO 4-3700
Transcription ..... Thesaurus
Representative.....NBC Spot Sales
Membership .....RAB, NAB
President.....Robert W. Sarnoff
Vice-Pres., Gen. Mgr.....Lloyd E. Yoder
Dir. of Operations.....Curtis D. Peck
Station Mgr.....Harold W. Waddell
Dir. of Sales.....William S. Dallmann
Adv. & Promotion Dir.....John P. Wiley
Program Director.....Bob Benson
Publicity Diretcor.....Gene E. Stout
Tech. Oper. Mgr.....William A. Howard

WTEL—Philadelphia—1925

Frequency: 860 Kc.....Power: 250 Watts d.
Owned.....Foulkrod Radio Engineering Co.
Business-Studio Address....4312 N. Broad St.
Telephone .....GL 5-1310
Pres., Pgm. Dir. .....E. Douglass Hibbs
Sec'y.-Treas. .....Henry N. Cocker

WAMP—Pittsburgh—1921
NBC

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By .....NBC
Address.....Chamber of Comm. Bldg.
Tel.: GR 1-8600.....News Service: UP
Representative.....NBC Spot Sales
Gen. Mgr.....H. W. Shepard
Sales Mgr.....Martin S. Pollins
Comm. Mgr.....John H. Buchheit
Program Director.....W. E. Babcock
Pub. Director.....Cal T. Mara

WCAE—Pittsburgh—1922

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAE, Inc.
Bus.-Studio Address.....Carlton House
Tel.: AT 1-6900.....News Service: AP, INS
Newspaper Affil.....Sun-Telegraph
Representative .....Katz
Membership .....NAB
Pres., General Manager.....Leonard Kapner
Sta. Mgr., Prog. Dir.....R. Clifton Daniel
Commercial Manager.....Alan Trench
Prom. Mgr., Pub. Dir.....William Thieman
Chief Engineer.....James Greenwood

KDKA—Pittsburgh—1920

Frequency: 1020 Kc.....Power: 50,000 Watts
Owned-Oper. By.Westinghouse Bcstg. Co. Inc.
Business-Studio Address....1 Gateway Center
Tel.: EX 1-3000.....News Services: UP, AP
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NAB, RAB
President .....Donald H. McGannon
Gen., Station Mgr.....L. R. Rawlins
Comm. Manager.....Donald Trageser
Program Manager.....Guy Harris
Sales Prom. Mgr.....June L. Buzzelli
Publicity Manager.....Owen Simon
Chief Engineer.....Theodore C. Kenney

WEEP—Pittsburgh—1957

Frequency: 1080 Kc.....Power: 1 Kw.
Owned By.....Pittsburgh Bcstg. Co.
Address.....220 N. Highland Ave.
Tel.: EM 1-5000.....News Service: AP
Station Representative.....Stars Nat.
Membership .....NAB, RAB
President..... John Kluge
Gen., Sta. Manager.....Ernie Tannen
Sales Prom. Mgr.....John Pieper
Prog. Dir.....William Powell
Chief Engineer.....Victor G. Klein

WPIT—Pittsburgh—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WPIT, Inc.
Business-Studio Address.....213 Smithfield St.
Tel.: AT 1-1900.....News Service: UP
Membership .....NAB
President.....John J. Laux
Gen., Comm. Mgr.....Don Ioset
Sales Mgr., Prog., Pub. Dir.....Clifford Charles
Chief Engineer.....Michael Komichak

KDKA 1020 Radio
50,000 watt clear channel

assures

Top Audience
Top Ratings
Top Programs
Top Power

In Allegheny County, Metropolitan **PITTSBURGH,** and 71 other counties in western Pennsylvania, eastern Ohio, and northern West Virginia. Call Don Trageser, KDKA Sales Manager, at EXpress 1-3000, for availabilities.

Only KDKA delivers the *entire* Pittsburgh Trading Area. That's why in Pittsburgh *no selling campaign is complete without the WBC radio station.*

Represented by Peters, Griffin, Woodward, Inc.

WBC **WESTINGHOUSE BROADCASTING COMPANY, INC.**

KQV—Pittsburgh—1919—ABN

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Oper. By.....Allegheny Bcstg. Corp.
Address.....411 7th Ave.
Tel.: AT 1-9100.....News Service: UP
Representative ..... Raymer
V.P., Gen. Mgr.....Ralph Beaudin
Program Dir.....John Gibbs
Chief Engineer.....James S. Schultz

WWSW—Pittsburgh—1932

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By .....WWSW, Inc.
Bus.-Studio Address.....Hotel Sherwyn
Tel.: GR 1-5200.....News Services: UP, AP
Representative .....John Blair
Membership .....NAB, RAB
President, Gen. Mgr.....O. M. Schloss
Sta. Mgr., Prog. Dir.....Ben W. Muros
Sales Prom. Mgr., Pub. Dir.....Phil Davis
Chief Engineer.....Henry R. Kaiser

WPTS—Pittston—1953

Frequency: 1540 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Midway Bcstg. Co., Inc.
Address.....Main & Spring St.
Tel.: OL 4-3388.....News Service: UP
Representative.....Cont. Radio Sales
Transcription .....World
Membership .....NAB
Pres., Gen. Manager.....Angelo W. Fiorani
Commercial Mgr.....R. E. Florey
Program Director.....Joseph Tipton
Promotion Mgr.....Rosemary Gallagher
Chief Engineer.....John P. McGoldrick

WPAZ—Pottstown—1951 KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Pottstown Bcstg. Co.
Address.....247 High St.
Tel.: 5000.....News Service: UP
Representative .....Indie Sales
Pres., Gen. Mgr.....Herbert Scott

WPAM—Pottsville—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Miners Bcstg. Serv., Inc.
Business-Studio Address.....Box 629
Tel.: MA 2-1450.....News Service: UP
Transcription Service..... World
Membership .....NAB, RAB
Gen. Manager.....John W. Angst
Comm Mgr.....Frank L. Tamulonis

WPPA—Pottsville—1946

Freq.: 1360 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Pottsville Bcstg. Co.
Bus.-Studio Address.....212 S. Centre St.
News Service .....AP
Membership .....NAB
Owner, Gen. Mgr. .....A. V. Tidmore
Commercial Manager.....Ralph L. Price, Jr.

WPME—Punxsutawney—1953 KBS

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Punxsutawney Bcstg Co.
Address.....103 N. Gilpin St.
Tel.: PU 1221.....News Service: AP
Trans. Service..... Thesaurus
Representative .....Rambeau
General Manager.....C. M. Erhard, Jr.
Comm. Mgr.....W. Clem Murray
Chief Engineer.....Joseph A. Pelletier

WEEU—Reading—1932—ABN

Frequency: 850 Kc.....Power: 1000 Watts
Owned By.....Hawley Broadcasting Co.
Business-Studio Address.....433 Penn St.
Tel.: FR 6-7335.....News Service: UP
Newspaper Affiliation.....Eagle Times
Representative .....Headley-Reed
President.....William J. Rohn
V.P., Gen. Mgr.....K. Richard Creitz
Asst. Dir., Tech.....Harold E. Schearer

WHUM—Reading—1946 CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Radio Corp.
Business-Studio Address.....Berkshire Hotel
Tel.: 6-3987.....News Service: AP
Representative ..... WEED
Membership .....NAB
Gen., Sta. Mgr.....Robt. G. Magee
Prog. Dir.....Alan Lane
Comm., Sales Prom. Mgr.....W. Ruffner
Chief Engineer.....Daniel Donahue

WRAW—Reading—1922 NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Reading Bcstg. Co., Inc.
Business-Studio Address.....19 N. Fifth St.
Tel.: FR 6-7173.....News Service: AP
Membership .....NAB
Representative .....Robert Meeker
Station Executive.....Clair R. McCollough
Station Manager.....Robert S. Reider
Gen. Sales Mgr.....J. Robert Gulick
Nat'l Sls. Mgr.....Thomas Nunan, Jr.
Technical Director.....J. E. Mathiot

WGCB—Red Lion—1950

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Red Lion Bcstg. Co.
Address .....Red Lion
News Service .....UP
Trans. Ser. .....Capitol, SESAC
President.....John M. Norris
Gen., Sta. Mgr.....John H. Norris
Commercial Mgr.....Vincent A. Freeman

WKMC—Roaring Spring—1955 KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Cove Bcstg. Co., Inc.
Address .....Woodbury Pike
Tel.: 690.....News Service: AP
President .....Carl Kensinger
Sls. & Prom. Mgr.....S. Horton

WKBI—St. Marys—1950
MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elk Cameron Bcstg. Co.
Address.....41 Erie Ave.
Tel.: 4-2821.....News Service: AP
Transcription Service .....Standard
Representative..Allegheny Mountain Network
Membership .....NAB
General Manager.....C. H. Simpson
Commercial Manager.....John J. Kain
Prog. Director.....Beatrice B. Smith
Nat. Sales Mgr.....W. Herbstritt
Pub. Dir.....A. Kuhn

WATS—Sayre—1950—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.Susquehanna Val. Bcstg. Co.
Address.....110 N. Elmer St.
Tel.: TU 2-2401.....News Service: UP
Representative .....Indie Sales
Membership .....RAB
Owner ..... Thompson K. Cassel
Gen., Sta., Comm. Mgr.....Walter D. Knowles
Program Director.....Charles L. Snyder
Chief Engineer .....Benjamin A. Franklin

WARM—Scranton—1940
ABN

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By .....Union Bdcst. Co.
Address.....333 Madison Ave.
Tel.: DI 3-1245.....News Service: AP
Representative .....Bolling Co.
Transcription Service .....Thesaurus
President .....Martin F. Memolo
Gen., Sta. Manager.....William M. Dawson
Comm. Mgr.....S. Feigenbaum
Sls. Prom. Mgr., Pub. Dir...Frances M. Breslin
Program Director.....Art Bolin
Chief Engineer.....Roswell J. Parker

WGBI—Scranton-Wilkes Barre
1925—CBS

Frequency: 910 Kc..Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....WGBI Radio, Inc.
Address.....1000 Wyoming Ave., Scranton
Tel.: DI 2-7634.....News Serv.: AP, UP
Representative .....H-R Reps
Membership .....NAB
President.....Mrs. M. E. Megargee
Gen. Mgr.....Richard E. Nason
Station Manager.....Robert E. McDowell
Prom. Dir., Pub. Dir.....Doug Holcomb
Chief Engineer.....Kenneth R. Cooke

WICK—Scranton—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Scranton Radio Corp.
Address.....717 Linden St.
Tel.: DI 6-1202.....News Service: AP
Station Rep. .....Walker
Membership .....NAB
Pres., Gen. Mgr.....Joe Dobbs
Program Director.....Joe Silva
Chief Engineer.....James D. Pettinato

WEJL—Scranton—1950

Frequency: 630 Kc. .....Power: 500 Watts d.
Owned-Oper. By..Edward & Elizabeth Lynett
Address.....Penn Ave. at Spruce
Tel.: DI 2-9151.....News Services: UP, AP
Newspaper Affil.....Times
Trans. Ser.....Standard, Lang-Worth
Membership .....RAB, NAB
Station Rep.....Meeker
Gen., Sta., Mgr.....Cecil Woodland
Program Director.....Hugh Connor
Pub. Dir.....Bill Pierce
Chief Eng.....Guy Rauer

WSCR—Scranton—1947
NBC

Freq.: 1320 Kc...Power: 1 Kw. d., 500 Watts n.
Owned By....Lackawanna Valley Bcstg. Co.
Business-Studio Address....116 Adams Ave.
Tel.: DI 7-3388.....News Service: AP
Representative .....Headley-Reed
Pres., Gen., Mgr.....David M. Baltimore
Station Mgr.....Barry Sherman
Comm. Mgr.....Joseph P. Kimble
Sales Prom. Mgr.....Barry Sherman
Program Dir.....David L. Griffiths
Chief Engineer.....Willard Shimski

WISL—Shamokin—1948

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Anthracite, Inc.
Bus.-Studio Address.....Rock & Sunbury Sts.
Tel.: 8-6831.....News Service: AP
Transcription Service.....World, Thesaurus
Representative .....Forjoe
President.....Henry W. Lark
Sta. Mgr.....Maurice E. Fidler
Chief Engineer.....Al Donovan

WPIC—Sharon—1938

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sharon Herald Bcstg. Co.
Business Address.....P. O. Box 541
News Service .....UP
Transcription....Associated, World, Thesaurus
Representative.....William J. Reilly
Pres., Gen., Sta. Mgr.....John Fahnline, Jr.
Program Director.....Harold R. Smith
Chief Engineer.....A. C. Heck

WVSC—Somerset—1950

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By.....Somerset Bcstg. Co.
Address.....P. O. Box 231
Tel.: 4186.....News Service: UP
Membership ..... RAB
Gen.,, Sta. Mgr.....T. H. Oppegard
Comm. Mgr.....C. R. Taylor
Prog. Dir., Chief Engineer.....R. L. French

WMPT—South Williamsport

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Will-Mont Bcstg. Co.
Address.....W. Southern Ave.
News Service .....UP
Gen. Mgr.....Galen D. Castlebury, Jr.

WMAJ—State College—1945 MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Centre Bcstrs., Inc.
Bus.-Studio Address.....E. Beaver Ave.
Tel.: AD 7-4959.....News Service: AP
Transcription Service .....World
General Manager.....M. J. Bergstein
Sales Manager.....J. A. Dame

WVPO—Stroudsburg—1947

Frequency: 840 Kc.....Power: 250 Watts d.
Owned-Operated By.....Pocono Bcstg., Inc.
Business-Studio Address.....578 Main St.
Tel.: 1101.....News Service: UP
Newspaper Affil.....Record
Membership .....NAB, RAB
Representative .....Radio-TV Reps.
President.....James H. Ottaway
Gen. Mgr.....Chester B. Miller
Sales Mgr.....Edwards Somers
Program Dir.....John B. Whalen
Chief Engineer.....Ernest Transue

WKOK—Sunbury—1933—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sunbury Bcstg. Corp.
Bus.-Studio-Transmitter.....1150 N. Front St.
Tel.: AT 6-5838.....News Service: AP
Membership .....NAB
Newspaper Affil.....Daily Item
President.....Harry H. Haddon
Comm., Sales Prom. Mgr...C. Donald Walther
General Manager.....Homer R. Smith
Program Director .....Michael J. Kane
Chief Engineer.....John W. Keller, Jr.

WTIV—Titusville—1955

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Oper. By...Crawford Cty. Bcstg. Corp.
Address .....P. O. Box 184
Tel.: 7-2265.....News Service: AP
Transcription .....World
Membership .....NAB, RAB
Manager.....Robert H. Sauber
Prog. Dir.....Gene R. Karol

WTRN—Tyrone—1954

Frequency: 1290 Kc.....Power: 1000 Watts, d.
Owned.....Tyrone Bcstg. Co.
Address.....8 W. 10th St.
Tel.: MU 4-3200.....News Service: UP
Trans. Ser. .....World
President.....C. H. Simpson
V.P., Gen. Mgr.....John A. Fay
Station Manager.....Lee C. Ray

WMBS—Uniontown—1937 CBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By .....Fayette Bdcstg. Corp.
Address.....Fayette Nat. Bank Bldg.
Tel.: GE 8-3900.....News Service: UP
Representative .....Meeker
Sta. Mgr., Prog. Dir.....James Gismondi
Comm., Sls. Prom. Mgr.....Frederick David
Chief Engineer.....William Henzly

WNAE—Warren—1947

Frequency: 1310 Kc...Power: 5000 Watts d.
Owned-Oper. By ....N. Allegheny Bdcstg. Co.
Address.....310 Second Ave.
Tel.: 3032.....News Service: AP
Transcription Service .....Thesaurus
Membership .....NAB, RAB
Pres., Gen. Mgr.....David Potter, Jr.
Comm. Mgr.....James Potter
Sales Prom. Mgr.....Frank Foster
Prog. Dir.....Leroy Schneck
Pub. Dir.....Dick Bove
Chief Eng.....Homer Haines

WJPA—Washington—1942 MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Washington Bcstg. Co.
Bus. Address.....George Washington Hotel
Tel.: BA 2-2110.....News Service: UP
Transcription Service .....Thesaurus
Representative.....Joseph Hershey McGillvra
Membership .....NAB
Managing Director.....A. Boyd Siegel
Gen., Prom. Mgr.....John L. Merdian
Chief Eng.....James Berkheimer

WANB—Waynesburg—1956

Frequency: 1580 Kc.....Power: 250 W., d.
Owned .....Commonwealth Bcstrs.
Address.....First Federal Bldg.
Tel.: 981.....News Service: UP
Sta. Mgr.....George E. McGary
Prog. Dir.....Edward J. Keon

WAYZ—Waynesboro—1953 KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Richard Field Lewis Jr.
Address.....21 W. Main St.
Telephone .....WA 1900
President.....Richard Field Lewis Jr.
General Manager.....Sam Hanshaw

WNBT—Wellsboro—1955—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Farm & Home Bcstg. Co.
Address.....89 Main St.
Tel.: 2113.....News Service: UP
Transcription .....World
President.....C. H. Simpson
V.P., Gen. Manager.....John A. Fay
Prog. Dir.....Carol Makin

Comm. Mgr.....Ed Stevens
Chief Engineer.....Richard E. Roeder

WBAX—Wilkes-Barre—1922
MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Anna Stenger
Business-Studio Address.....85 W. Union St.
Tel.: VA 3-0196.....News Service: UP
Representative .....Burn-Smith
Gen. Mgr.....John H. Stenger
Program Director.....Ed Kuzma
Comm. Mgr.....Luther R. Strittmatter
Publicity Director.....Dan Stenger
Chief Engineer.....Milan Krupa

WBRE—Wilkes-Barre—1924
NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WBRE-Radio, Inc.
Bus.-Studio Address.....62 S. Franklin St.
Tel.: VA 3-3101.....News Service: AP
Representative .....Headley-Reed
Membership .....NAB
Pres., Gen. Mgr.....David M. Baltimore
Comm. Mgr.....Barry Sherman
Operations Director.....F. D. Coslett
Program Director.....Robert Schumacher
Chief Engineer.....Charles Sakoski, Sr.

WHWL—Wilkes-Barre—1946
(See Nanticoke Listing)

WILK—Wilkes-Barre—1947
ABN

Frequency: 980 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..Wyoming Valley Bcstg. Co.
Bus.-Studio Address.....88 No. Franklin St.
Tel.: VA 4-4666.....News Service: AP
Transcription Service..... Thesaurus
Representative .....Avery-Knodel
Membership .....NAB
President .....Mitchell Jenkins
Exec. Vice President.....Roy E. Morgan
Sales Prom. Mgr., Pub. Dir.....Louise Tillie
Commercial Manager.....Lee Vincent
Program Director.....Tom Bigler
Chief Engineer.....Theodore French

WLYC—Williamsport—1949
KBS

Frequency: 1050 Kc.....Power: 1 Kw., d.
Owned By.....Lycoming Bcstg. Co.
Address .....331 Pine St., Box 389
Tel.: 2-4676.....News Service: AP
Transcription ..... Standard
Represenative .....Donald Cooke
President.....John T. Keliher
V. P., Gen., Sta. Mgr.....W. Richard Carlson
Commercial Mgr.....Vince Campana
Sls. Prom. Manager.....Edward Kirchman
Chief Engineer.....Norman Briggs

To Broadcasters

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Means

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The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

WRAK—Williamsport—1929
NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....WRAK, Inc.
Address .....1559 West 4th St.
Tel.: 2-6116.....News Service: AP
Representative .....Meeker
Membership .....NAB
Sta. Exec.....Clair R. McCullough
Gen. Sls. Mgr.....J. Robert Gulick
Sta. Mgr.....George Joy
Nat'l Sls. Mgr.....Thomas R. Nunan

WWPA—Williamsport—1949
CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned..Williamsport Radio Bcstg. Assoc., Inc.
Address.....330 Government Pl
Tel.: 7119.....News Service: UP
Representative .....Burn-Smith
News. Affil. .....Grit Publishing Co.
Transcription ..... World
Membership .....NAB, RAB
President.....Harry J. W. Kiessling
Gen., Sta. Manager.....Woodrow W. Ott
Program Director.....John H. Archer
Comm., Mgr.....Phil Lane
Sales Prom. Mgr.....Robert G. Schooley
Publicity Director.....Albert Decker
Chief Engineer.....Carl Steinbacher

WNOW—York—1948

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WNOW, Inc.
Transcription Service .....Lang-Worth
Business-Studio Address.....25 S. Duke St.
Tel.: 82-911.....News Service: AP
Representative .....Adam Young
General Manager.....Ralph Gottlieb
Comm. Mgr.....Richard Rudolph
Sta. Mgr.....Richard E. Burg

WORK—York—1932—NBC

Frequency: 1350 Kc....Power: 5000 d.; 1000 n.
Owned-Oper. By.....Associated Bcstrs.
Business-Studio Address.....13 S. Beaver St.
Tel.: 6629.....News Service: AP
Transcription ..... Thesaurus
Membership .....NAB
Representative .....Robert Meeker
Station Executive.....Clair R. McCollough
Station Manager.....Clare I. Miller
Nat'l Sls. Mgr.....Thomas R. Nunan, Jr.
Gen. Sales Mgr.....J. Robert Gulick

WSBA—York—1942
ABN-MBS

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By ..Susquehanna Bdctsg. Co.
Address .....Box 910
Tel.: 2-5521.....News Service: AP
Transcription ..... World
Membership .....NAB, RAB
Representative .....Headly-Reed
President .....Louis J. Appell
Comm., Sales Prom. Mgr.....P. K. Eberly
Prog. Dir.....Robert Shipley
Chief Engineer.....Arthur Hafer

WPRO

The Station That

SELLS

PROVIDENCE
FALL RIVER
NEW BEDFORD

Ask Your BLAIRMAN

5000 WATTS 630 KC.

Cherry & Webb Broadcasting Company

BASIC CBS RADIO

PROVIDENCE R.I.

Rhode Island

Pop. March 1 (Est.)—849,000; Families—256,000; Lic. Stations—12, Sta. CP's—1; Radio Homes—249,000; TV Homes—232,000

WADK—Newport—1948

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By..The Aquidneck Bcstg. Corp.
Address .....Box 367
Tel.: VI 6-1540.....News Service: UP
Transcription Service.....World, Thesaurus
Representative ..... Walker
Membership .....NAB
Pres., Gen. Mgr.....Milton E. Mitler
Comm. Mgr.....Frank Booth
Sales Prom. Mgr.....George McNamara
Chief Engineer.....Allan Bowen

WPAW—Pawtucket—1950 ABN

Frequency: 550 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Roger Williams Bcstg.
Address.....55 Mill St.
Tel.: PA 5-9000.....News Service: UP
Membership .....NAB
Gen. Manager.....D. A. Hysko
Sales Manager.....Helen Hysko

WEAN—Providence—1922 ABN-MBS-YANKEE

Frequency: 790 Kc.....Power: 5 Kw. d.
Owned.....Providence Journal Co.
Address.....75 Fountain St.
Tel.: DE 1-0600.....News Service: AP, UP
News. Affil.....Providence Journal-Bulletin
Membership .....NAB, RAB
Station Rep.....Venard, Borgatti
President.....Henry S. Chafee
General Manager.....H. William Koster
Comm. Manager.....Hervey C. Carter
Sales Prom. Mgr.....Arthur E. Lathrop, Jr.
Program Director.....Don Morton
Chief Engineer.....George W. Sharpe

WPRO—Providence—1924 CBS

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By....Cherry & Webb Bcstg. Co.
Bus-Stud. Add. ..24 Mason St., WPRO Bldg.
Tel.: PL 1-9776.....News Services: AP, UP
Representative .....Blair
Membership .....NAB, RAB
President.....William S. Cherry, Jr.
General Manager.....Arnold F. Schoen, Jr.
Commercial Mgr.....F. J. Boynton
Program Director.....John A. Owen, Jr.
Chief Engineer.....John V. Ferri

WRIB—Providence—1947

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....R. I. Bcstg. Co.
Address .....Water St.
Tel.: GE 4-2223.....News Services: INS, UP
Representative ..... Indie
Commercial Mgr.....Earl Castleman
Gen. Manager.....Antonio Pace

WICE—Providence—1947

Frequency: 1290 Kc.....Power: 500 Watts, d.
Owned.....Providence Radio, Inc.
Address .....Crown Hotel
Tel.: JA 1-6565.....News Service: AP
Rep. .....Avery-Knodel
President .....Tim Elliot
Gen. Mgr.....John F. Crohan
Program Director.....Jim Holt
Sales Prom. Mgr.....Gus Parmet
Chief Engineer.....Paul Garver

WHIM—Providence—1947

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Buckley-Jaeger Bcstg.
Business-Studio Address.144 Westminister St.
Tel.: UN 1-4211.....News Service: UP
Representative....Headley-Reed, Kettel-Carter
President.....John B. Jaeger
General Mgr.....Richard Gerken
Business Mgr.....John E. Metts
Comm. Mgr.....Harry L. Case
Chief Engineer.....Carroll A. Philbrook

WJAR—Providence—1922 NBC

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....The Outlet Co.
Business-Studio Address....176 Weybosset St.
Tel.: GA 1-8255.....News Services: AP, UP
Membership .....NAB, RAB
Trans. .....Sesac
Representative .....Petry
Vice Pres., Treas.....George O. Griffith
General Manager.....David Shurtleff
Comm. Manager.....Randolph P. Goetze
Sales Prim. Mgr.....Richard Erlich
Chief Engineer.....Thomas C. J. Prior

(See Page 276)

WERI—Westerly—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Westerly
Address.....34 Main St.
Tel.: 2263.....News Service: UP
Representative ..... Walker
Pres., Gen. Mgr.....Ted Estabrook
Comm. Mgr.....Dot Kidder

WWRI—West Warwick—1956

Frequency: 1450 Kc.....Power: 250 W.
Owned.....Grelin Bcstg, Inc.
Address.....1501 Main St.
Tel.: VA 1-6200.....News Service: AP, UP
Trans. .....Thesaurus
Membership .....NAB, RAB
President.....Melvin C. Green
Comm. Mgr.....Robert McDonald
Prog. Dir.....Patrick Fallon

WNRI—Woonsocket—1954

Frequency: 1380 Kc....Power: 1000 Watts, d.
Owner.....Friendly Bcstg. Co., Inc.
Address .....814 Diamond Hill Rd.

Tel.: PO 9-0600 ..... News Service: UP
President, Gen. Manager ..... Joseph Britt
Comm. Manager ..... John Thomas

WWON—Woonsocket—1946

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Woonsocket Bcstg. Co.
Business-Studio Address ..... 99 Main St.
Tel.: PO 2-1240 ..... News Service: AP
Transcription ..... World
Membership ..... NAB
Station Rep. ..... Nona Kirby
President ..... Millicent S. Palmer
Sta. Mgr. ..... Zel Levin
Gen. Mgr. ..... Buell W. Hudson
Prog. Dir. ..... Frank E. Titus, Jr.
Sales Director ..... Eugene Mailloux
Chief Engineer ..... Harold M. Belknap

South Carolina

Pop. March 1 (Est.)—2,437,000; Families—601,000; Lic. Stations—66, Sta. CP's—3; Radio Homes—584,000; TV Homes—417,000

WABV—Abbeville—1957
KBS

Frequency: 1590 Kc. ..... Power: 1 Kw., d.
Owned ..... J. A. Gallimore
Address ..... Hwy. 72
News Service ..... UP
Representative ..... Best
Trans. ..... Thesaurus
Gen. Mgr. ..... George W. Settles, Jr.

WAKN—Aiken—1952—KBS

Frequency: 990 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By Aiken Electronics Adv. Corp.
Address ..... Box 811
Tel.: 8-5464 ..... News Service: AP
Transcription Service ..... World
Membership ..... RAB, NAB
President ..... John Mare
General Manager ..... W. Randall Davidson
Commercial Mgr. ..... Doyle Satterthwaite
Chief Engineer ..... Allen Askins, Jr.

WAIM—Anderson—1935
CBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Wilton E. Hall
Address Trans. Loca ..... 321 Kingsley Road
Tel.: CA 6-1511 ..... News Service: INS
Newspaper Affil. ..... Independent, Daily Mail
Transcription Service ..... Lang-Worth
Representative ..... Headley-Reed
Gen., Sta. Mgr. ..... Glenn P. Warnock
Commercial Mgr. ..... G. P. Browne
Sales Prom. Mgr. ..... V. Barath
Program Director ..... Marshall Gailliard
Chief Engineer ..... Earl Cosens

WANS—Anderson—1949
MBS-KBS

Frequency: 1280 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Radio Anderson, Inc.
Address ..... Box 211
Tel.: CA 4-3424 ..... News Service: UP
Transcription Service ..... Standard
Representative ..... Devney
Pres., Gen. Mgr. ..... W. Ennis Bray
Program Director ..... C. W. Martin
Comm. Mgr. ..... A. R. Robinson
Chief Engineer ..... Alfred W. Pratt

WWBD—Bamberg—1957

Frequency: 790 Kc. ..... Power: 1 Kw., d.
Owned ..... Bamberg County Bcstg.
Address ..... Rt. 601 South
Tel.: BA 2311 ..... News Service: AP
Representative ..... Walker, Dora-Clayton
President ..... Albert T. Fisher, Jr.
Gen. Mgr. ..... Frank B. Estes, Jr.

WBAW—Barnwell—1953
KBS

Frequency: 740 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... WBAW, Inc.
Address ..... Jackson St.
Tel.: 3507 ..... News Service: UP
Representative ..... Hil F. Best
Transcription Service ..... World
President ..... J. A. Gallimore
General Mgr. ..... Joe Wilder
Comm. Mgr. ..... Al Dunbar

WBLR—Batesburg—1956
KBS

Frequency: 1430 Kc. ..... Power: 5 Kw., d.
Owned ..... Ridge Bcstg. Corp.
Address ..... Batesburg
Tel.: KE 2-4001 ..... News Service: UP
Gen. Mgr. ..... James Olim Tice, Sr.
Comm. Mgr. ..... Red Reynolds

WBEU—Beaufort—1954
KBS

Frequency: 960 Kc. ..... Power: 1 Kw., d.
Owned ..... Beaufort Bcstg. Co.
Tel.: 812 ..... News Service: UP
News Service ..... UP
Trans. Service ..... World
General Manager ..... Louis M. Neale
Program Director ..... Hugh Ward

WHPB—Belton—1955

Frequency: 1390 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... Community Bcstg. Co.
Address ..... P. O. Box 426
Tel.: 2511 ..... News Service: UP
Transcription ..... Sesac
General Mgr. ..... Clyde W. Laughter
Comm. Mgr. ..... Charles Smith

WBSC—Bennettsville—1947
MBS

Freq.: 1550 Kc....Power: 10 Kw. d.; 5 Kw. n.
Owned-Oper. By.....Atl. Coast Ins. Co.
Business-Studio Address .....Box 639
News Service .....AP
Representative .....Indie Sales
Exec. Vice President....Y. W. Scarborough, Jr.
General Manager.....Neil Terrell
Chief Engineer.....John Gronert

WAGS—Bishopville—1954
KBS

Frequency: 1380 Kc.....Power: 1 Kw., d.
Owned.....Lee County Bcstg. Co.
Address .....P. O. Box 168
Tel.: HU 4-5415.....News Service: AP
Membership .....RAB
Gen. Mgr.....John Martin
Program Director.....William Fields
Chief Engineer.....George Michaels

WACA—Camden—1948
KBS

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Station WACA
Address .....Camden
Tel.: 80.....News Service: UP
Transcription Service.....Thesaurus
Rep. .....Continental
President.....Haygood S. Bowden
General Manager.....Tom Richards
Commercial Manager.....C. Ballard
Program Director.....A. A. Amodio

WCSC—Charleston—1930
CBS

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By .....WCSC, Inc.
Address.....485 East Bay St.
Tel.: 2-7611.....News Service: UP
Transcription Service .....World
Rep.....Peters, Griffin, Woodward, Inc.
Membership .....NAB, RAB
President.....John M. Rivers
Gen. Mgr.....John B. Hearne
Program Director.....Al Stone
Pub. Dir., Nat. Sales Mgr.....Annie Lee Small
Prod. Co-ord.....Alexandria Dengate
Chief Engineer.....John Broughton

WHAN—Charleston—1946
ABN-MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Charleston Bcstg. Co.
Business Address.....P. O. Box 183
Tel.: RA 3-1643.....News Service: UP
Representative .....Dixieland Sales
Membership .....NAB
Pres., Gen. Manager.....H. C. Weaver
Comm. Mgr., Ch. Eng.....William P. Birchfield

WPAL—Charleston—1947
Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Speidel-Fisher Bcsting. Corp.
Business-Studio Address....149 Wentworth St.
Tel. 3-6428
Representative .....Forjoe, Dora-Clayton
Pres., Gen. Mgr.....Albert T. Fisher, Jr.
Sta., Comm. Mgr.....Bob Chrystie
Program Director.....Louise Withrock
Chief Engineer.....Joe Sarko

WTMA—Charleston—1939
NBC

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By.....Atlantic Coast Bcstg. Co.
Business Address .....133 Church St.
Tel.: RA 2-2961.....News Service: AP
Representative .....Hollingbery
Pres., Gen. Mgr.....Charles E. Smith
Sta. Mgr.....Ralph J. Shade
Sales Prom. Mgr.....B. Spencer
Program Dir.....Bill Walton

WQSN—Charleston—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Low Country Bcstg. Co.
Address.....42 10th Ave.
Tel.: 2-2652.....News Service: UP
Representative .....Radio-TV Reps.
President .....Sol Panitz
Gen., Sta. Manager.....E. H. Keown
Dir. Nat'l Sls.....Barry Winton

WCRE—Cheraw—1953—KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Pee Dee Bcstg.
Address .....Box 631
Tel.: 7500.....News Service: UP
Representative.....Best, Dora Clayton
Gen. Mgr.....William R. Wagner
Comm. Mgr.....James E. Ward
Chief Engineer.....Dewey Gardner

WGCD—Chester—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Dispatch Pub. Co.
Address .....Box 302
Newspaper Affil.....Dispatch Publ. Co.
Trans. Ser .....SESAC
President .....C. V. Sink
Gen., Sta., Comm. Mgr.....John T. Cashion
Sec'y-Treas. .....Joe Sink

WCOS—Columbia—1939
ABN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WCOS, Inc.
Address.....Cornel Arms Bldg.
Tel.: AL 2-2177.....News Service: AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NAB
Pres., Gen. Mgr.....George H. Buck, Jr.
Sales Manager.....Hub Terry
Prog. Dir.....Bob Truere
Chief Engineer .....Robert D. Lambert, Jr.

WIS—Columbia—1930—NBC

Frequency: 560 Kc.....Power: 5000 Watts

Owned-Oper. By .....Bcstg. Co. of the South
Business-Studio Address .....1111 Bull St.
Tel.: AL 3-6431.....News Service: AP
Transcription Service.....Thesaurus
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NAB
President .....B. Calhoun Hipp
Ex. V.P.....G. Richard Shafto
Managing Director.....W. Frank Harden
Dir. Admin. Services.....J. D. Saumenig
Promotion Director.....Lillian Davis
Prog. Dir.....John Wrisley
Chief Engineer.....John W. Watts

WMSC—Columbia—1945

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....WMSC Radio, Inc.
Business-Studio Address.....1127 Lady St.
Tel.: AL 2-8659.....News Service: UP
Transcription Service.....Standard, SESAC
Representative .....H-R, Ayer
Membership .....NAB
Pres., Gen., Sta., Comm. Mgr.....C. W. Martin
Prog. Dir.....Gray Olive
Chief Engineer.....C. E. Stone, Jr.

WNOK—Columbia—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Palmetto Radio Corp.
Address.....1811 Main St.
Tel.: AL 3-9401.....News Service: AP
Representative .....Raymer
Trans. .....Standard
Membership .....NAB
Gen. Mgr.....H. Moody McElveen, Jr.
Commercial Manager.....G. Quick
Program Director.....Jack Cook
Chief Engineer.....Charlton Bowers

WOIC—Columbia—1954

Frequency: 1470 Kc.....Power: 5 Kw., d.
Owned.....Speidel Fisher Bcstg. Co.
Address .....Box 565
Telephone .....AL 6-1551
Representative .....Walker, Dora-Clayton
Membership .....NAB, RAB
President.....Albert T. Fisher, Jr.
Gen., Sta., Comm. Mgr.....Russell George
Sales Prom. Mgr.....Frankie Porter
Prog. Dir.....James Carter
Chief Engineer.....William Bridges

WLAT—Conway—1945
MBS

Frequency: 1330 Kc....Power: 1000 Watts, d.
Owned.....Coastal Broadcasting Co.
Tel.: 340.....News Service: AP
Representative .....McGillvra
Pres., Gen. Mgr.....L. M. Hawley
Business Mgr.....H. L. Hanks
Ch. Eng.....Jack E. Hawley

WPFD—Darlington—1955

Frequency: 1350 Kc.....Power: 1 Kw., d.
Owned .....Community Bcstrs.
Address .....Box 277
Tel.: 1398.....News Service: UP
Representatives .....Hil F. Best
Gen. Mgr.....Ralph W. Hoffman
Sta. Mgr.....Emily G. Hoffman

WDSC—Dillon—1946—ABN
KBS

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Border Bcstg. Co., Inc.
Address.....U. S. Highway 301
Tel.: 470.....News Service: UP
Pres., Gen. Mgr.....Joseph Martin
Comm. Mgr.....Jim Murff
Program Mgr.....Lee Lumpkin
Sales Prom. Mgr.....John Quick
Chief Engineer.....H. C. Sanford

WELP—Easley—1951—KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.Pickens County Bcstg. Co.
Address .....Box 522
Tel.: 9388.....News Service: UP
Representative .....Indie Sales
Pres., Gen. Mgr.....Cleatus Brazzell
Comm. Mgr.....Jack Moore

WJMX—Florence—1947
ABN

Frequency: 970 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Atlantic Bcstg. Co., Inc.
Business Address.....P. O. Box 1211
Tel.: MO 9-6351.....News Service: AP
Membership .....NAB
Representative.....Walker, Dora-Clayton
President.....Eugene E. Stone
Gen., Sta. Mgr.....Paul H. Benson, Jr.
Chief Engineer.....Frank Jenne

WOLS—Florence—1937—KBS

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Oper. By.....Florence Bcstg. Co., Inc.
Business-Studio Address ..151 S. Dargan St.
Tel.: 2-3271.....News Service: UP
Representative .....Bob Dore
Pres. .....Melvin Purvis
Gen. Mgr.....A. P. Skinner

WFIS—Fountain Inn—1956

Frequency: 1600 Kc.....Power: 1 Kw., d.
Owned.....Fountain Inn-Simpsonville Entp.
Address .....Box 271
Tel.: WO 3-5991.....News Service: AP
Representative .....Best
President.....D. L. Bramlett
Gen., Comm. Mgr.....James L. Brownell, Jr.

WFGN—Gaffney—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By ....Cherokee Radio Co., Inc.
Address .....P. O. Box 759
Tel.: 4795.....News Service: UP
Representative.....Radio-TV Promotion Synd.
President .....A. Ray Godshall
Gen., Sta. Mgr.....Morton E. Green

WGTN—Georgetown—1949
MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Georgetown Bcstg. Co.
Address, Trans. Loc.....216 Fraser St.
Tel.: 3-3421.....News Service: UP
Station Rep.....Donald Cooke
Transcription .....Lang-Worth
Pres., Gen. Manager.....J. B. Delzell
Commercial Manager.....Allen Wester
Program Director.....M. A. Delzell

WQOK—Greenville—1950

Frequency: 1440 Kc.....Power: 5 Kw.
Owned-Oper. By.....Dick Bcstg.
Address .....Box 298
Transcription Service .....Thesaurus
Representative .....Walker, Dora-Clayton
Membership .....NAB, RAB
President.....James A. Dick
General Manager.....T. C. Hooper

WESC—Greenville—1947

Frequency: 660 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Greenville Bcstg. Co.
Business-Studio Address.....1 College St.
Tel.: 2-8241.....News Service: AP
Representative .....Rambeau, Brown
Membership .....NAB, RAB
President.....(Mrs.) W. E. Mitchell
General Mgr.....J. Davenport
Commercial Manager.....William Ingram
Program Diretcor.....B. A. Krieger
Publicity Director.....Betty Jo McGuire
Chief Engineer.....J. Harold White

WFBC—Greenville—1933
NBC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By.....WMRC, Inc.
Bus.-Studio Address.....505 Rutherford St.
Tel.: CE 9-1321.....News Service: AP
Newspaper Affil.....News-Piedmont
Transcription .....SESAC
Representative ..... Avery-Knodel
Membership .....NAB, RAB
President.....R. A. Jolley
Sta. Mgr.....Bruce Buchanan
Comm. Mgr.....Keener Garett
Pub. Dir., Prom. Mgr.....Julie Ferguson
Chief Engineer.....Bill Garrison

WMRB—Greenville—1954
ABN-MBS-CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Paramount Bcstg. Co. Inc.
Address.....400 Mayberry St.
Tel.: CE 3-2751.....News Service: AP
Station Representative.....Cooke
Trans. .....World
Pres., Gen. Mgr.....C. F. Cope
Comm. Mgr.....Ted Outlaw
Prog. Dir.....William Arrington
Chief Eng.....Burt Anderson

WMUU—Greenville—1949

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Bob Jones Univ.
Address ..... Greenville
Tel.: CE 9-9001.....News Service: AP
Trans. Service..SESAC, Lang-Worth Standard
Station Rep. .....Continental
Membership ..... RAB
President.....Dr. Bob Jones, Jr.
General Manager.....R. K. Johnson
Station Manager.....Jim Ryerson
Comm. Manager.....David Yearick
Chief Engineer.....William Greaves

WCRS—Greenwood—1941—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned..... Grenco, Inc.
Address.....P. O. Box 868
Tel.: 9-1300.....News Service: AP
Representative .....Clark
President .....Douglas Featherstone
Gen., Sta. Mgr.....Dan Crosland
Commercial Mgr. .....Ralph Norman

WGSW—Greenwood—1953
MBS-KBS

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned.....Radio Greenwood, Inc.
Address.....Edward Arms Bldg.
News Service .....UP
Representative.....Indie Sales; Dora-Clayton
President.....W. C. Woodall, Jr.
Manager.....George B. Cook, Jr.

WCKI—Greer—1955

Frequency: 1300 Kc.....Power: 1 Kw., d.
Owned.....Vernon T. Fox
Address .....Box 431
Tel. 7-4451
Gen. Mgr.....Vernon T. Fox
Comm. Mgr.....James L. Massey
Chief Engineer.....Clyde McClure

WEAB—Greer—1949—KBS

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Greer Bcstg. Co.
Address .....Jones Rd.
Tel.: TR 7-3141.....News Service: UP
Transcription Service .....World
Pres., Gen. Mgr.....E. A. Burch
Sales Mgr.....John Salter
Program Director.....Betty Beers
Chief Engineer.....Leon Southerland

WBHC—Hampton—1957—KBS

Frequency: 1270 Kc.....Power: 1 Kw., d.
Owned.....Hampton County Bcstg. Co.
Address .....Hwy. 601
Owner.....J. A. Gallimore
Manager .....Bill Hollingsworth

WHSC—Hartsville—1946
MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts

Owned.....Hartsville Bcstg. Co., Inc.
Address.....1306 College Ave.
Tel.: ED 2-8101.....News Service: AP
Transcription Service .....Capitol
V.P., Gen. Mgr.....Raymond Caddell
Commercial Mgr.....Oby B. Lyles
Publicity Dir.....Eleanor Flowers
Chief Engineer.....J. E. Parker

WDKD—Kingstree—1949 KBS

Frequency: 1300 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Palmetto Bcstg. Co.
Address .....Kingstree
Tel.: 6761.....News Service: AP
Transcription Service .....Thesaurus
Membership .....RAB
Pres., Gen. Mgr.....E. G. Robinson, Jr.
Comm. Manager.....F. A. Graham
Program Director.....Carroll Godwin
Pub. Director.....Glenn French
Chief Engineer.....Walter Turner

WJOT—Lake City—1953

Frequency: 1260 Kc.....Power: 1 Kw. d.
Owned.....Lake Bcstg. Corp.
Address.....10 S. Acline Ave.
Tel.: 7631.....News Service: UP
Representative.....Donald Cooke, Inc.
President, Gen. Mgr.....J. Olin Tice, Jr.
Sta. Mgr.....Clarence Jackson
Comm. Mgr.....H. J. Palmer
Prog. Dir.....Frances M. Tice

WLCM—Lancaster—1951 KBS

Frequency: 1360 Kc.....Power: 1000 Wtts d.
Owned-Operated By.....Royal Bcstg. Co.
Address.....103 N. Catawba St.
Tel.: 2051.....News Service: AP
Station Rep.....Media Sales
Transcription Service .....Thesaurus
President .....Charles Connelly
General Manager.....Faris Giles

WLBG—Laurens—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By...Laurens-Clinton Bcstg. Co.
Business Address.....Radio Center
Tel.: 2-5212.....News Service: UP
Membership .....RAB
Representative .....Indie Sales
President.....James R. Dalrymple, Jr.
General Manager.....C. W. Hogan
Program Director.....Paul Wynn
Chief Engineer .....Jack Taylor

WYMB—Manning—1957 KBS

Frequency: 1410 Kc.....Power: 1 Kw.
Owned.....Clarendon County Bcstg. Co.
Address .....Box 262
Tel.: 7880.....News Service: AP
Trans. .....SESAC
Pres.....J. M. Soles, Jr.
Gen. Mgr.....Harry Hyman
Comm. Mgr.....Phil Rice
Prog. Dir.....Russ Mellette

WJAY—Mullins—1949—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Mullins & Marion Bcstg. Co.
Address.....Highway 76, P. O. Box 41
Tel.: 3901.....News Service: UP
Transcription Service.....Lang-Worth, SESAC
President.....W. G. Smith
Gen. Mgr.....James F. Ramsey
Chief Engineer.....George Magera

WMYB—Myrtle Beach—1954 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Coastal Carolina Bcstg. Corp.
Address.....Oak St. at 28th Ave.
Tel.: 7123.....News Service: UP
Representative .....Donald Cooke
Membersehip .....NAB
President.....James Olin Tice, Jr.
Gen., Sta., Sls. Mgr.....J. G. Kenworthy
Program Director.....Robert Thompson
Chief Engineer.....Marvin Rivenburgh

WKDK—Newberry—1946 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Newberry Bcstg. Co., Inc.
Address, Trans.....11 Radio Dr.
News Service .....AP
Representative..Interstate United Newspapers
Transcription Service .....Thesaurus
Membership .....NAB
President.....James F. Coggins

WDIX—Orangeburg—1946 ABN

Freq.: 1150 Kc....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By.....WDIX, Inc.
Address.....Whitman St. Ext.
Tel.: JE 4-4461.....News Service: AP
Station Rep.....Devney, Forjoe
Membership .....NAB
President.....Charles S. Henerey
General Manager.....Frank B. Best
Comm., Sls. Prom. Mgr..Norman M. Matthews
Program Director.....Mrs. J. C. Hydrick, Jr.
Chief Engineer.....William D. Sneed

WTND—Orangeburg—1948 KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WTND, Inc.
Address .....1 Memorial Plaza
Tel.: JE 4-1301.....News Service: UP
Representative .....Thos. F. Clark
Membership .....RAB
Pres., Gen. Manager.....J. I. Sims
Engineers .....W. L. Styles, I. P. Herrington

WRHI—Rock Hill—1944
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....York Co. Brdcg. Co.
Address.....Rock Hill Nat. Bk. Bldg.
Tel.: 2085.....News Service: AP
Gen. Mgr., Chf. Eng.....James S. Beaty, Jr.
Sta. Mgr., Prog. Dir. .....Wm. C. Beaty
Sls. Mgr., Pub. Dir.....H. S. Gault

WTYC—Rock Hill—1949

Frequency: 1150 Kc.....Power: 1 Kw. d.
Owned.....Tri-County Bcstg. Corp.
Address.....P. O. Box 1091
Tel.: 3175.....News Service: UP
Representative .....Indie Sales
President.....T. Lamar Simmons
Gen., Sta. Mgr., Prog. Dir.....E. L. Burwell
Comm. Mgr.....R. F. Adams
Sls. Prom. Mgr.....Gene Apperson
Pub. Dir.....Jack Howe
Chief Engineer.....Ed Roberts

WSNW—Seneca—1949—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Blue Ridge Bcstg. Co., Inc.
Address.....P. O. Box 443
Representative .....Best
Membership .....NAB, RAB
Pres., Gen. Mgr.....J. A. Gallimore
Treasurer.....Virginia Gallimore

WTHE—Spartanburg—1953

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Spartanburg Bcstg. Co.
Address.....101 Schuyler Bldg.
Tel.: 3-2727.....News Service: AP
Trans. Ser. .....World
Membership .....NAB
Pres., Gen. Mgr.....John K. L. Peterson
Sta. Mgr., Prog. Dir.....Raymond C Starr
Commercial Manager.....Ralph Sklar
Publicity Director.....Lanny Layton
Sales Prom. Mgr.....Rik Rogers
Chief Engineer.....Clyde J. McClure

WORD—Spartanburg—1940
NBC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Word, Inc.
Business-Studio Address.....291 E. Main St.
Tel.: 3-2711.....News Service: AP
Representative.....Paul H. Raymer
President .....Irwin Kahn
Gen. Manager.....W. C. Bochman
Comm. Manager.....Charles B. Parham
Program Director.....Buddy Womick
Chief Engineer.....James L. Tate

WSPA—Spartanburg—1929
CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned.....Spartan Radiocasting Co.
Business-Studio Address.....224 E. Main St.
Tel.: 3-3621.....News Service: UP
Transcription Service .....World
Membership .....NAB, RAB
Representative ..... Hollingbery
President.....Walter J. Brown
Gen. Manager.....Roger A. Shaffer
Commercial Manager.....Ross M. Holmes
Program Director.....Henry Bussey
Chief Engineer.....H. R. Beckholt

WFIG—Sumter—1940
MBS-KBS

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Oper. By.....WFIG, Inc.
Business-Studio Address.....20 N. Main St.
Tel.: SP 3-7305.....News Service: AP
Representative.....Joseph Hershey McGillvra
President.....F. B. Creech, Sr.
General Manager.....T. Doug Youngblood
Comm. Manager.....Fulton B. Creech, Jr.
Program Director.....Kathryn Gaillard
Chief Engineer.....Richard Elam

WSSC—Sumter—1953—ABN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Sumter Inc.
Address.....East Calhoun St.
Representative .....Best
Trans. .....World
Membership .....NAB
President.....J. A. Gallimore
General Manager.....Ed Damron
Comm. Manager.....H. W. Fowler
Prog., Pub. Director.....Lillian Davis

WBCU—Union—1949—KBS

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By.....Bcstg. Co. of Union, Inc.
Address .....210 East Main St.
Tel.: 1200.....News Service: AP
Transcription Service .....World
Pres., Gen. Mgr.....Edward L. B. Osborne
V.P., Sec'y.....James F. Coggins
Program Director.....Ernest Johnson
Chief Engineer.....Walker Carver

WALD—Walterboro—1947

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Oper. By.....Walterboro Bcstg. Co.
Studio Address.....Ft. Benson St.
Tel.: 3861.....News Service: AP
Representative .....Don Cook
General Manager.....Klein B. Beach, Jr.

WYCL—York—1956

Frequency: 1580 Kc.....Power: 250 Watts
Owned.....York-Clover Broadcasting Co.
Address.....U. S. 321 By Pass
Tel.: MU 4-4241.....News Service: AP
President.....C. B. Sigmon
General Manager.....Harvey Laughter
Commercial Manager.....Archie Warren
Prog. Dir.....Larry Bumgardner

South Dakota

Pop. March 1 (Est.)—715,000; Families—201,000; Lic. Stations—19, Sta. CP's—0; Radio Homes—194,000; TV Homes—119,000

KABR—Aberdeen—1952
KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....Yankton Bcstg. Co.
Address .....Box 527
Tel.: 4959.....News Service: UP
Membership .....NAB
Trans. .....Standard
Representative .....Bob Dore
General Manager.....Bill Johnson
Sta. Mgr.....Neal Edwards

KSDN—Aberdeen—1948
ABN

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Aberdeen News Co.
Tel. 4573
Newspaper Affil. .....American-News
Representative .....Weed
Membership .....NAB
President.....Henry J. Schmitt
Gen. Mgr., Pub. Director....Byron McElligott
Commercial Manager.....Russa Osborne
Program Director.....E. C. Pieplow
Chief Engineer.....George Crocker

KBRK—Brookings—1955
KBS

Frequency: 1430 Kc.....Power: 500 Watts
Owned-Oper By.....Brookings Bcstg. Co.
Address.....Northwest Bank Bldg.
Tel.: 477.....News Service: AP
Transcription Service .....World
Gen., Comm. Mgr.....E. C. Stangland
Prog. Dir., Chief Eng.....Robert Reimers

KDSJ—Deadwood—1946

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By....John, Eli & Harry Daniels
Address .....745 Main
Tel.: 186.....News Service: UP
Membership .....NAB
Gen., Bus. Manager.....Harry Daniels

KIJV—Huron—1947
NBC-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..James Valley Bcstg. Co., Inc.
Bus.-Studio Address.....1726 Dakota St.
Tel.: 765.....News Service: UP
Transcription Service .....Thesaurus
Membership .....NAB
Manager.....Max F. Staley
Comm. Manager.....Dwight Coursey

KORN—Mitchell—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mitchell Bcstg. Assn.
Bus.-Studio Address.....217-219 N. Main
Tel.: 621.....News Service: UP
Transcription Service .....Lang-Worth
Membership .....NAB
Pres., Gen., Sta. Mgr., Prog. Dir...R. V. Eppel
Comm., Sales Prom. Mgr.....M. Johnson
Chief Engineer.....J. R. Doherty

KOLY—Mobridge—1956—KBS

Frequency: 1300 Kc.....Power: 1 Kw., d..
Owned.....Mobridge Bcstg. Corp.
Address.....114 Third St. East
Tel.: 654.....News Service: UP
Trans. .....World
Pres., Mgr.....L. L. Coleman

KGFX—Pierre—1916—KBS

Frequency: 630 Kc.....Power: 200 Watts d.
Owned-Oper. By.....Estate of Dana McNeil
Bus.-Studio Address.....203 W. Summit Ave.
Tel.: 2351.....News Service: UP
Pres., Gen. Mgr.....Ida A. McNeil
Chief Engineer.....Hugo Conrath, Jr.

KOTA—Rapid City—1936
CBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.....Duhamel Ent., Inc.
Business Address.....524½ 6th St.
Tel.: FI 2-2000.....News Services: UP, AP
Representative .....Headley-Reed
Transcription Service .....Capitol
Membership .....NAB, RAB
President, Gen. Mgr.....Helen S. Duhamel
Sales Prom. Mgr.....Arthur L. Jones
Prog., Pub. Dir.....Abner H. George
Business Manager.....William F. Turner
Farm, Ranch Dir.....Gene Taylor
Chief Eng.....Robert Musfeldt

KRSD—Rapid City—1953

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Heart of the Black Hills
Address.....P. O. Box 609
Tel.: FI 2-6050.....News Service: UP
Trans. Ser. .....Thesaurus
General Manager.....Eli Daniels

KELO—Sioux Falls—1937
NBC

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midcontinent Bcstg. Co.
Bus.-Studio Addres.....Phillips Ave.—8th St.
Tel.: 4-5841.....News Services: UP, AP
Transcription Service .....Standard
Representative..H-R Reps., Bulmer & Johnson
Membership .....NAB, RAB
President .....Joe Floyd
Gen., Comm. Manager.....Evans Nord
Sales Prom. Mgr.....Jack Townsend
Chief Engineer.....Lester Froke

KIHO—Sioux Falls—1948
MBS

Frequency: 1270 Kc.....Power: 1000 Watts

Owned.....Ware Bcstg. Corp.
Address .....218 South Main Ave.
Tel.: 4-7736.....News Service: UP
Representative ..... Pearson
Trans. Ser. .....World
Gen. Mgr.....Robert J. Flynn
Comm. Mgr.....Vince Casey
Chief Eng.....Roman A. Kramer

KISD—Sioux Falls—1948
KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KISD, Inc.
Bus.-Studio Address.....3631 W. 12 St.
Tel.: 4-5571.....News Service: AP
Station Representative .....Cooke
Pres., Gen. Mgr., Prog. Dir.....Verl Thompson
Comm. Manager.....Roland Phillip
Sls. Prom. Manager.....Shirli Adams
Chief Engineer.....Dick Perry

KSOO—Sioux Falls—1927
ABN

Freq.: 1140 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.Sioux Falls Bcstg. Asso., Inc.
Address.....317 S. Phillips Ave.
Tel.: 4-5601.....News Service: AP
Membership .....NAB
Station Representative.....Avery-Knodel,Inc.
President .....Morton Henkin
V.P., Gen. Mgr.....George R. Hahn
Comm. Mgr.....Orrin Melton
Prog. Dir.....Ray Loftesness
Chief Engineer.....Max E. Pierce

KWAT—Watertown—1926
MBS-KBS

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By..Midland Natl. Life Ins. Co.
Address .....Box 74
News Service .....AP
Transc. Service .....Standard, World
Representative .....Gill-Perna
Membership .....NAB, RAB
President.....H. Smith Hagen
Gen., Sta., Comm. Mgr.....Ross E. Case
Program Director.....Gene Branter
Sales Prom. Mgr.....B. J. Kinney

KWYR—Winner—1957

Frequency: 1260 Kc.....Power: 5 Kw., d.
Owned.....Midwest Radio Corp.
Address.....333 W. Second St.
News Services.....UP, AP
Manager .....Earl Williams
Prog. Dir.....Cliff Pike

KYNT—Yankton—1955—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Yankton Bcstg. Co.
Address .....Box 105
Tel.: 3623.....News Service: UP
Transcription Service .....Thesaurus
Representative .....Bob Dore
Membership .....NAB, RAB
President.....William M. Smith
Gen. Mgr., Exec. V.P.....William E. Johnson
Chief Engineer.....John C. Briggs

WNAX—Yankton—1922—CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Peoples Bcstg.
Bus.-Studio Address.....3rd & Mulberry Sts.
Tel.: 442.....News Services: AP, UP
Representative .....Katz
Membership .....NAB, RAB
V.P., General Manager.....Donald D. Sullivan
Resident Manager.....Clair W. Giles
Commercial Manager.....Nick Bolton
Prom. Mgr., Pub. Dir.....Roland Peterson
Program Director.....Jack Vaughn
Chief Engineer.....Clifton M. Todd

Tennessee

Pop. March 1 (Est.)—3,562,000; Families—974,000; Lic. Stations—101, Sta. CP's—3; Radio Homes—942,000; TV Homes—689,000

WLAR—Athens—1947
KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Athens Bcstg. Co.
Business-Studio Address.....N. Jackson St.
Tel.: 1450.....News Service: UP
Newspaper Affil.....Daily Post-Athenian
Transcription Service .....Thesaurus
Membership .....NAB
Gen. Mgr.....William P. Atkins
President.....Lowell F. Arterburn
Gen., Comm. Mgr.....Buell J. Charles
Chief Engineer.....Andrew Bates

WOPI—Bristol—1929—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned.Radiophone Bcstg. Station, WOPI, Inc.
Address....Easley-Wright Bldg., 310 State St.
Tel.: SO 3730.....News Service: UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....NAB, RAB
Pres., Gen. Manager.....W. A. Wilson
Commercial Mgr.....James C. Wilson

WHLP—Centerville—1955

Frequency: 1570 Kc....Power: 1000 Watts, d.
Owned.....Tri-County Broadcasting Corp.
News Service .....UP
Representative .....Hil F. Best
Membership .....NAB, RAB

President.....J. Gil Thompson
Gen., Sta., Prom. Mgr.....Earl Carney
Comm. Mgr., Prog. Dir.....John C. Kerr
Publicity Director.....Louise McCaleb
Chief Engineer.....J. W. Chessor

WAGC—Chattanooga—1946 MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WAGC Bcstg. Co.
Address.....Hotel Patten
Tel.: AM 7-1128.....News Service: UP
Representative.....Dora-Clayton
Pres.....P. F. Furlow
Gen., Sta. Mgr.....John Sanders
Prog. Dir.....Gaylord A. McPherson
Chief Engineer.....George McMurtrie

WAPO—Chattanooga—1934 ABN

Frequency: 1150 Kc.. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....WAPO Bcstg. Service
Business-Studio Address....New Read House
Tel.: AM 6-6141.....News Service: UP
Membership.....NAB
Representative.....H-R Reps.
Pres.....Gordon Gambill
Comm. Mgr.....Walter Stamper

WDEF—Chattanooga—1941 NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDEF Bcstg. Co.
Bus.-Studio Address.....Volunteer Bldg.
Tel.: AM 7-3393.....News Service: UP
Transcription Service.....Capitol
Representative.....Branham
Membership.....NAB, RAB
President.....Carter M. Parham
Gen. Sta. Comm. Mgr.....Ken Flenniken
Pub., Prog. Director.....Kenn Early
Chief Engineer.....B. C. Baker

WDOD—Chattanooga—1925 CBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDOD Bcstg. Corp.
Address.....Hamilton Natl. Bank Bldg.
Tel.: AM 6-5117.....News Service: AP
Transcription Service.....Standard, World
Representative.....Paul H. Raymer
Gen. Mgr.....H. F. Wehrmann
Comm. Mgr.....Bryan J. Bush
Program Director.....Earnest Feagans
Chief Engineer.....Edward Walker

WDXB—Chattanooga—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....French, Inc.
Address.....Dome Bldg.
Tel.: AM 6-1114.....News Service: AP
Representative.....Forjoe
Pres.....Stephen C. French
Comm. Mgr.....Luther Wilson

WMFS—Chattanooga—1951 KBS

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WMFS, Inc.
Address.....835 McCallie Ave.
Telephone.....6-4146
Representative.....Pearson
Pres., Gen. Mgr.....B. F. J. Timm
Sta., Comm. Mgr., Prog., Pub. Dir.....F. Webb

WMCH—Church Hill—1954 KBS

Frequency: 1260.....Power: 1000 Watts
Owned-Oper. By.....Thales E. Wallace
Address.....P. O. Box 148
Tel.: EL 7-2601.....News Service: AP
President.....Thales E. Wallace
Comm. Manager.....James M. Smith

WDXN—Clarksville—1954

Frequency: 540 Kc.....Power: 250 Watts, d.
Owned.....Clarksville Bcstg. Co., Inc.
Address.....Bailey Bldg.
Tel.: MI 5-2411.....News Service: UP
Membership.....NAB
Representative..Venard, Rintoul & McConnell
Gen. Manager.....J. M. Cecil
Comm. Mgr.....Charles Malone

WJZM—Clarksville—1941 KBS-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Campbell & Shattall
Business-Studio Address.....411 Madison St.
Tel.: MI 5-6414.....News Service: AP
Membership.....NAB, RAB
Representative.....Jack Masla
Pres., Gen. Manager.....J. Parry Shettall
Sta. Mgr., Chief Eng.....John Bailey
Program Director.....Ernest Simmons
Publicity Director.....Richard McCullough
Commercial Manager.....Charles Malone
Sls. Prom. Mgr.....John Berwind

WBAC—Cleveland—1945 MBS

Frequency: 1340 Kc.....Power: 250 Watts
Own.-Oper. By.....Fitch & Kile, Inc.
Business-Studio Address....180 Central Ave.
Tel.: GR 6-7593.....News Service: UP
Pres., Gen., Sta. Mgr.....Thad E. Fitch
Prog., Pub. Director.....Paul Kirksey
Chief Engineer.....William D. Stuart

WCLE—Cleveland—1957 KBS

Frequency: 1570 Kc.....Power: 1 Kw., d.
Owned.....Southeastern Entp.
Address.....33 Ocoee St.
Telephone.....GR 2-6511
Sta., Sls. Mgr.....Bill Stamps

WKRM—Columbia—1946 KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Middle Tenn. Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address..P. O. Box 71
Tel.: EV 8-3636.....News Service: AP
Transcription Service .....World, Thesaurus
Representative ..... Walker
Membership .....NAB, RAB
Pres., Gen.-Sta. Mgr.....R. M. McKay, Jr.
Prog. Dir.....Dick Davis
Sls. Prom., Comm. Mgr.....Mel Dugger
Pub. Director.....Jim Keiran
Chief Engineer .....Cameron McKay

WHUB—Cookeville—1940 CBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WHUB, Inc.
Bus.-Studio Address.....315½ E. Spring
Tel.: 789.....News Service: UP
Membership .....NAB, RAB
Pres., General Manager.....M. L. Medley
Sta. Mgr.....Stacey Mott
Chief Engineer.....Claude Haston

WKBL—Covington—1954 KBS

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned...Tipton County Broadcasting Co., Inc.
Address .....Covington
Tel.: GR 6-9635.....News Service: AP
Trans. .....Lang-Worth
Membership .....NAB
Pres., Gen. Mgr.....Bob Whiteley
Comm., Sales Prom. Mgr.....Jack Whitehorn
Program Director.....Dave Stewart
Publicity Director.....Tim Daniels

WZYX—Cowan—1957

Frequency: 1440 Kc.....Power: 1 Kw., d.
Owned.....Cumberland Bcstg. Co.
Address .....Cowan
Gen. Mgr.....A. D. Smith, Jr.
Sta. Mgr.....James F. Spencer

WAEW—Crossville—1952 KBS

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Oper. By.....WAEW, Inc.
Address.....P. O. Box 278
News Service .....UP
Membership .....RAB
President, Gen. Mgr.....Arthur Wilkerson
V.P., Secretary.....Evelyn Wynn
Comm., Sta. Manager.....Clarence Stinnett

WDNT—Dayton—1957—KBS

Frequency: 1280 Kc.....Power: 1 Kw., d.
Owned.....Norman A. Thomas
Address .....Box 294
Tel.: 1540.....News Service: AP
Trans. .....Standard
Gen. Mgr.....Jack S. Pullin
Comm. Mgr.....Vance A. Travis

WDKN—Dickson—1955—KBS

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Dickson Co. Bcstg. Inc.
Address .....Box 71
Tel.: HI 6-2852.....News Service: AP
Membership .....RAB, NAB
Pres., Gen., Sta. Mgr.....W. Potts
Comm., Sls. Prom. Mgr.....Warren Medley
Program Director.....William Phillips
Chief Engineer.....Richard D. Essner

WDSG—Dyersburg—1946 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....State Gazette Bcstg.
Address .....Box 58
Tel.: AT 5-1294.....News Service: AP
V.P., Gen. Mgr.....Robert W. Ward

WTRO—Dyersburg—1957

Frequency: 1330 Kc.....Power: 500 W., d.
Owned.....Southern Gen. Bcstg. Co.
Address.....Cordell Hull Hotel
Tel.: AT 5-4173.....News Service: UP
Trans. .....Lang-Worth
Representative .....Best
Membership .....NAB, RAB
President .....Hamilton Parks
Gen. Mgr.....Gene G. Williams
Comm. Mgr.....Mahlon Greene

WBEJ—Elizabethton—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned .....WBEJ, Inc.
Business-Studio Address.....Box 829
Representative .....Dora-Clayton, Gill-Perna
News Service .....UP
Pres.....R. W. Turrentine, Jr.
Gen., Sta. Mgr.....William E. Hale
Comm. Mgr.....James P. Austin

WEMB—Erwin—1956—KBS

Frequency: 1420 Kc.....Power: 1 Kw., d.
Owned.....Max M. Blakemore
Address .....Snyder Bldg.
Tel.: 2-2011.....News Service: UP
Trans. .....Thesaurus
Gen. Mgr.....Max M. Blakemore
Prog. Dir.....W. B. Early

WCPH—Etowah—1955

Frequency: 1220 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....Morgan Bcstg. Co.
Address.....109 9th St.
Transcription .....World
Representative.....Hil F. Best
President, Gen. Mgr.....H. J. Morgan

WEKR—Fayetteville—1948 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Oper. By.....Fayetteville Bcstg. Co.
Business-Studio Address.....Box 625
Tel.: 1240.....News Service: AP
Trans. Ser. .....Thesaurus
Membership .....NARTB, RAB
President.....John R. Crowder
General Manager.....James Porter Clark
Station Manager.....Jim Tate
Program Director.....Charles W. Shewry
Chief Engineer.....Ernest Tucker

WAGG—Franklin—1953

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Williamson County Bcstg.
Address .....Mallory Rd.
Tel.: 982.....News Service: AP
President .....William Ormes
Gen. Mgr., Ch. Engineer.....Ellis F. Jones, Jr.

WHIN—Gallatin—1948—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sumner County Bcstg. Co.
Address .....Box 811
Tel.: 1010.....News Service: AP
Transcription .....World
Membership .....NAB
Gen. Mgr.....Charles W. Brewer
Asst. Manager.....Lottie Shaw

WGRV—Greeneville—1947 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Greeneville, Inc.
Address .....Radio Bldg.
News Service .....UP
Manager .....Paul Metcalfe
Commercial Manager.....Hugh Pickel

WHBT—Harriman—1947 KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Folkways Bcstg. Co., Inc.
Address.....Devonia & Crescent
Tel.: 661.....News Service: AP
Transcription Service.....Thesaurus
Representative .....Continental
Pres., Gen. Mgr.....William R. McDaniel

WIRJ—Humboldt—1949 KBS

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By....Gibson Co. Bcstg. Co., Inc.
Address.....210 N. 22nd Ave.
Tel.: SU 4-1740.....News Service: AP
Newspaper Affil.....Courier-Chronicle
President .....J. F. Warmath
Gen., Sta. Mr.....Howard E. Byrum
Comm., Sls. Prom. Mgr.....Carroll Wilson
Prog. Director.....Bill Carter
Chief Engineer.....Gerald Hicks

WDXI—Jackson—1948—KBS

Freq.: 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Dixie Bcstg. Co.
Business-Studio Address.....Williams Bldg.
Tel.: 7-9611.....News Service: UP
Transcription Service .....World
Representative .....Venard
Membership .....NAB
Pres.....Aaron B. Robinson
Gen. Mgr.....Jack Cecil

WJAK—Jackson—1954

Frequency: 1460 Kc.....Power: 1000 Watts, d.
Owned-Oper. By....Jackson Broadcasting Co.
Address.....416 Poplar St.
Tel.: 7-7436.....News Service: UP
Rep. .....Dora-Clayton
Trans. .....Lang-Worth
Membership .....NAB
Pres.....Dr. Alexander Leech
Gen. Mgr.....Robert Blow
Comm. Mgr.....Bill Winsett
Chief Eng.....Henry S. Lesh

WTJS—Jackson—1931—ABN

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Sun Publishing Co.
Bus.-Studio Address .....Jackson
Tel.: 7-3316.....News Service: AP
Newspaper Affil.....Jackson Sun
Transcription Service..... Thesaurus
Representative .....Branham
Membership .....NAB, RAB
V.P., Gen. Mgr.....A. A. Stone
Manager.....Frank S. Proctor
Asst. Mgr.....L. R. Brooks
Program Director.....Vince Tapler
Chief Engineer.....James Ellzey

WCLC—Jamestown—1957 KBS

Frequency: 1260 Kc.....Power: 1 Kw., d.
Owned.....Jamestown Bcstg. Co.
Address .....Box 415
Tel.: TR 9-2825.....News Service: UP
Gen. Mgr.....Clarence Stinnett
Comm. Mgr.....James Hamby

WETB—Johnson City—1947

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Press, Inc.
Business Address.....Press Bldg.
News Service .....AP
Representative .....McGillvra
Transcription Service .....World
Membership .....NAB, RAB
President.....Carl A. Jones
Manager .....Arthur Kelsey

WJHL—Johnson City—1939 CBS

Freq.: 910 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....WJHL, Inc.
Business-Studio Address.....145 W. Main St.
News Service .....AP, UP
Representative.....John E. Pearson
Membership .....NAB
Pres., Gen. Mgr.....W. H. Lancaster, Jr.
Sta., Comm. Mgr.....K. Marsh

WKIN—Kingsport—1951

Frequency: 1320 Kc.....Power: 5000 Watts, d.
Owned & Operated.....WKIN, Inc.
Address.....Market & Wexler Sts.
Tel.: CI 6-8131.....News Service: AP
Transcription Service..... World
Representative.....Thomas F. Clark
Pres., Gen. Mgr.....Cy N. Bahakel
Sta., Prom. Manager.....Phil Bahakel

WKPT—Kingsport—1940
NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Kingsport Bcstg. Co., Inc.
Business-Studio Address....222 Commerce St.
Tel.: CI 5-4161.....News Service: AP
Transcription Service.....Thesaurus
Representative ..... Burn-Smith
Membership .....NAB
President.....C. P. Edwards, Jr.
Gen., Sta. Manager.....Paul L. Overbay
Commercial Mgr.....Phil Weaver
Program Dir.....Martin Karant
Chief Engineer.....Thomas Phillips

WBIR—Knoxville—1941
ABN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WBIR, Inc.
Business-Studio Address..1513 Hutchison Ave.
Tel.: 5-8101.....News Service: UP
Transcription ..... Thesaurus
Membership .....NAB, RAB
President, Manager.....John P. Hart
Comm. Mgr.....Leon Ridings
Program Director.....Robert Agee
Publicity Director.....Robert Wilson
Chief Engineer.....J. Rex Horton

WIVK—Knoxville—1953

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Dick Bcstg. Co.
Address.....319 N. Gay Street
Tel.: 4-3693.....News Service: AP
Trans. .....Lang-Worth
Membership .....NAB, RAB
Representative .....Walker
Pres., Gen., Sta., Sls. Prom. Mgr.....J. A. Dick

WKGN—Knoxville—1946
MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WKGN Inc.
Bus.-Studio Address.....Box 1750
Tel.: 4-0766.....News Service: AP
Station Representative .....World
Gen., Sta., Prog. Dir.....Guy L. Smith, III
Comm. Manager.....Charles Kuhn
Chief Engineer.....Robert Goodman

WKXV—Knoxville—1953
KBS

Frequency: 900 Kc.....Power: 1000 Watts, d.
Owner .....Knoxville Ra-Tel
Address.....411½ W. Main St.
Telephone 4-9866
Membership .....RAB
President.....B. L. Boring
Comm. Manager.....Marvin Thompson
Office Manager.....Mrs. Willie Day

WNOX—Knoxville—1921
CBS

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By..Scripps-Howard Radio, Inc.
Address.....4400 Whittle Springs Rd. N. E.
Tel.: 3-3171.....News Service: UP
Newspaper Affiliation.....News Sentinel
Transcription Service .....Standard
Representative .....John Blair
Membership .....NAB, RAB
President.....Jack R. Howard
Gen., Sta. Manager.....R. B. Westergaard
Publicity Director.....Gene Miller
Comm., Sts. Prom. Mgr.....O. L. Smith
Prog. Director.....C. A. McMahon
Chief Engineer.....Ray Evans

WATE—Knoxville—1927
NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper. By.....WATE, Inc.
Business-Studio Address.....612 Gay St.
Tel.: 2-7111.....News Service: UP
Representative .....Avery-Knodel
Membership .....NAB, RAB
V.P., Gen. Mgr.....W. H. Linebaugh
Manager.....David H. Carpenter
Commercial Manager.....J. T. McCloud
Program Dir.....Wayne Hudson
Sales Prom. Mgr., Pub. Dir.....Carl Huster
Chief Engineer.....Fred Andrews

WLAF—Lafollette—1953
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owner.....LaFollette Bcstg. Co.
Address .....Piedmont Hotel
Tel.: 1060.....News Service: AP
Membership .....RAB
Transcription Service.....World, Capitol
Gen. Mgr., Chief Eng.....Marvin L. Paul
Commercial Manager.....John H. Farmer

WDXE—Lawrenceburg—1951
KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lawrenceburg Bcstg. Co.
Address .....Locke Bldg.
Tel.: SO 2-4411.....News Service: UP
Trans. Ser. .....World
Membership .....NAB
Representative .....Ayers
President.....Aaron B. Robinson
V.P., Gen. Mgr.....Jack Cecil
Sta. Mgr.....Ken Marston
Comm. Mgr.....Bud Sawyer
Chief Engineer.....Phil Kemper

WCOR—Lebanon—1949—KBS

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Operated By...Lebanon Bcstg. Co., Inc.
Address .....Lebanon
Tel.: 1540.....News Service: AP
Pres., Sta. Mgr.....Theo. F. Ezell, Jr.
Commercial Manager.....Jack Hendrickson

WLIL—Lenoir City—1950 KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owner .....WLIL, Inc.
Address.....P. O. Box 151
Tel.: 1095.....News Service: UP
Representative .....Best
Membership .....NAB, RAB
Pres., Gen., Sta. Mgr.....Arthur Wilkerson
V.P., Office Mgr.....Mrs. Evelyn Wynn
Commercial Manager.....Lester DeLong

WJJM—Lewisburg—1947 MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Louis D. Lingner
Address .....East Hill
Tel.: 780.....News Service: AP
Trans. Ser. .....World
Representative.....Hil F. Best
Membership .....NAB
Station Manager.....Bob Davidson
Prog. Dir.....Barbara Matthews
Chief Engineer.....R. C. Wiley

WDXL—Lexington—1954 KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Lexington Bcstg. Co.
Address.....Broad & Church
Tel.: WO 8-3500.....News Service, UP
Station Representative..... Headley-Reed
Membership .....NAB
General Manager.....Ben Enochs
Comm. Mgr.....Ann Flagg
Prog. Dir.....Ev Flagg

WMSR—Manchester—1956

Frequency: 1580 Kc.....Power: 1 Kw., d.
Owned.....Manchester Bcstg. Co.
Address.....611 McArthur St.
Tel.: PA 8-3526.....News Service: UP
Trans. .....SESAC
Representative .....Best
Gen. Mgr.....L. Murray Chumley
Comm. Mgr.....Jim Webb

WCMT—Martin—1957

Frequency: 1410 Kc.....Power: 1 Kw.
Owned.....J. T. Sudbury
Address .....Blytheville, Ark.
Tel.: PO 2-2093.....News Service: AP
Membership .....NAB
Gen. Mgr.....J. T. Sudbury
Sta. Mgr.....Fred Walker

WGAP—Maryville—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Aluminum Cities Bcstg. Co.
Address .....218 Court St.
Tel.: YU 3-4310.....News Service: AP
Membership .....NAB, RAB
Transcription Service.....Thesaurus, World
Representative .....Hil F. Best
Pres., General Manager.....F. H. Corbett
Commercial Manager.....Horace McGill
Prog. Dir.....Ken D. Kribbs
Publicity Director.....Ken Johnson
Chief Engineer.....Henry McDonald, Jr.

WHDM—McKenzie—1954

Frequency: 1440 Kc.....Power: 500 Watts, d.
Owned.....Tri-County Bcstg. Co., Inc.
Address .....Hotel McKenzie
Tel.: EL 2-3371.....News Service: AP
Trans. Ser. .....Thesaurus
Station Rep. .....Best
Pres., Gen. Mgr.....Earl S. Nolting
Sec'y.-Treas. .....Gladys Nolting
Sta. Mgr., Prog. Dir.....Lance Beard
Comm. Manager.....Irene Morgan
Chief Engineer.....Martin Dill

WBMC—McMinnville—1955

Frequency: 960 Kc.....Power: 500 W., d.
Owned-Oper....Cumberland Valley Bcstg. Co.
Address .....Box 270
Tel.: 2104.....News Service: AP
Transcription Service .....Thesaurus
President .....Harold Laws
General Manager.....Franklin H. Brown
Program Director.....James R. Eastman
Chief Engineer.....Roy E. Pearsall

WMMT—McMinnville—1947 MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..McMinnville Brdg. Co., Inc.
Address.....N. Chancery St.
News Service .....UP
Transcription .....World
General Manager.....Royce E. Richards

KWEM—Memphis—1946

Frequency: 990 Kc.....Power: 1000 Watts, d.
Owned-Operated By.....KWEM, Inc.
Address .....Box 142
Telephone .....GL 8-3311
Representative .....Bernard
Chairman, Board.....E. D. Rivers, Jr.
Gen. Mgr.....John R. Barlett
Comm. Manager.....Kurt Alexander

WLOK—Memphis—1951

Frequency: 1480 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....WLOK, Inc.
Address .....378 Beale St.
Tel.: JA 5-7545.....News Service: UP
Rep.....Dora-Clayton, Stars National
Pres. .....Jules Paglin
Gen., Sta., Comm. Mgr.....Eugene P. Weil
Chief Engineer.....William Jones

WDIA—Memphis—1947

Freq.: 1070 Kc.....Power: 50 Kw. d., 5 Kw. n.
Owned By.....WDIA, Inc.
Business-Studio Address.....2074 Union Ave.
Tel.: BR 6-2703.....News Service: UP
Representative .....Pearson
Membership .....RAB
General Manager.....Bert Ferguson
Commercial Manager.....Harold F. Walker

WHBQ—Memphis—1925
MBS-ABN

Freq.: 560 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....RKO Teleradio Pictures
Bus.-Studio Address.....Hotel Chisca
Tel.: JA 5-6306.....News Service: UP
Representative .....H-R
Membership .....NAB, RAB
President.....Thomas F. O'Neil
Gen., Sta. Mgr.....William H. Grumbles
Comm. Mgr.....Max Michel, Jr.
Prog. Director.....Charles Sullivan
Sales Service Mgr.....Jack Starr
Publicity Diretcor.....Gene Roper
Chief Engineer.....Welton Roy

WHER—Memphis—1955

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-State Bcstg. Service
Address.....972 S. Third St.
Tel.: JA 5-6831.....News Service: UP
Representative.....Dove & Pancoast
President.....Sam C. Phillips
Gen., Comm. Manager..William S. Decker, Jr.

WHHM—Memphis—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Mid-South Bcstg. Corp.
Business-Studio Address....930 Madison Ave.
Tel.: JA 7-4422.....News Service: UP
Reps. .....Everett-McKinney
Membership .....RAB, NAB
President.....P. E. Furlow
General Manager.....C. K. Beaver
Program Director.....John Carr
Commercial Manager.....Allan Avery
Chief Engineer.....Ronnie Goss

WMC—Memphis—1923—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Memphis Publishing Co.
Business-Studio Address.....Third & Madison
Tel.: JA 6-7464.....News Service: UP
News. Affil.....Memphis Pub. Co.
Representative .....John Blair
Membership .....NAB, RAB
President .....Enoch Brown
General Manager.....H. W. Slavick
Station Manager.....Stan Torgerson
Sales Mgr.....Ray Gill
Prod. Mgr.....John McIntosh
Comm. Mgr.....Ray Gill
Pub. Director.....Walter E. Frase
Chief Engineer.....E. C. Frase, Jr.

WMPS—Memphis—1925

Freq.: 680 Kc.....Power: 10 Kw. d.; 5 Kw. n.
Owned-Operated By.....WMPS, Inc.
Business-Studio Address.....112 Union Ave.
Tel.: JA 5-2663.....News Service: UP
Trans. Service.....Standard, World, Sesac
Representative .....Radio-TV Representatives
Membership .....NAB, RAB
Pres.....Harold R. Krelstein
V.P., Gen. Mgr.....Charles De Vois
Program Dir.....W. E. Crump
Chief Engineer.....J. G. Deaderick

WREC—Memphis—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....WREC Bcstg. Service
Business-Studio Address.....Hotel Peabody
News Service .....UP
Transcription Service.....Lang-Worth, World
Membership .....NAB
Representative .....Katz
Owner, General Manager....Hoyt B. Wooten
Commercial Manager.....Hollis R. Wooten
Program Director.....Jack Michael
Chief Engineer.....Wilson Raney

WKBJ—Milan—1955

Frequency: 1600 Kc.....Power: 1000 Watts
Owned.....West Tennessee Bcstg. Co.
Address .....Milan Hotel
Tel: MU 6-2481.....News Service: AP
President .....Ben Ivey King
Gen., Station Mgr.....Jack Merrill
Sales Prom. Mgr.....W. G. Denney
Prog. Director.....Billy J. Haney
Chief Engineer.....Bill Markham

WCRK—Morristown—1947
MBS-KBS

Frequency: 1150 Kc.....1 Kw., d.; 500 W., n.
Owned-Oper. By.....Cherokee Bcstg. Corp.
Bus.-Studio-Transmitter Address..Radio Center
Tel.: 1450.....News Service: AP
Trans. Ser. .....World
Representative .....Hal Holman
Membership .....RAB
General Manager.....Howell Ashford

WMTN—Morristown—1957

Frequency: 1300 Kc.....Power: 5 Kw., d.
Address.....So. Cumberland-Radio Center
Tel.: 856.....News Service: UP
Pres., Gen. Mgr.....George Guertin
Comm. Mgr.....Keith Huxley

WGNS—Murfreesboro—1946
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Murfreesboro Bcstg.
Address .....Elrod Bldg.
News Service .....AP
Representative .....Holman
Trans. Ser. .....Thesaurus
Membership .....NAB

President, Gen. Mgr.....Cecil Elrod, Jr.
Sta. Mgr.....William O. Barry
Comm. Mgr.....Joe Clayton

WMTS—Murfreesboro—1953

Frequency: 860 Kc.....Power: 250 Watts
Owned.....Arthur D. Smith, Jr.
Address.....112 N. W. Broad St.
Tel.: TW 3-6611.....News Service: UP
Trans. Service.....Standard, World
Representative .....Best
Membership .....NAB, RAB
President, Gen. Mgr.....A. D. Smith, Jr.
Gen., Sta. Mgr.....Virgil Trimm
Commercial Mgr.....Charles Snoddy
Sales Prom. Mgr.....Ray Duffy
Prog. Dir. .....John Hood
Pub. Dir.....Mabel Brock
Chief Eng.....Harry Height

WENO—Nashville—1957

Frequency: 1430 Kc.....Power: 1 Kw., d.
Owned.....Central Bcstg. Corp.
Address .....Box 5236
Tel.: 7-5401.....News Service: UP
Representative .....Grant
Pres., Gen. Mgr.....H. C. Young, Jr.

WKDA—Nashville—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Co.
Address.....American Natl. Bank Bldg.
Tel.: AL 4-0511.....News Service: AP
Representative .....Stars National, Inc.
Membership .....NAB, RAB
President.....John W. Kluge
Gen., Comm. Mgr.....Harvey L. Glascock
Prog. Director.....Charles F. Walker
Chief Engineer.....Oscar C. Griffin

WLAC—Nashville—1926
CBS

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned..Life & Casualty Insurance Co., Tenn.
Bus-Studio Address.....159 4th Ave. N.
Tel.: .....AL 6-0161
Transcription Service .....Thesaurus
Representative .....Katz
Membership .....NAB, RAB
V. P., Gen. Mgr. .....F. C. Sowell
Commercial Manager.....E. G. Blackman
Promotion Manager.....Thrace Warren
Program Director.....Paul Oliphant
Chief Engineer.....F. D. Binns

WMAK—Nashville—1948

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By....Volunteer State Bcstg. Co.
Address.....Maxwell House Hotel
Tel.: AL 4-3411.....News Service: UP
Station Rep.....Broadcast Time Sales, Ayers
Membership .....NAB
President.....Howard D. Steere
Gen. Mgr.....Emil J. Popke, Jr.
Sta. Mgr. .....Robert Hamilton
Comm. Mgr.....Jim Cooke
Chief Eng.....Homer Cole

WNAH—Nashville—1949
MBS-KBS

Frequency: 1360 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Hermitage Bcstg. Corp.
Address.....James Robertson Hotel
Tel.: AL 4-7611.....News Service: UP
Representative .....Continental
Pres., Gen. Mgr.....Van T. Irwin, Jr.
Comm. Manager.....Herman Rippy
Program Director.....Jim Williams
Pub Dir.....Wink Willoughby
Chief Engineer.....Harold Woodard

WSIX—Nashville—1927
ABN

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....WSIX, Inc.
Address .....Nashville Trust Building
Tel.: AL 5-5431.....News Service: AP
Station Representative.....H-R, Clarke-Brown
Membership .....NAB
Sta., Gen. Mgr.....E. S. Tanner
Comm Mgr.....Clarence L. Waggoner
Program Director.....Bob Larimer
Chief Engineer .....Charles R. Duke

WSM—Nashville—1925—NBC

Frequency: 650 Kc.....Power: 50,000 Watts
Owned-Operated By.....WSM, Inc.
Bus.-Studio Address.....7th & Union
Tel.: AL 4-5656..News Services: AP, INS, UP
Representative .....John Blair
Membership .....RAB, NAB
President.....John H. DeWitt, Jr.
Gen. Mgr.....Bob Cooper
Chief Engineer.....Carl Jenkins
Prom. Mgr.....Royal McCullough

WSOK—Nashville—1951

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned.....Rounsaville of Nashville
Address.....400 Davidson St.
Tel.: CH 2-0489.....News Service: AP
Trans. .....Lang-Worth
Representative .....Gill-Perna, Dora-Clayton
Pres., Gen. Mgr.....Robert W. Rounsaville
Comm. Mgr.....W. D. Salmon

WLIK—Newport—1954—KBS

Frequency: 1270 Kc.....Power: 5 Kw., d.
Owned .....WLIK, Inc.
Address.....P. O. Box 270
Tel.: 3095.....News Service: UP
Membership .....RAB, NAB
President, Gen. Mgr.....Arthur Wilkerson
V.P., Sta., Comm. Mgr.....Ira B. Crisp

WATO—Oak Ridge—1948
MBS

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By.....WATO, Inc.
Address.....253 E. Main St.
Tel.: 5-3535.....News Service: AP
Transcription Service .....World
Representative .....Bob Dore
General Manager.....Sam Thrower
Program Director.....William E. Sorrell
Comm. Manager.....Leonard M. McCoig

WOKE—Oak Ridge—1951 KBS

Freq.: 1290 Kc...Power: 1000 W. d., 500 W. n.
Owned-Oper. By.....WOKE, Inc.
Address .....Box 2017
Tel.: 5-1333.....News Service: AP
Representative.....Hil F. Best
Membership .....RAB
General Manager.....Virgil Trimm
Comm. Mgr.....Joe Brewer
Program Director.....Wayne Hannah
Chief Engineer.....Edward Troupe

WTPR—Paris—1947—KBS

Frequency: 710 Kc.....Power: 250 Watts d.
Owner.....Paris Bcstg. Co.
Address.....No. Poplar St.
Tel.: 1700.....News Service: UP
Trans. Service..... World
Representative..Venard, Rintoul & McConnell
Membership .....NAB
President, Gen. Mgr.....A. B. Robinson
Sta. Mgr.....Joe P. Van Dyke
Commercial Manager.....D. A. Drumm
Prog., Pub. Dir.....Verne A. Brooks
Chief Engineer.....Don Somerville

WKSR—Pulaski—1947—ABN

Frequency: 1420 Kc.....Power: 1000 Watts
Owned.....Richland Broadcasting Co.
Address .....Jones Bldg.
Tel.: 1066.....News Service: UP
Transcription .....Thesaurus
Representative.....John M. Clarke Co.
Pres., Gen., Sta. Mgr.....John R. Stephens
Commercial Manager.....Mrs. Alene Cane
Sales Prom. Mgr.....Norris Hammond
Program Director.....George Martin
Publicity Director.....Jack Melby
Chief Engineer.....N. G. Morgan

WTRB—Ripley—1954—KBS

Frequency: 1570 Kc.....Power: 250 Watts
Owned .....Lauderdale Bcstg.
Address.....113 E. Washington St.
Tel.: 1060.....News Service: UP
Rep.....Hil F. Best
Gen. Mgr.....Colonel L. B. Fuqua
Comm. Mgr.....Charles Thompson
Program Director.....Virginia Harrison
Chief Engr.....Jim Edwards

WRKH—Rockwood—1957

Frequency: 580 Kc.....Power: 500 W., d.
Owned.....Roane Bcstg. Co.
Address .....Rockwood
Tel.: 347.....News Service: UP
Trans. .....Thesaurus
President .....Herman Spivey
Gen., Sta. Mgr.....Willard W. Wilson
Prog. Dir.....Hugh L Allen

WRGS—Rogersville—1954

Frequency: 1370 Kc....Power: 1000 Watts, d.
Owned-Oper. By.....Rogersville Bcstg. Co.
Address .....Burem Pike
Tel.: 6491.....News Service: UP
Transcription Service.....Thesaurus
Rep.....Hil F. Best
General Manager.....John E. Beal
Commercial Manager.....Charles W. Beal
Sta., Sls. Prom. Mgr.....George Beal
Pub. Dir., Prog. Dir., Chief Eng.....F. A. Berry

WORM—Savannah—1956 KBS

Frequency: 1010 Kc.....Power: 250 W., d.
Owned.....Savannah Bcstg. Service, Inc.
Address .....Savannah, Tenn.
Tel.: 4088.....News Service: UP
Trans. .....SESAC
President.....W. L. Barry
Gen. Mgr.....Neal B. Bunn
Comm. Mgr.....Paul Rice

WSEV—Sevierville—1955

Frequency: 930 Kc.....Power: 5 Kw., d.
Owned-Oper. By..Smoky Mountain Bcstg. Co.
Address .....Box 192
Tel.: 2844.....News Service: UP
Membership .....RAB, NAB
President .....James McAfee
Gen., Sta., Comm. Mgr.....Hugh Trotter
Sales Promotion Mgr.....Frank Prater
Traffic Manager.....Malcolm Hodges
Publicity Director.....Peggy Shanton
Chief Engineer.....Jim Price

WHAL—Shelbyville—1946 MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Shelbyville Bcstg. Co., Inc.
Address.....P. O. Box 241
Tel.: 1400.....News Service: UP
V.P., Gen. Mgr.....Charles Christian

WEPG—South Pittsburgh 1954—KBS

Frequency: 910 Kc.....Power: 500 Watts, d.
Owned..Marion County Broadcasting Service
Address .....Box 8
Tel.: TE 7-6185.....News Service: UP
Transcription ..... World
President, Gen., Sta. Mgr...Eaton P. Govan, Jr.
Comm., Sales Prom. Mgr.....Vinette B. Govan
Chief Engineer.....William H. Dunn

WSMT—Sparta—1953

Frequency: 1050 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Sparta Bcstg. Co. Inc.
Address .....Highway 42
Tel.: 3751.....News Service: UP
Transcription ..... World
President.....Sam J. Albritton
Gen., Comm. Mgr.....Van L. Slack

WDBL—Springfield—1950
KBS

Frequency: 1590 Kc....Power: 1000 Watts, d.
Owned-Oper. By....Springfield Bcstg. Co., Inc.
Address.....P. O. Box 464
Tel.: 1287.....News Service: UP
Transcription Service.....World, Thesaurus
Membership .....NAB
Gen. Mgr.....W. N. Locke

WDEH—Sweetwater—1955
KBS

Frequency: 800 Kcs.....Power: 1 Kw., d.
Owned-Oper. By.....WDEH, Inc.
Address.....Highway 11
News Service .....UP
Transcription .....Thesaurus
Owners.....A. D. Smith, Jr., & F. Mullinax
Manager .....Lewis Penuel

WJIG—Tullahoma—1947
KBS

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Radio Tullahoma
Business Address.....West Side Drive
Tel.: GL 5-2607.....News Service: UP
Transcription Service .....World
Membership .....NAB
President.....M. Davidson Smith III
Gen. Comm. Mgr.....Henry Beam
Prog. Dir.....Joe Hathcock
Chief. Eng.....W. C. Spraggins

WENK—Union City—1946
KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Union City Bcstg. Co.
Address .....Wenk Bldg.
Tel.: 1240.....News Service: UP
Transcription Service .....World
Membership .....NAB
Representative .....Vernard
President., Gen. Mgr.....Aaron B. Robinson
Sta. Mgr., Comm. Mgr.....E. B. Fritts
Prog. Pub. Dir.....William King
Chief Engineer.....Charles Holland

WTUC—Union City—1956

Frequency: 1580 Kc.....Power: 250 W., d.
Owned.....Obion County Bcstg. Co.
Address.....227 S. 2nd St.
News Service .....AP
Trans. .....Lang-Worth
Representative .....Bes
Gen. Mgr.....Louis C. Wrather
Comm. Mgr.....David J. Capps

WCDT—Winchester—1948
ABN-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned....Franklin County Radio & Bcstg. Co.
Address.....P. O. Box 1103
Tel.: WO 2-2201.....News Service: UP
Membership .....NAB
Man.....Harry W. Sullivan

Texas

Pop. March 1 (Est.)—9,268,000; Families—2,668,000; Lic. Stations—232, Sta. CP's—9; Radio Homes—2,602,000; TV Homes—2,030,000

KNIT—Abilene—1957

Frequency: 1280 Kc.....Power: 500 W., d.
Owned.....Key City Bcstrs.
Address .....Box 383
Tel.: OR 4-7211.....News Service: AP
Gen. Mgr.....Howard Barrett
Sls. Mgr.....Forest Lane

KRBC—Abilene—1936—ABN

Freq.: 1470.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Abilene Radio & TV
Business Address.....4510 S. 14th St.
Tel.: 2-8491.....News Service: AP
Representative.....Paul H. Raymer
Membership .....NAB, RAB
President, Gen. Mgr.....Dale Ackers
Station Manager.....Carroll Lee

KWKC—Abilene—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Citizens Bcstg. Co.
Bus.-Studio Address.....2500 Butternut
Tel.: OR 3-2545.....News Services: AP, UP
Transcription Service .....World
Rep.....Venard, Rintoul & McConnell, Melville
Membership .....NAB
General Manager.....A. C. Etter

KOPY—Alice—1947

Frequency: 1070 Kc.....Power: 1000 Watts
Owned-Operated By.....Alice Bcstg. Co.
Business Address.....Box 731
Tel.: MO 4-4324.....News Service: AP
Represenattive .....Stars National
Membership .....RAB
General Manager.....Robert I. Grimes

KVLF—Alpine—1947
KBS-MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Big Bend Bcstrs.
Business Address .....Box 779
Tel.: TE 7-2144.....News Service: UP
Representative.....Hil F. Best

Pres., Gen., Sta., Comm. Mgr...Gene Hendryx
Program Director.....Phil Wayne
Chief Engineer.....Sherman Newsom

KAMQ—Amarillo—1947
MBS

Frequency: 1010 Kc.....Power: 5000 Watts d.,, 500 Watts n.
Owned....Top of Texas Broadcasting Co., Inc.
Address.....1301 Polk Street
Tel.: DR 2-6543.....News Service: AP
Trans. .....Thesaurus
Representative...Venard, Rintoul & McConnell
President .....Hoyt Houck
General Manager.....Robert Houck
Sta., Comm., Prom. Mgr.....George Oliver
Prog. .....Webster Smith
Chief Engineer.....Richard Hedgecock

KFDA—Amarillo—1933
ABN

Fre.: 1440 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Lone Star Bcstg. Corp.
Bus.-Studio Address....3500 Tee-Anchor Blvd.
Tel.: DR 4-1637.....News Service: AP
Representative .....Raymer
President .....Charlie Jordan
Gen. Manager.....Bob Zellermayer
Prog. Dir.....Bill Rogers

KLYN—Amarillo—1947

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Oper. By...Nichols-Whitney Bcstg. Co.
Address .....Box 2387
Tel.: DR 2-6773.....News Service: AP
Station Director.....Joe S. Ramay
Chief Engineer.....Eugene Fennimore

KGNC—Amarillo—1922—NBC

Frequency: 710 Kc.....Power: 10,000 Watts
Owned-Oper. By ... Plains Radio Bdcstg. Co.
Address.....2000 N. Polk St.
Tel.: DR 4-4601...News Services: UP, AP, INS
Newspaper Affil.....Globe-News
Transcription Service .....World
Representative .....Katz
Membership .....NAB, RAB
President.....B. E. Walker
General Manager.....Wes Izzard
Comm. Manager.....Leon Krupp
Station Mgr.....Jack D. Liston
Prog. Dir.....Bill Lane
Chief Engineer.....W. H. Torrey

KRAY—Amarillo—1955

Frequency: 1360 Kc.....Power: 500 W., d.
Owned-Operated By.....R. D. Hollingsworth
Address.....233 Paramount Bldg.
Tel.: DR 4-5235.....News Service: AP
Representative .....Melville
President.....R. D. Hollingsworth
Comm. Man.....Don Hodges

KZIP—Amarillo—1955—KBS

Frequency: 1310 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Panhandle Bcstg. Co.
Address.....808 Charlotte St.
News Service .....AP
Reps.....Broadcast Time Sales, Dora-Clayton
General Manager.....Ray Winkler

KACT—Andrews—1955
KBS

Frequency: 1360 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....Joseph E. Young
Address.....P. O. Box 638
Tel.: LA 3-2845.....News Service: AP
Transcriptions .....World
Co.-Oner, Gen. Mgr., Ch. Eng.....J. E. Young
Promotion Manager.....Jacqueline Young
Sales Promotion Manager.....Weldon Kidd

KBUD—Athens—1948—KBS

Frequency: 1410 Kc.....Power: 250 Watts
Owned.....Henderson Cty. Bcstg. Co.
Address ..... Box 309
Tel.: 2277.....News Service: UP
Gen. Mgr., Chief Eng.....J. B. McNutt, Jr.

KALT—Atlanta—1950—KBS

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Ark-La-Tex Bcstg. Co.
Address .....Box 289
Transcription Service .....World
Tel.: 900.....News Service: AP
Representative.....Hil F. Best
Membership .....NAB
President .....Herman H. Wommack, Jr.
Gen., Sta. Mgr., Chief Eng..David A. Wommack
Commercial Manager.....A. N. Dowd
Program Director.....George D. Wommack
Publicity Director.....Jeane Wommack

KNOW—Austin—1927—ABN

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Pioneer Bcstg. Co., Inc.
Address.....520 Capital Nat. Bank Bldg.
Tel.: GR 2-6213.....News Service: AP
Station Rep. .....Pearson
Membership .....NAB
President .....Wendell Mayes
Gen., Sta. Mgr.....Louis R. Cook
Commercial Mgr.....M. H. Coleman
Program Dir.....Harvey R. Boyd
Chief Engineer.....J. E. Lewis

KTBC—Austin—1939—CBS

Freq.: 590 Kc...Power: 5000 W. d., 1000 W. n.
Owned-Oper. By.....The LBJ Company
Bus.-Studio Address.....P. O. Box 1155
Tel.: GR 2-2424.....News Service: UP
Representative ..... Raymer
Chairman of the Board....Claudia T. Johnson
Pres., Gen. Mgr.....J. C. Kellam
Sales Manager.....O. P. (Bob) Bobbitt
Sales Prom. Mgr.....Charles Brooks
Program Director.....Cactus Pryor
Pub. Dir.....Elmo Brown
Chief Engineer.....Ben Hearn

KTXN—Austin—1947

Frequency 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Austin, Inc.
Address.....1211 E. 6th St.
Tel.: GR 7-4476.....News Service: UP
Representative.....National Time Sales
President.....Robert Pinkerton
V. P.....Ed Pool
Gen. Mgr.....Joe A. Roddy, Jr.
Chief Engineer.....Ed Pool

KVET—Austin—1946—MBS

Frequency: 1300 Kc.....Power: 1 Kw.
Owned.....Austin Bcstg. Corp.
Address.....Box 1116
Tel.: GR 8-8521.....News Service: UP
Representative.....Forjoe, Clarke Brown
Membership.....NAB
Pres., Gen., Sta. Mgr.....Willard Deason
Commercial Mgr.....H. W. Dunlop
Nat. Reg. Sales.....Dave Smith
Chief Engineer.....Willis Morter

KRUN—Ballinger—1947
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Central West Bcstg.
Address.....Box 351
Tel.: 3151.....News Service: AP
Representative.....Best, Melville
General Manager.....R. F. McGarvey
Comm. Mgr.....Clayton Jay

KIOX—Bay City—1947
MBS-KBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Bay City Bcstg. Co.
Business Address.....Box 1391
Tel.: CI 5-4642.....News Service: UP
President.....J. G. Long
Gen., Station Manager.....Harry L. Becker
Comm. Mgr.....Don Rhea
Chief Eng.....Robert H. Hemphill

KREL—Baytown—1947

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....E. O. Roden & Assoc.
Business Address.....Box 419
Tel.: 8211.....News Service: UP
Representative.....Hil F. Best
President.....E. O. Roden
Vice President.....W. I. Dove
Gen. Man.....Zane D. Roden

KFDM—Beaumont—1924
ABN

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By ....Beaumont Bdcstg. Corp.
Address.....P. O. Box 2950
Tel.: TE 8-4731.....News Service: UP
Transcription Service.....Lang-Worth
Representative.Peters, Griffin, Woodward, Inc.
Membership.....NAB
President.....D. A. Cannan
Gen. Mgr.....C. B. Locke
Comm. Mgr.....Ed E. Carroll
Program Director.....Dick McAdoo
Publicity Director.....H. F. Caldwell
Chief Eng.....Harold W. Bartlett

KJET—Beaumont—1947

Frequency: 1380 Kc.....Power: 1 Kw., d.
Owned.....KPBX Bcstg. Corp.
Address.....P. O. Box 2673
Tel.: TE 2-0201.....News Service: UP
Station Rep.....Forjoe
Membership.....NAB
Transcription.....Capitol
V. P., Gen., Comm. Mgr.....Walter L. Rubens

KRIC—Beaumont—1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....The Enterprise Co.
Bus.-Studio-Trans. Address....3130 Blanchette
Tel.: TE 3-9421.....News Service: AP
Newspaper Affiliation..."Enterprise", "Journal"
Representative.....Branham
Transcription.....World
President.....E. C. Davis
General Manager.....Frank Dusenbury
Sls. Prom. Mgr.....Tom Vaccarrello
Prog. Dir.....Neal Merritt

KTRM—Beaumont—1947

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By.....KTRM, Inc.
Business-Studio Address.....230 Orleans St.
Tel.: TE 2-8478.....News Service: AP
Rep.....Adam Young, Clarke Brown
Pres., Gen. Mgr.....Jack Neil
Sta., Comm. Manager.....Roy D. Shotte

KIBL—Beeville—1949

Frequency: 1480 Kc.....Power: 250 Wts.
Owned-Oper. By.....Bee Bdcstg. Co.
Address.....P. O. Box 650
Tel.: FL 8-2197.....News Service: AP
Membership.....TAB
General Manager.....John D. Rossi
Comm. Manager.....James M. Goodman
Chief Engineer.....H. E. Bertram

KBST—Big Spring—1936
ABN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Big Spring Bcstg. Co.
Bus.-Studio Address.....702 Johnson St.
Tel.: 4-6391.....News Service: AP
Representative.....Pearson
President.....William J. Wallace
Sls. Prom., Pgr. Dir., Pub. Dir...J. N. Young, Jr.
Chief Engineer.....Andrew M. Jones

KHEM—Big Spring—1956

Frequency: 1270 Kc.....Power: 1 Kw., d.
Owned.....Elm Bcstg. Corp.
Address.....Settles Hotel
Tel.: AM 4-2524.....News Service: AP
Representative.....Thomas F. Clark

Membership .....NAB
Gen. Mgr.....Walt Lawson

KTXC—Big Spring—1949 MBS-KBS

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Oper. By .....Big State Bdcstg. Co.
Address.....Big Spring City Park
Tel.: AM 4-4201.....News Service: AP
Rep. .....Hil F. Best
Membership .....NAB
President, Gen. Mgr.....V. T. Anderson
Exec. V.P.....E. W. Anderson

KFYN—Bonham—1948—KBS

Frequency: 1420 Kc.....Power: 250 Watts d.
Owned-Oper.....Charles L. & Jessie Mae Cain
Bus.Studio Address.....903 E. Fourth St.
Tel.: JU 3-3151.....News Service: UP
President, Gen. Mgr.....Charles Cain
Assistant Manager.....Jessie Mae Cain

KHUZ—Borger—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KHUZ, Inc.
Business Address.....1431 Clayton St.
Tel.: BR 3-3744.....News Service: UP
Transcription Service.....SESAC, World
Membership .....NAB
President.....R. G. Hughes
Sta. Mgr., Prog., Pub. Dir.....Jack Roberts
Comm., Sls. Prom. Mgr.....Louis W. Roberts
Chief Engineer.....Herman Kreiger

KNEL—Brady—1933—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Ruth Burns
Business-Studio Address.....Gibbons Bldg.
Telephone 77
Representative.....Hil F. Best
President.....Gene M. Burns
Commercial Manager.....J. S. Sloane

KSTB—Breckenridge—1947 KBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Hugh M. McBeath
Business-Studio Address...1301 West Wheeler
Tel.: HI 9-4355.....News Service: UP
Station Rep. .....Best
Gen. Mgr.....Hugh M. McBeath
Comm. Mgr.....Sid Foster
Prog. Dir.....Lon Williams

KWHI—Brenham—1947 KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tom S. Whitehead
Business Address.....108½ Main St.
Membership .....NAB
Manager.....Tom S. Whitehead
Commercial Manager.....J. C. Price

KTFY—Brownfield—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....Terry Cty. Bdcstg. Co.
Address .....Drawer 1032
Tel.: 2111.....News Service: AP
Trans. Service.....Standard, Thesaurus
Membership .....NAB
Representative .....Hil F. Best
Pres., Sta., Gen., Comm. Mgr...Mike A. Barrett
Assistant Manager.....E. Crawford Taylor

KBOR—Brownsville—1949 ABN-KBS

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Brownsville Bcstg. Co.
Address.....Box 472
Tel.: LI 2-5677.....News Service: AP
Trans. Service .....World
Representative .....Best
Pres., Gen., Sta. Mgr.....M. J. Wilson
Commercial Manager.....Vance C. Wilson
Prog., Pub. Dir.....Lula Ward
Chief Engineer.....Willis A. Wilson

KBWD—Brownwood—1941 MBS-KBS

Freq.: 1380 Kc....Power: 1 Kw., d.; 500 W., n.
Owned-Oper. By.....Brown County Bcstg. Co.
Business-Studio Address....800 Hawkins St.
Tel.: 2401.....News Service: AP
Representative .....Avery-Knodel
Transcription .....Lang-Worth
Membership .....NAB
Pres., Gen. Manager.....Wendell Mayes
Commercial Manager.....Fred Perry

KEAN—Brownwood—1953

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Oper. By.....KEAN Radio Corp.
Address.....2220 Fisk Ave.
Tel.: 4372.....News Service: AP
Transcription .....Lang-Worth
Representative .....Best
President.....J. H. Childs
Manager .....Eddye Farren
Program Director.....Cile Farren

KORA—Bryan—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Bryan Bcstg. Co.
Bus.-Studio Address.....310 E. 25th St.
Tel.: TA 3-1240.....News Service: UP
Station Rep.....Best
Trans.....World, SESAC
Membership .....NAB
President.....David C. Jones, Jr.
Sta., Comm. Manager.....Roy Greer
Chief Eng.....James L. Harvey

WTAW—Bryan—1922—KBS

Frequency:1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WTAW Bcstg.
Bus.-Studio Address.....3307 College Ave.
Tel.: VI 6-4012.....News Service: AP

Gen. Mgr. ..... Elsie Patranella
Prog. Mgr. ..... Art Holt
Chief Engineer ..... Kenneth Young

KMIL—Cameron—1955

Frequency: 1330 Kc. ..... Power: 500 W., d.
Owned ..... Milam Bcstg, Ltd.
Address ..... Box 832
Tel.: 456 ..... News Service: AP
Trans. ..... World
Gen. Mgr. ..... Milton F. Brown
Sta. Mgr. ..... Esther Belle White

KBEN—Carrizo Springs—1955

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By .. Walter and Roy Herbort
Address ..... 104 S. 5th St.
Tel.: TR 6-2210 ..... News Service: AP
General Manager ..... Walter Herbort
Commercial Manager ..... Roy W. Herbort

KGAS—Carthage—1955

Frequency: 1590 Kc. ..... Power: 1 Kw., d.
Owned ..... T. F. Alford, et al
Address ..... 107½ North St. Mary
Tel.: 876 ..... News Service: AP
Representative ..... Hil F. Best
Membership ..... NAB
General Manager ..... Bev E. Brown
Prog. Dir. ..... J. C. Kelly
Chief Engineer ..... J. W. Hancock

KDET—Center—1949

Frequency: 930 Kc. ..... Power: 1000 Watts d.
Owned-Operated By .. Center Bcstg. Co., Inc.
Address ..... 205 Austin St.
Tel.: LY 8-3305 ..... News Service: UP
Transcription Service ..... Sesac
Representative ..... Gill-Perna, Clarke Brown
Gen. Mgr. ..... Tom E. Foster
Prog. Dir. ..... Charles Hancock
Chief Engineer ..... Harlan Riley

KCTX—Childress—1947
MBS-KBS

Frequency: 1510 Kc. ..... Power: 250 Watts d.
Owned-Oper. By .. Golden West Bcstg. Co., Inc.
Bus.-Studio. Address ..... 200 Main St.
Tel.: WE 7-2563 ..... News Service: AP
Transcription Service ..... World
Representative ..... Hil F. Best
President ..... R. Malone Hagan
General Manager ..... George E. Morey

KCAR—Clarksville—1955
KBS

Frequency: 1350 Kc. ..... Power: 500 Watts d.
Owned-Operated By ..... KCAR, Inc.
Address ..... Box 609
Tel.: 58 ..... News Service: AP
Representative ..... Best
Manager ..... Paul H. Daniels
Program Manager ..... Jerry MacVarley

KCLE—Cleburne—1947

Frequency: 1120 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... Marti, Inc.
Address ..... 919 N. Main
Tel.: 5-6643 ..... News Service: AP
Representative ..... Hil F. Best
Membership ..... NAB, RAB
Pres., Gen., Sta. Mgr. ..... George W. Marti
Commercial Mgr. ..... John Marti
Sales Prom. Mgr. ..... Frank H. Hardgrove
Program Director ..... D'Voe Lee Smith
Pub. Dir. ..... John S. Butner
Chief Engineer ..... George W. Marti

KVLB—Cleveland—1954
KBS

Frequency: 1410 Kc. ..... Power: 500 Watts
Owned-Oper. By ..... Cleveland Bcstg. Co.
Address ..... Box 487
Transcription ..... World
Tel.: 692 ..... News Service: AP
General Manager ..... Harvard C. Bailes
Program Director ..... Glen Dodson
Sales Manager ..... H. C. Bailes

KSTA—Coleman—1947—KBS

Frequency: 1000 Kc. ..... Power: 250 Watts d.
Owned-Oper. By .. Coleman County Bcstg. Co.
Business Address ..... Box 432
Tel.: 8406 ..... News Service: UP
Transcription Service ..... World
Representative ..... Melville
Manager ..... Floyd Shelton
Comm. Manager ..... Paul Johnson

KVMC—Colorado City—1950
KBS

Frequency: 1320 Kc. ..... Power: 1000 Watts d.
Owned ..... Colo. City Bcstg. Co.
Address ..... Box 990
News Service ..... AP
Trans. Ser. ..... World
Representative ..... Best
Pres., General Manager ..... Eldon Mahon
Comm. Mgr. ..... Lyle Shuman
Sta. Mgr., Chief Eng. ..... P. A. Richardson

KMCO—Conroe—1951

Frequency: 900 Kc. ..... Power: 500 Watts d.
Owned ..... Montgomery County Bcstg. Co.
Address ..... 324½ N. Main
Tel.: PL 6-4466 ..... News Service: AP
Transcription ..... Standard
Rep. ..... Hil F. Best
Membership ..... NAB
President ..... Reagan Smith
Gen., Sta., Comm., Mgr. ..... David L. Oglesby
Sls. Prom. Mgr. ..... J. R. Johnson
Pub. Dir. ..... Hal Coley
Chief Engineer ..... John W. Neathery, Jr.

KATR—Corpus Christi—1944

Frequency: 1030 Kc. ..... Power: 50 Kw. d.
Owned ..... Broadcasters, Inc.
Address ..... Box 898
Tel.: TU 4-5258 ..... News Service: AP
Representative ..... Weed
Pres. ..... Glenn E. Alexander

Gen., Sales Prom. Mgr.....Harry H. Hayes
Sta. Mgr., Program Dir.....Edward W. Dunn
Chief Engineer .....Paul Waller

KCCT—Corpus Christi—1954

Frequency: 1150 Kc.....Power: 1,000 Watts d.
Owned & Oper. By....International Radio Co.
Address.....403 South Staples
Tel.: TU 4-2426.....News Service: AP
Representative.....O'Connell, Tracy Moore
Membership .....RAB
President.....Dr. H. P. Garcia
Gen. Mgr., Chief Eng.....Mike Ferdin

KEYS—Corpus Christi—1941

Freq.: 1440 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Nueces Bcstg. Co.
Address.....P. O. Box 1460
Tel.: TU 2-7411.....News Service: UP
Representative .....Avery Knodel
General Manager .....E. C. Hughes
Sta., Mgr.....Allan Dale
Comm. Mgr.....Marion B. Keck
Chief Engineer.....Harold Griffith

KRYS—Corpus Christi—1927
NBC

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By...South Texas Broadcasting
Address.....P. O .Box 6218
Telephone .....UL 2-7341
Representative.Peters, Griffin, Woodward, Inc.
Transcription .....Standard
Membership .....RAB
Gen. Man.....A. C. Lloyd, Jr.
Program Director.....Bob Plase

KSIX—Corpus Christi—1947
ABN-CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By Corpus Christi Bdstg. Co., Inc.
Address .....Show Room Bldg.
Tel.: TU 4-1616.....News Service: AP
Representative.....Forjoe, Clarke Brown
Membership .....NAB, RAB
Pres., Gen., Sta. Mgr.....Vann M. Kennedy
Commercial Mgr.....Charles R. Manning
Program Director.....Eugene M. Looper
Pub. Dir.....M. L. Kennedy
Chief Eng.....Eric Beals

KUNO—Corpus Christi—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KUNO Radio
Address-Trans. Loca.....406 19th St.
Tel.: TU 4-5203.....News Service: AP
Representative .....Everett-McKinney, Inc.
Pres., Gen. Man.....L. C. Smith
Commercial Mgr.....Herb Garrett

KAND—Corsicana—1937
KBS

Owned-Operated By.....Alto, Inc.
Frequency: 1340 Kc.....Power: 250 Watts
Bus.-Studio Address.....609 W. 7th Ave.
Tel.: TR 4-7421.....News Service: AP
Representative .....Branham
Membership .....NAB
President.....R. E. Lee Glasgow
General Manager.....Luther A. Johnson, Jr.

KIVY—Crockett—1949
KBS

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Pioneer Bcstg. Co.
Address .....Box 670
Tel.: 222.....News Service: AP
Pres. Gen., Sta. Mgr., Prog. Dir.....J. H. Gibbs
Comm., Prom. Mgr., Chef Eng.....Bill Carter

KCFH—Cuero—1949

Frequency: 1600 Kc.....Power: 500 Watts d
Owned-Oper. By.....DeWitt Cty. Bcstg. Co.
Tel.: CU 5-3430.....News Service: UP
Rep. .....Best
General Manager.....A. M. Respondek

KXIT—Dalhart—1948—KBS

Frequency: 1410 Kc.....Power: 500 Watts, d.
Owned-Oper. By.....Dalhart Broadcasters
Address .....Box 1350
Tel.: 740.....News Service: UP
Representative .....Best
Transcription Service .....World
Manager.....R. J. Beller

To Broadcasters

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WFAA—Dallas—1922
NBC-ABN

Frequency .....820 Kc., 570 Kc.
Power .....50,000 W., 5000 W.
Owned-Oper. By.....A. H. Belo Corp.
Business-Studio Address..Young & Houston Sts.
Tel.: RI 1-9631.....News Services: AP, UP
Newspaper Affil.....Morning News
Representative.....Edward M. Petry
Membership .....NAB, RAB
President.....E. M. Dealey
Director .....Alex Keese
Manager .....Karl Lambertz
Comm. Mgr.....George K. Utley
Sales Prom. Mgr.....Nancy Cook
Publicity Director.....Barbara Elam
Prog. Dir.....William Crowdus
Chief Engineer.....Jim Webb Cooper

KGKO—Dallas—1953

Freq.: 1480 Kc...Power: 5 Kw. d., 500 Watts n.
Owned-Oper. By.....Lakewood Bcstg. Co.
Address.....P. O. Box 11747
Tel.: DA 1-6441.....News Service: UP
Representative .....Forjoe
President.....W. L. Pickens
General Manager.....T. A. (Buddy) Harris
Prog. Dir.....Marion Hunter

KIXL—Dallas—1947

Frequency: 1040 Kc.....Power: 1000 Watts d.
Owned-Operated By....Variety Bcstg. Co., Inc.
Business-Studio Address....1401 S. Akard St.
Tel.: RI 1-5016.....News Service: AP
Transcription Service.....Standard, Capitol,
Membership .....NAB, RAB
Rep.....H-R, Clarke Brown
President .....Lee Segall
General Mgr.....Bill Morgan
Prog. Dir.....Don Robinson
Chief Engineer.....Bob E. Tripp

KLIF—Dallas—1947

Freq.: 1190 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..McLendon Investment Corp.
Business-Studio Address.....2104 Jackson St.
Tel.: RI 2-7121.....News Services: INS, UP
Membership .....NAB, RAB
President.....B. R. McLendon
Station Mgr.....Dale Drake
Program Director.....Ken Knox
Chief Engineer.....Glenn Callison

WRR—Dallas—1920—MBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....City of Dallas
Business Address.....Fair Park
Tel.: TA 3-6101.....News Service: UP
Representative .....Avery-Knodel

When You Look To The Fabulous North Texas Market

.....Look To The Leaders!

WFAA RADIO 820 KC & 570 KC
WFAA-TV CHANNEL 8 BASIC ABC

Dallas

Represented by Edward Petry & Company

Membership .....NAB, RAB
Gen., Mgr., Chief Engr.....Durward Tucker
Comm. Mgr.....Patricia Chandler
Sales Prom. Mgr.....Charles Frauman
Program Director.....Richard Weeks

KRLD—Dallas—1926—CBS

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned.....Dallas Times Herald Radio
Address .....Herald Square
Tel.: RI 2-6811...News Services: AP, UP, INS.
Trans. Service.....Standard, Thesaurus
Representative .....Branham
Membership .....NAB
President.....Clyde W. Rembert
Sta. Mgr., Gen., Comm. Mgr.....W. A. Roberts
Sales Prom. Mgr.....Lloyd Price
Program Director.....Ted Parrino
Chief Engineer.....B B. Honeycutt

KSKY—Dallas—1941

Frequency: 660 Kc.....Power: 1000 Watts d.
Owned-Operated By.....SKY Bcstg. Service
Address.....Hotel Stoneleigh
Tel.: RI 2-6193.....News Service: UP
General Manager.....A. L. Chilton
Comm., Prom. Manager.....R. G. Terrill
Prog. Dir.....Andy Bell
Chief Engineer.....Morris M. Ming

KDLK—Del Rio—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Del Rio Bcstg. Co.
Business Address.....P. O. Box 1162
Tel.: 5-2431.....News Service: UP
Station Manager.....Don R. Howard, Jr.

KDSX—Denison-Sherman 1948

Frequency: 950 Kc.....Power: 500 Watts
Owned-Oper. By.....KDSX, Inc.
Address .....P. O. Box 263, Denison
Tel.: HO 5-1600.....News Service: AP
Sta. Rep.....Melville
President, Gen. Mgr.....B. V. Hammond, Jr.
Station Mgr.....L. L. Hendrick
Comm. Mgr., Sales Prom. Mgr.....Bill Jaco
Station Director.....William A. Duke

KDNT—Denton—1938—KBS

Freq.: 1440 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Harwell V. Shepard
Address .....Radio Center Bldg.
Tel.: DU 2-4144.....News Service: UP
Membership .....NAB, RAB
Trans. .....Thesaurus
Owner & Manager.....Harwell V. Shepard

KSPL—Diboll—1957

Frequency: 1260 Kc.....Power: 1 Kw.
Owned.....Arthur Temple, Jr.
Address .....Box 336
Tel.: DI 4551.....News Service: UP
Trans. .....Thesaurus
Prod. Dir.....Don Weir

KDDD—Dumas—1947—KBS

Frequency: 800 Kc.....Power: 250 Watts d.

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John W. Runyon, *Chairman of the Board* Clyde W. Rembert, *President*

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Owned-Oper. By....North Plains Bcstg. Corp.
Address .....Box 337
Tel.: WE 3-4141.....News Service: AP
Representative .....Hil F. Best
Gen., Sta. Mgr.....Ken Duke
Comm. Manager.....John James

KEPS—Eagle Pass—1957
KBS

Frequency: 1270 Kc.....Power: 1 Kw., d.
Owned.....E. J. & W. J. Harpole
Address.....209 Adams St.
Tel.: 966.....News Service: AP
Gen. Mgr.....E. J. Harpole
Comm. Mgr.....John D. Costello

KERC—Eastland—1953
KBS

Frequency: 1590 Kc.....Power: 500 Watts d.
Owned.....Tri-Cities Bcstg. Co., Eastland
Address.....P. O. Box 590
Tel.: 102.....News Service: AP
Trans. Ser.....Capitol, Thesaurus
Representative.....Hil F. Best
General Manager.....Hugh Neeld
Commercial Manager.....Ralph Ross
Chief Engineer.....Dale Chick

KURV—Edinburg—1947

Frequency: 710 Kc.....Power: 250 Watts
Owned-Oper. By.....KURV, Inc.
Address.....2 Miles N. Hwy.
Tel.: DU 3-2777.....News Service: UP
Rep. .....William G. Rambeau
President .....Rogers Kelley
Gen. Mgr., Comm. Mgr.....J. M. McDonald
Chief Engineer.....Edgar McBurney

KULP—El Campo—1948

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By..Wharton County Bcstg. Co.
Business Address.....Box 1390
Tel.: LI 3-3303.....News Service: UP
Transcription Service .....Thesaurus
President .....Culp Krueger
Station, Comm. Manager.....V. Frank Jones
Sales Prom. Mgr.....Bob Harris
Chief Engineer.....Joe H. Miller

KELP—El Paso—1947

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....KELP Radio Corp.
Address.....4530 Delta St.
Tel.: KE 3-3658.....News Service: UP
Representative .....Adam Young
President .....Joseph Harris
Sta. Mgr.....Herb Golombeck
Comm. Manager.....Donald W. Ripley
Program Director.....Jack Reynolds
Chief Eng.....Bill Bowen

KHEY—El Paso—1957
ABN-MBS

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Oper. By.....KEPO, Inc.
Address .....2419 N. Piedras St.
Tel.: LO 5-6231.....News Service: UP
Representative .....Bolling
General Manager.....Joe Thompson
Prog. Dir.....Ron Chrisco

KROD—El Paso—1940—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned.....El Paso Times, Inc.
Address .....2201 Wyoming St.
Tel.: KE 2-6551.....News Service: AP
Membership .....NAB, RAB
Trans. .....Lang-Worth
Representative .....Branham
Pres.....D. D. Roderick
General Manager.....Val Lawrence
Station Mgr.....Bruce Barnard
Comm. Manager.....Tom Wiseheart
Program Director.....Marlin Haines
Chief Eng.....Ed Talbott

KSET—El Paso—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Rio Grande Bcstg. Co.
Address .....904 Magoffin
Tel.: KE 2-4974.....News Service: AP
Representative .....Melville, McGavren-Quinn
Transcription Service.....Capitol, World
Membership .....RAB
President .....Fred Hervey
General Manager .....Tom R. McKenna
Sta. Mgr., C.E., Prog. Dir.....Ed Sullivan

KTSM—El Paso—1929—NBC

Frequency: 1380 Kc. ...Power: 1000 d., 500 n.
Owned-Oper. By.....Tri-State Bcstg. Co., Inc.
Bus.-Studio Address.....801 N. Oregon St.
Tel.: KE 2-5423.....News Service: UP
Transcription Service .....Thesaurus
Rep.....George P. Hollingbery
Membership .....NAB, RAB
Pres., Gen. Mgr.....Karl O. Wyler
Sta. Mgr.....Jack B. Chapman
Publicity Director.....Jack Elliott
Prog. Dir.....Rudy Tellez

KPSO—Falfurrias—1953
KBS

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned & Oper. By.....KPSO, Ltd.
Address .....Box 307
Tel.: 555.....News Service: AP
Transcription .....Lang-Worth
General Manager.....Bob Hicks
Comm. Manager.....Jack La Vrier

KFLD—Floydada—1951
KBS

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Operated By...West Texas Bcstrs. Inc.
Address.....P. O. Box 1006
Tel.: YU 3-2841.....News Service: AP
Transcription Service .....Standard
Representative .....Continental

President.....B. A. Robertson
Gen. Man.....Glen Amburn
Program Director.....Pauline Webb

KFST—Ft. Stockton—1954
KBS

Frequency: 860 Kc.....Power: 250 Watts
Owned .....KFST, Inc.
Address .....Box 651
Tel.: ED 6-2228.....News Service: AP
Representative.....Hil F. Best
Pres. .....George Baker
Gen., Sta. Mgr.....H. Dennis Fisher
Prog. Dir.....James Fromme, Jr.
Chief Eng.....Martin Baze, Jr.

KCUL—Fort Worth—1949

Frequency: 1540 Kc: Power: 10 Kw. d., 1 Kw. n.
Owned.....Dalworth Broadcasting Co.
Address.....3607 Camp Bowie Blvd.
Tel.: ED 6-5641.....News Service: AP
Representative .....Charles Bernard
President.....Kurt A. Meer
Comm. Mgr.....S. J. Spiegel
Program Director.....S. S. Barondess
Publiicty Director.....Ron Hall
Chief Engineer.....Jack Lemons

KFJZ—Fort Worth

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Oper. By.....Tarrant Bcstg. Co.
Business-Studio Address....4801 W. Freeway
Tel.: PE 7-6631.....News Service: AP
Representative .....John Blair
Membership .....RAB, NAB
Pres., Gen. Mgr.....Gene L. Cagle
V. P., Sta. Mgr.....Charles B. Jordan
Comm. Mgr., Prom. Mgr...Clyde D. Pemberton
Program Director.....Dave Naugle
Chief Engineer.....James T. Peterson

KJIM—Fort Worth—1947

Frequency: 870 Kc.....Power: 250 Watts d.
Owned-Oper. By....Blue Bonnet Bcstg. Corp.
Bus.-Studio Address.....2212 East 4th St.
Tel.: ED 6-7175.....News Service: INS
Membership .....NAB
Pres., Gen., Sta. Mgr., Comm. Mgr...J. H. Speck
Sales Prom. Mgr.....Dave Schribner
Prog. Dir.....Walt Jones
Chief Engineer.....Chester Grubbs

KNOK—Fort Worth—1946

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Assoc. Broadcasters
Business-Studio Address.....P. O. Box 7116
Telephone .....TE 1-1278
Representative .....Stars National
President.....John W. Kluge
Gen. Man.....Stewart J. Hepburn

KXOL—Fort Worth—1947

Freq.: 1360 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....KXOL, Inc.
Bus.-Studio Address....3004 W. Lancaster St.
Tel.: ED 5-9511.....News Service: AP
Representative .....Avery-Knodel
Membership .....NAB, RAB
President .....Wendell Mayes
Gen., Sta. Mgr.....E. Fletcher
Comm. Mgr.....Hewel Jones
Prom. Mgr., Pub. Dir.....Jerry Hahn
Prog. Dir.....Bill Enis
Chief Eng.....J. R. Crouse

WBAP—Fort Worth—1922
NBC-ABN

Frequency.....820 Kc., 570 Kc.
Power.....50,000 W., 5,000 W.
Owned-Oper. By..Carter Publications, Inc.
Business Address.....Fort Worth
Tel.: JE 6-1981.....News Service: AP
Newspaper Affiliation.....Star Telegram
Trans. Service .....World
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NAB
President.....Amon Carter, Jr.
Gen., Sta. Manager.....George Cranston
Commercial Manager.....Roy Bacus
Program Director.....A. M. Woodford
Chief Engineer.....R. C. Stinson

KNAF—Fredericksburg—1947
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Gillespie Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 311
Tel. 311
Representative.....Hil F. Best
Membership .....NAB
President.....Arthur Stehling
Gen. Mgr.....Norbert A. Fritz
Program Director.....Alene Fritz

KBRZ—Freeport—1952—KBS

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Sta. KBRZ, Inc.
Address .....Box 1077
Tel.: 3-2655.....News Service: AP
Representative .....Best
President.....William D. Schueler
Sta., Gen. Manager.....Kenneth Ferguson

KGAF—Gainesville—1947
KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Gainesville Bcstg. Co.
Address.....P. O. Box 222
Tel.: HO 5-5546.....News Service: AP
Representative .....Clyde Melville
President.....Joe M. Leonard, Sr.
General Manager.....Joe M. Leonard, Jr.
Comm. Mgr.....Earl Leonard
Chief Eng.....J. O. Miller

KGBC—Galveston—1947

Frequency: 1540 Kc...Power: 1 Kw. d., 250 n.

Owned-Oper. By....The Galveston Bcstg. Co.
Business-Studio Address.....715 Marine Ave.
Tel.: SO 3-4329.....News Service: AP
Station Representative.....John E. Pearson
Membership .....NAB, RAB
Owner, Manager.....James W. Bradner, Jr.
Comm. Mgr.....Louis F. Johnson
Prog. Dir.....Louis Jay
Chief Engineer.....Luke Stripling

KLIE—Galveston—1922

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Island Bcstg. Co.
Address .....6002 Broadway
Tel. 5-6676
Gen. Mgr.....Robert L. McClellan
Sales Mgr.....M. E. Griffin

KSIJ—Gladewater—1949

Frequency: 1430 Kc. ...Power: 1000 Watts d.
Owned-Oper. By.....Gladewater Bcstg. Co.
Address .....T. W. Lee Bldg.
Tel.: 2181.....News Service: UP
Representative .....Hil F. Best
Manager.....C. A. Lee
Program Director.....Ted Williford
Chief Engineer .....Lloyd Johnson

KCTI—Gonzales—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Gonzales Bcstg. Co.
Business Address.....Box 158
Tel.: 770.....News Service: AP
Representative ..... Cooke
Gen. Mgr.....Lawrence M. Walshak
Comm. Mgr.....Frank Wilson, Jr.

KSWA—Graham—1948—KBS

Frequency: 1330 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Webb Enterprises
Address .....Box 1050
Tel.: LI 9-1330.....News Service: UP
Trans. .....SESAC
Station Rep.....Clyde Melville
General Manager.....Gilbert Webb
Comm. Mgr.....James Cates

KBCS—Grand Prairie—1957

Frequency: 730 Kc.....Power: 500 W., d.
Owned.....Three Cities Radio, Inc.
Address.....109 W. Main St.
Tel.: AN 4-1515.....News Services: AP, INS
Membership .....NAB, RAB
Pres., Gen. Mgr.....E. N. Bodine
Comm. Mgr.....C. R. Sargent
Prog. Dir.....Byron Harrison
Chief Engineer.....Carl W. Bell

KGVL—Greenville—1946
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KGVL, Inc.
Address.....1400 Wolfe City Drive
Tel.: GL 5-1400.....News Service: AP
Representative .....Pearson
Pres., Gen. Manager.....Leo Hackney
Program Director.....James D. Jones
Chief Engineer.....Homer Huddleston

KCLW—Hamilton—1946

Frequency: 900 Kc.....Power: 250 Watts, d.
Owned .....Coy Perry
Aaddress .....Box 592
Tel.: 500.....News Service: UP
Tronscription ..... World
Representative ..... Keystone
Membership ..... NARTB
Owners.....Coy Perry, C. M. Hatch
Gen., Comm. Mgr.....Dick Meehan
Prog. Dir., Chief Eng.....Carl Knelly

KGBT—Harlingen—1941
CBS

Freq.: 1530 Kc....Power: 50 Kw d., 10 Kw. n.
Owned-Oper. By....Harbenito Radio Co., Inc.
Address.....P. O. Box 711
Representative .....H-R, Clarke Browne
President .....McHenry Tichenor
Gen. Mgr.....Troy McDaniel
Sta. Mgr.....Otis Shumate

KGRI—Henderson—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Henderson Bcstg. Co.
Business-Studio Address.....P. O. Box 311
Representative .....Best
News Service .....AP
Transcription Service.....World, SESAC
President.....Roy B. Cannon
General Manager.....Cliff Crawford

KWRD—Henderson—1956

Frequency: 1470 Kc.....Power: 500 W., d.
Owned.....Wes Dean & Co.
Address .....Box 219
Tel.: 2324.....News Service: UP
Representative .....Continental
Manager .....Wes Dean

KPAN—Hereford—1948
KBS

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By.....KPAN Bcstrs.
Address .....Box 868
Tel.: 860.....News Service: AP
Representative .....Best
President .....Marshall Formby
General Manager.....Clint Formby
Commercial Manager.....Chris Clark

KHBR—Hillsboro—1948
KBS

Frequency: 1560 Kc.....Power: 250 Watts d.
Owned-Operated By....Hill County Bcstg. Co.
Station Rep.....Best, Melville
Tel.: 2-3431.....News Service: UP
Transcription .....World
General Manager.....Nelson W. Galle

KCOH—Houston—1948

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Call of Houston Inc.
Business-Studio Address.....1 Main St.
Tel.: CA 4-1888.....News Service: UP
Representative.....John E. Pearson
Membership .....NAB
Owner, Gen. Manager.....Robert C. Meeker
Comm. Manager.....Hal Wallace

KILT—Houston—1948

Frequency: 610 Kc.....Power: 5 Kw.
Owned .....McLendon Corp.
Address.....902 Texas Ave.
Tel.: CA 7-1161.....News Service: UP
Representative .....Blair
Membership .....RAB
Gen. Mgr.....Bill Weaver
Comm. Mgr.....Jack Lee
Prog. Dir.....Bob Stevens
Pub. Dir.....Elliot Field
Chief Engineer.....Glenn Cook

KNUZ—Houston—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Veterans Bcstg. Co.
Address .....4701 Caroline St., Box 2135
Tel. .....JA 3-2581
Representative .....Forjoe
Trans. .....World
Membership .....NAB, RAB
President.....Max H. Jacobs
Gen., Sta. Mgr.....David Morris
Commercial Manager.....Forrest Patton
Sls. Prom. Mgr., Prog. Dir.....Ken Grant
Publicity Director.....Doris D. McCall
Chief Engineer.....J. E. Martin

KPRC—Houston—1925—NBC

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By .....The Houston Post Co.
Address.....P. O. Box 1234
Telephone .....MA 9271
Newspaper Affil.....Post
Membership .....NAB, RAB
Representative .....Edw. Petry & Co.
Gen. Mgr.....Jack Harris
Sta. Mgr.....Jack McGraw

KTHT—Houston—1944—MBS

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Texas Radio Corp.
Business Address....4005 Travis St., Box 3011
Tel.: JA 3-5535.....News Service: AP
Membership .....RAB
Representative .....Adam Young
V.P., Gen. Mgr.....Sam H. Bennett
Commercial Mgr. .....Frank Stewart

KTRH—Houston—1930—CBS

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Operated By.....KTRH Bdcstg. Co.
Address .....Rice Hotel
Tel.: CA 7-4361.....News Services: AP, INS
News. Affil.....The Chronicle
Transcription Service .....SESAC
Representative.....Peters, Griffin, Woodward
Membership .....NAB, RAB
President .....B. F. Orr
General Manager.....W. C. Bryan
Bus. Mgr.....Tom Jacobs
Sales Manager.....Larry Rasco
Sls. Prom. Mgr.....Byron Beasley
Program Director.....Tim Osborne
Engineer .....Lester Mullan

KXYZ—Houston—1930—ABN

Frequency: 1320 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Houston Bdcstg.
Address .....Gulf Bldg.
Tel.: CA 2-6151.....News Services: UP, AP
Representative ..... Avery-Knodel
Membership .....NAB, RAB
Pres., General Manager.....Fred Nahas
Station Manager.....Ted Hills
Program Director.....Ken Duran
Prom., Pub. Director.....Ken Collins
Comm. Mgr.....Dick Morrison
Chief Engineer.....Gerald R. Chinski

KYOK—Houston—1947

Frequency: 1590 Kc.....Power: 5 Kw.
Owned .....KYOK, Inc.
Address.....613 Preston St.
Tel.: CA 7-3108.....News Service: UP
Rep.....Stars National, Dora-Clayton, Melville
President.....Jules J. Paglin
General Manager.....Stanley W. Ray, Jr.
Station Manager.....Bruno Leonardt

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KSAM—Huntsville—1938
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Huntsville Bcstg. Co.
Address .....Box 312
Tel.: GA 5-2651.....News Service: AP
Transcription Service.....Capitol
General Manager.....Jack Nichols

KEBE—Jacksonville—1946
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KEBE, Inc.
Address .....Box 1071
News Service .....UP
President, Gen. Mgr.....Mrs. Leita M. Laurie
Commercial Manager.....Jerry D. Spencer
Prog., Pub. Dir.....Ben Erle Laurie

KTXJ—Jasper—1948
KBS

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By.....Jasper Bcstg. Co.
Address.....P. O. Box 6090
Tel.: 580.....News Service: AP
President.....Joe J. Fisher
Gen., Station Mgr.....H. G. Pendergast
Commercial Manager.....L. G. Robinson
Program Dir.....James Brasher
Chief Engineer, Pub. Dir.....Fred B. Smith

KMBL—Junction—1950—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.Kimble County Bcstg. Co.
Address .....Flat Rock Lane
Tel. 70
General Mgr.....Farrell M. Brooks

KAML—Kenedy-Karnes City
1954—KBS

Frequency: 990 Kc.....Power: 250 W., d.
Owned.....The Camel Co.
Address .....Box 990, Kenedy
Tel.: OL 9-2990.....News Service: AP
Representative ..... Avery-Knodel
Membership .....NAB
President .....Charles W. Balthrope
Station Manager.....Ed C. Balthrope
Sales Manager.....J. Harold Ray
Program Director.....Chuck Martin
Chief Engineer.....Bill Porter

KERB—Kermit—1950—KBS

Frequency: 600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KERB, Inc.
Address .....Hway. 302
Telephone 3481
Transcription Service.....Thesaurus, SESAC
Representative .....Best, Melville
Membership .....NAB
President.....E. S. Walden
Sales Manager.....Ernie Allen

KERV—Kerrville—1948
KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Kerrville Bcstg. Co.
Address.....P. O. Box 791
Tel.: CL 7-4003.....News Service: AP
Transcription Service .....World
Station Rep. .....Best
Mgr.....Albert F. Mason
Sls. Mgr.....C. L. McClish
Prom. Mgr.....C. L. McClish
Chief Eng.....Clyde Jones

KOCA—Kilgore—1936—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Sta. KOCA, Inc.
Address.....102½ E. North St.
Telephone 2001
President.....Roy G. Terry
Gen., Manager.....H. A. Degner
Commercial Manager.....Joe Mainz

KLEN—Killeen—1955
MBS-KBS

Frequency: 1050 Kc.....Power: 250 W., d.
Owned-Operated By.....Highlite Bcstg Co.
Address ..... Box 935
Tel.: ME 4-3181.....News Service: AP
Pres., Gen. Mgr.....A. W. Stewart
Program Director.....Doris Crowe
Comm. Mgr.....Ladelle Drake
Ch. Eng.....Billy Francis

KINE—Kingsville—1948

Frequency: 1330 Kc. ....Power: 1000 Watts d.
Owned-Oper. By.....KINE, Inc.
Address.....205 E. King Ave.
Tel.: 2-2822.....News Service: UP
Representative.....Hil F. Best
Membership .....NAB
Pres.....James H. Clement
General Manager.....Ben A. Glusing
Comm., Sta. Mgr.....Eston R. Pace
Chief Eng.....R. T. Whitaker

KPET—Lamesa—1946—KBS

Frequency: 690 Kc.....Power: 250 Watts
Owned.....Lamesa Broadcasting Co.
Address.....502 S. First
Telephone 690
Membership .....NAB
President .....R. O. Parker
General Manager.....Bob Bradbury

KCYL—Lampasas—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Lampasas Bcstg. Co.
Address .....H'way 281
Tel.: CH 2-3671.....News Service: UP
Trans. Ser. .....Lang-Worth
Representative .....Best
Pres., Gen. Mgr.....V. Dean Turner

KVOZ—Laredo—1952
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Border Broadcasters, Inc.
Address.....P. O. Box 1498
Tel.: 3-4396.....News Service: AP
Rep. .....Pearson
General Manager.....Burney Jones
Comm. Mgr.....Neil Gilligan, Jr.
Chief Engineer.....Frank Manuel

KLVT—Levelland—1949
KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Herald Broadcasting Co.
Address .....Box 866
Tel.: TW 4-3134.....News Service: AP
Transcription .....Thesaurus
Membership .....NAB
Gen. Mgr.....Gil. W. Patschke
Commercial Manager.....Barney Chadwick
Program Director.....M. Dwayne Grimes

KVOW—Littlefield—1947
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwestern Bcstrs.
Business Address .....Littlefield
Owners.....J. B. McShan, J. C. Rothwell
General Manager.....J. B. McShan

KETX—Livingston—1957

Frequency: 1440 Kc.....Power: 1 Kw., d.
Owned.....Polk County Bcstng. Co.
Address .....Box 1118
Tel.: 789.....News Service: AP
Trans. .....Thesaurus
Pres., Gen. Mgr.....Harold J. Haley
Sta., Sales Prom. Mgr.....Wiley K. Poston
Comm. Mgr.....Eugene Hanson

KFRO—Longview—1934
ABN-KBS

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By.....Voice of Longview
Address.....Curtis Bldg., P. O. Box 792
Tel.: PL 3-4461.....News Service: AP
Transcription Service .....Lang-Worth
Representative .....Donald Cooke
Membership .....NAB, RAB
President.....James R. Curtis
Commercial Mgr.....John Allen
Program Director.....Howard Kuhn
Chief Engineer.....Leslie Hellum

KLTI—Longview—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By..LeTourneau Radio Corp.
Address .....P. O. Box 1866
Tel.: PL 8-4496.....News Service: AP
Trans. Ser. .....World
Representative .....Pearson
President.....R. G. LeTourneau
Gen., Comm. Mgr.....Bob Geerdes
Chief Eng.....Brad Redfearn

KDAV—Lubbock—1953

Frequency: 580 Kc.....Power: 500 Watts
Owned .....Western Bcstg.
Address .....Box 270
Tel.: SH 4-4567.....News Service: UP
Sta. Rep...Broadcast Time Sales, Clarke Brown
Membership .....NAB
Gen. Manager.....D. P. Pinkston
Nat'l Sls. Mgr.....Paul C. Turpen
Comm. Mgr.....Hal Ragan
Prog. Dir., Chief Engineer....Wes Youngblood

KDUB—Lubbock—1954

Frequency: 1340 Kc.....Power: 250 Watts
Owned & Oper. By....Texas Telecasting Inc.
Address.....7400 College Avenue
Tel.: SH 4-2345.....News Services: AP, INS
Representative ..... Branham
Membership .....NAB, RAB
Transcription .....Standard
Pres., Gen. Manager.....W. D. Rogers
Station Manager.....John Kreiger
Nat. Sales Mgr.....E. A. Hassett
Program Director.....Eddie Gale
Publicity Director.....Duncan Ellison
Chief Engineer.....Rudy Starnes

KCBD—Lubbock—1946—NBC

Frequency: 1590 Kc.....Power: 1000 Watts
Owned.....Bryant Radio & Television, Inc.
Address .....P. O. Box 1507
Tel.: SH 4-1414.....News Services: UP, AP
Transcription Service .....Standard
Representative ..... Raymer
Membership .....NAB, RAB
President.....Joe H. Bryant
Gen. Mgr.....Gerald H. Sanders
Comm. Mgr. .....George L. Tarver
Program Director.....Al Goodnight
Sales Prom. Mgr.....Ray Poindexter
Chief Engineer.....Frank Lee

KFYO—Lubbock—1927—CBS

Frequency: 790 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..Plains Radio Bcstg. Co., Inc.
Business-Studio Address.....914 Ave. J
Tel.: PO 5-5567.....News Services: AP, UP
Newspaper Affil.....Avalanche Journal
Representative .....Katz
Membership .....NAB, RAB
President.....W. B. Walker
Gen., Sta. Mgr.....Gordon Thompson
Sales Prom. Mgr.....Dan Tarpley
Prog. Dir., Pub. Dir.....Robert A. Nash
Chief Engineer.....W. S. Bledsoe

KSEL—Lubbock—1946—ABN

Freq. 950 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Lubbock Bcstg. Co.

Business Address.....1916 Avenue Q
Tel.: PO 3-0484.....News Service: AP
Representative .....Rambeau, Melville
President.....Walter G. Russell
Gen., Sta. Mgr., Pub. Dir.....M M. Rochester
Comm., Sales Manager.....R. C. Hughes
Prog. Director.....D. G. Opheim
Chief Engineer.....Roger V. Hively

KLLL—Lubbock—1953
KBS-MBS

Frequency: 1460 Kc.....Power 1000 Watts d.
Owned-Oper. By..R. B. McAllister, G. F. Mapes
Address.....2001 Great Plains Life Bldg.
Tel.: PE 3-1911.....News Service: UP
Representative .....Indie
Pres., Gen. Manager.....R. B. McAlister
Station Manager.....E. E. Mark
Comm. Mgr.....Lowell Cato
Sales Prom. Mgr.....Wendell Bagwell
Chief Eng.....Alvis Woolam

KRBA—Lufkin—1938
ABN-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Darrell E. Yates
Address .....Lufkin
Representative.....Continental Radio Sales
Membership .....NAB
Owner, Prom. Mgr.....Darrel E. Yates

KTRE—Lufkin—1947—MBS

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By.....Forest Capitol Bcstg. Co.
Address .....P. O. Box 701
Tel.: NE 4-7771.....News Service: AP
Transcription Service .....World
Rep.....Venard, Rintoul & McConnel, Melville
Membership .....NAB
President.....R. W. Wortham, Jr.
Gen., Sta. Mgr.....Richman G. Lewin
Commercial Manager.....Royce Christenson
Prog. Dir.....Boyd Porter, Jr.
Chief Engineer.....Fred C. Hill

KMLW—Marlin—1953

Frequency: 1010 Kc.....Power: 250 W., d.
Owned .....KMLW, Inc.
Address.....P. O. Box 335
Tel.: WE 6-2551.....News Service: AP
President.....Lewis F. Leurig
Sta. Mgr., Chief Engineer.....Wes Ninemire

KADO—Marshall—1957

Frequency: 1410 Kc.....Power: 500 W., d.
Owned.....Caddo Bcstg. Co.
Address .....Box 961
Tel.: WE 5-6789.....News Service: UP
Gen. Mgr.....Virgil E. Stone

KMHT—Marshall—1947
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned .....Harrison Cunty Broadcasting Co.
Address..408 Marshall National Bank Building
Tel.: WE 5-7826.....News Service: AP
Representative .....Melville
Trans. .....Lang-Worth
Membership .....RAB
President.....E. W. Mahone, Jr.
Gen., Sta. Mgr.....H. A. Bridge, Jr.
Comm. Mgr.....Vinson Stevens
Prog. Dir.....Sam Stringfellow
Chief Engineer.....Fred Dahmer

KIRT—McAllen-Mission
1957—KBS

Frequency: 1580 Kc.....Power: 1 Kw., d.
Owned.....Pool Bcstg. Co.
Address.....Box 708 (Mission)
Tel.: JU 5-1629.....News Service: UP
Trans. .....Thesaurus
Representative .....Melville
Gen. Mgr.....Robert F. Pool
Comm. Mgr.....Jim Chandler

KRIO—McAllen—1947—MBS

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Valley Bdcstng Co.
Business Address.....500 E. Beaumont St.
Tel.: MU 6-5454.....News Service: AP
Membership .....RAB
Representative .....Best
President.....Gene L. Cagle
VP. .....Charles B. Jordan
Manager .....Chuck McKasson
Comm. Mgr.....Charles Morrill

KCMR—McCamey—1954
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....McCamey Bcstg. Co., Inc.
Address .....Box 1175
Tel.: OL 2-4693.....News Service: UP
Representative .....Hil F. Best
Membership .....NAB
Gen., Comm. Mgr.....Donald Boston
Sta. Manager.....Buz Hudsins
Prog. Dir., Chief Eng.....Claud Barnett

KMAE—McKinney—1946

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned.....McKinney Air Enterprises, Inc.
Bus.-Studio Address.....218 E. Virginia St.
Tel.: LI 2-2651.....News Service: AP
Transcription .....World
Owner.....George W. Smith, Jr.
Comm. Manager.....Melvin Belew
Prog. Dir.....Mrs. Denise Smith

KBUS—Mexia—1956

Frequency: 1590 Kc.....Power: 500 Watts, d.
Owned.....Bi-Stone Broadcasting Company
Address.....215 E. Commerce
News Service .....UP
Owner, Gen. Mgr.....J. B. McNutt, Jr.
Station Manager.....Ralph Weedon
Chief Engineer.....William F. Jones

KCRS—Midland—1935 ABN

Freq.: 550 Kc..Power: 5 Kw. d., 1 Kw. n.
Owned .....Midland Bcstg.
Business-Studio Address.....Box 1072
Tel.: MU 2-4393.....News Service: UP
Representative.....William G. Rambeau
Membership .....NAB
President .....Wendell Mayes
Gen., Sta. Mgr.....Wendell Mayes, Jr.
Comm. Mgr.....Eleanor McDonald
Program Director.....Dean Orton
Chief Engineer.....Tom Yates

KJBC—Midland—1950—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Jack Cecil
Address.....S. Lamesa Rd.
Tel.: MU 4-5152.....News Service: UP
Trans. Serv. .....Standard
Representative ..... Best
Membership .....RAB
Pres., Gen. Mgr., Chief Engr.....Jack Cecil
Commercial Mgr.....Naomi Boswell
Program Director.....Richard Reynolds

KWEL—Midland—1957

Frequency: 1580 Kc.....Power: 1 Kw., d.
Owned.....Great Western Radio Co.
Address.....Petroleum Life Bldg.
Tel.: MU 2-4331.....News Service: AP
Trans. .....Lang-Worth, Standard
Gen. Mgr.....Paul B. Greenwood
Comm. Mgr.....Wynn Alby

KORC—Mineral Wells—1946 KBS

Frequency: 1140 Kc....Power: 250 Watts d.
Owned-Operated By.....Action Bcstg.
Address .....Baker Hotel
Tel.: FA 5-3384.....News Service: AP
Transcription Service .....World
Representative .....Melville
General Manager.....Bill Stinson
Sales Manager.....R. B. Dill

KVKM—Monahans—1947 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Monahans Bcstrs., Inc.
Address .....Box 1118
Tel.: WI 3-4347.....News Service: AP
Membership .....NAB
Pres., Gen. Manager.....J. R. Rucker
Sta. Manager.....Ken Welch
Sales Prom. Mgr .....Bill Mitchell

KIMP—Mount Pleasant—1948 KBS

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mt. Pleasant Bcstg. Co.
Business Address.....Box 990
Tel.: PA 4-4726.....News Service: AP
Transcription Service .....Lang-Worth
Membership .....NAB
Owner, Gen., Sta. Mgr.....Winston O. Ward
Commercial Manager.....Derral Tucker
Program Director.....Ruby Stanley

KOSF—Nacogdoches—1947 ABN-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....K. Bell & J. C. Stallings
Address.....300 E. Main St.
Tel.: 4-4633.....News Service: UP
President ..... Kelly Bell
Gen., Sta. Mgr., Pub. Dir.....J. C. Stallings
Comm. Mgr., Program Dir.....R. C. Atherton
Chief Engineer.....Frank Murray

KSFA—Nacogdoches—1947

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By ...Nacogdoches Br. Co., Inc.
Address.....2107 North St.
Tel.: LO 4-3723.....News Service: AP
Transcription Service .....Thesaurus
Pres., Gen. Manager.....Wilbur C. Fouts

KGNB—New Braunfels—1950 KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned.....Radio Sta. KGNB
Address .....184 Castell
Tel.: MA 5-3443.....News Service: AP
Newspaper Affiliation .....Herald
Gen., Comm. Mgr.....F. T. Wilson
Chief Eng.....Bob Stewart

KECK—Odessa—1946

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By..Ector County Bcstg. Co.
Business Address.....120 W. 3d
Tel.: FE 2-5791.....News Service: AP
Transcription Service .....Standard
Representative .....Forjoe
General Manager.....Ben Nedow
Comm. Manager.....Roy Elsner
Program Director.....Mike Edwards

KOSA—Odessa—1947 CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Odessa Bcstg. Corp.
Business-Studio Address.....1300 South Crane
Tel.: FE 2-4301.....News Service: AP
Transcription Service .....World
Representative .....Bolling
Membership .....RAB
President, Gen. Mgr.....Cecil L. Trigg
Station Manager.....Brunell Harvey
Program Director.....Tom Looney
Comm., Prom. Mgr.....Lou Lindsay
Chief Engineer.....James Simpson

KRIG—Odessa—1946
MBS-KBS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Odessa, Inc.
Address .....Box 231
Tel.: FE 2-6871.....News Service: UP
Representative.....Hil F. Best
Membership .....NAB
Pres., Gen. Mgr.....Carl S. Goodwin
Station Manager.....Marguerite LaRue
Program Director.....John Logan
Chief Engineer.....Robert Mettler

KOGT—Orange—1947—KBS

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By....Sabine Area Brcstg. Corp.
Address .....Orange
Tel.: TU 3-4381.....News Service: UP
Station Rep. .....Best
Membership .....NAB, RAB
Trans. .....Lang-Worth, World
President .....M. L. Jacobs
Exec. V.P., Gen. Manager.....Ed Lovelace
Comm. Mgr.....John Derrick
Prog. Dir.....Betty Klein
Chief Engineer.....Hulan Smith

KNET—Palestine—1936
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Palestine Bcstg. Corp.
Business-Studio Address.....319 W. Main St.
Tel.: 8686.....News Service: UP
Trans. ..... World
Pres., Gen., Sta. Mgr.....Allen E. Vinson
Comm., Mgr.....Milton M. Evans
Sales Prom. Mgr.....Patricia Still
Program Director.....Marvin Crain
Publicity Director.....Tad Dunbar, Jr.
Chief Engineer.....James K. Richardson

KPAT—Pampa—1951—KBS

Freqcency: 1230 Kc.....Power: 250 Watts
Owned.....Gray County Bcstg. Co.
Address.....P. O. Box 1779
Tel.: MO 4-2551.....News Service: AP
Trans. .....Standard
Representative ..... Continental
Gen., Sta. Mgr.....Jim Wilkes
Comm. Mgr.....Walter Roush
Prog. Dir.....Betty Ditmore
Chief Engineer.....C. L. Sweet

KPDN—Pampa—1936—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Top O' Texas Bcstg. Co.
Address .....Hughes Bldg.
Tel.: MO 4-7461.....News Service: UP
Transcription Service .....World
Station Rep. .....Best
Membership .....NAB
General Manager, Pub. Dir.....Coy Paimer
Sta. Mgr., Prog. Dir.....Warren Hasse
Chief Engineer.....Dennis Dehn

KFTV—Paris—1950—KBS

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned-Operated By....Lamar Bcstg. Co., Inc.
Tel.: SU 4-6676.....News Service: UP
Station Rep. .....Best
General Manager.....James F. Hendrix
Ch. Eng.....Ross Babigian

KPLT—Paris—1936

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....North Star Broadcasting Co., Inc.
Address .....Box 235
Tel.: SU 4-3311.....News Service: AP
Representative.....John E. Pearson
President, Gen., Sta. Mgr.....Fred Kincaid
Comm. Mgr.....Willard Marshall
Program Director.....John Kunsak
Publicity Director.....Margie Lou Hubbard
Chief Engineer.....Jeff Methven

KLVL—Pasadena—1950

Freq.: 1480 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Felix H. Morales
Address.....1811 Pasadena Blvd.
Representative....Oakes, National Time Sales
General Manager.....Felix H. Morales
Sales Manager.....Johnny P. Hernandez
Program Director.....Joe Martinez Morales

KRCT—Pasadena—1947

Frequency: 650 Kc.....Power: 250 Watts d.
Address .....Box 1009
News Service .....AP
Station Rep. .....Bernard
Membership .....NAB
V. P., General Manager.....J. H. Touchstone
Comm. Mgr.....George I. Weinman, Jr.

KIUN—Pecos—1935
MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Jack Hawkins, Barney Hubbs
Business-Studio Address.....Kiun Bldg.
Tel.: HI 5-2497.....News Service: UP
Representative .....Hil F. Best
Membership .....NAB
General Manager.....Jack Hawkins
Station Manager.....David Martin
Program Director.....Frank Cummings
Commercial Manager.....Bill Hubbs
Chief Engineer.....Harry W. Boehnemann

KEYE—Perryton—1948—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Great Plains Bcstg. Co.
Address.....P. O. Box 917
Tel.: 5771.....News Service: AP
Transcription Service .....Lang-Worth
Membership .....NAB
President .....Carl Ellis
Gen., Sta. Mgr.....Irving R. Buchanan
Comm. Mgr.....G. K. Rupprecht
Program Director.....Kenneth Roller
Chief Engineer.....Don Smith

KVOP—Plainview—1944 MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KVOP, Inc.
Address.....1100 W. 24th St.
Tel.: 4-2771.....News Service: AP
Membership .....NAB
Gen., Sta. Manager.....Kermit Ashby
Comm. Manager.....Tut Tawwater

KBOP—Pleasanton—1951 MBS-KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Atascosa Broadcasting Co.
Address.....P. O. Box 247
Tel.: 4871.....News Service: AP
Representative .....Best
General Manager.....Ben L. Parker
Comm., Prom. Mgr.....Tom Everitt
Chief Eng.....Mona Parker

KOLE—Port Arthur—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Port Arthur Bcstg. Co.
Address .....Box 1126
Tel.: YU 2-9436.....News Services: UP, AP
Trans. Ser. .....Lang-Worth
Membership .....RAB
General Manager.....Socs Vratis
Sales Manager.....Bob Tucker

KPAC—Port Arthur—1932 MBS

Freq... 1250 Kc.....Power: 5 Kw. d, 1 Kw. n.
Owned-Oper. By.....Port Arthur College
Business-Studio Address.....P. O. Box 511
Tel.: YU 5-7458.....News Service: AP
Representative .....Pearson
Membership .....NAB
Sta., Gen. Manager.....Marjorie R. Vickers
Commercial Manager.....George Crouchet
Prom. Mgr.....Judy Propp
Pub., Program Director.....Corinne Enos

KRWS—Post—1955—KBS

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned .....Wallace Simpson
Address.....206 E. Main St.
News Service .....UP
Membership .....NAB
General Manager.....H. J. Porter

KOLJ—Quanoh—1952—KBS

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Operated By.....Orville L. Jenkins
Address .....Quanoh
Tel.: MO 3-2572.....News Service: AP
Station Rep. .....Best
Transcription Service .....World
Owner.....Orville L. Jenkins

KSOX—Raymondville—1957

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....H. Schalaben & V. Culpepper
Address .....Box 1238
Tel.: MU 9-3333.....News Service: AP
Gen. Mgr.....James Parr
Prog. Dir.....Bob Dodson

KFRD—Rosenberg—1948

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Ford Bend Bcstg. Co.
Business Address.....1501 Radio Lane
Tel.: NO 2-3776.....News Service: UP
Membership .....NAB
Gen., Sta. Mgr.....Jim Hairgrove

KGKL—San Angelo—1928 ABN

Freq.: 960 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned.....Angelo Bcstg. Tcstg.
Business-Studio Address.....Box 1878
Tel.: 6715.....News Service: AP
Membership .....NAB
Representative.....John E. Pearson
Pres. Gen. Mgr.....Lewis O. Seibert
Comm. Mgr.....Tom Campbell
Chief Engineer.....Bill Poteet

KTLU—Rusk—1955

Frequency: 1580 Kc.....Power: 500 W., d.
Owned.....E. H. Whitehead
Address .....Box 316
Tel.: 533.....News Service: UP
General Manager.....E. H. Whitehead

KTXL—San Angelo—1947 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....San Angelo Bcstg. Co.
Address .....Box 52
Tel.: 3131.....News Service: UP
Trans. Service .....Thesaurus
Representative .....Indie
Membership .....NAB
General Manager.....Neil R. Baird

KWFR—San Angelo—1954

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By..Solar Broadcasting Co., Inc.
Address.....421 W. 26th St.
Tel.: 2-3388.....News Service: AP
Rep.....Thomas F. Clark
President.....Arthur Foster
General Manager.....Walton Foster
Comm. Mgr.....John Shearin
Program Director.....Dee Wooten
Chief Eng.....Arthur Henderson

KPEP—San Angelo—1953

Frequency: 1420 Kc....Power: 1000 Watts, d.
Owned.....Concho Bcstg. Co.
Address .....Box 1350
Tel.: 8116.....News Service: UP
Representative.....Broadcast Time Sales
General Manager.....Joe Treadway
Comm., Sales Prom. Mgr.....Richard Dean
Chief Engineer.....Jerry Jackson

KCOR—San Antonio—1945

Freq.: 1350 Kc....Power: 5 Kw. d., 1 Kw. n.
Owned ....KCOR, Inc.
Address....111 Martinez St.
Tel.: CA 5-2751....News Service: UP
Rep. ....O'Connell
Membership ....NAB
President....Raoul A. Cortez, Sr.
General Mgr....Nathan Safir
Sls. Prom. Mgr....Raoul A. Cortez, Jr.
Commercial Manager....Ben Tamborello
Program Dir....Guillermo Lozano

KENS—San Antonio—1926
CBS

Freq.: 680 Kc....Power: 50 Kw. d., 10 Kw. n.
Owned-Oper. By....Express Publishing Co.
Business-Studio Address....Ave. E & 4th St.
Tel.: CA 5-7411....News Services: AP, UP
Newspaper Affil....Express, News
Representative.Peters, Griffin, Woodward, Inc.
Membership ....NAB, RAB
President....Frank Huntress, Jr.
General Mgr. ....Albert D. Johnson
Commercial Manager....Bill Joekel
Program Director....Harold Carr

KEXX—San Antonio—1953

Frequency: 1250 Kc....Power: 500 Watts d.
Owned-Oper. By....Leal Bcstg. Co., Inc.
Address....501 W. Quincy
Telephone ....CA 7-6373
Pres., Gen. Mgr....Manuel D. Leal
Commercial Mgr....M. Davila
Asst. Gen. Manager....Louis M. Muro
Program Director....R. Chavez

KITE—San Antonio—1947

Frequency: 930 Kc....Power: 1000 Watts d.
Owned-Operated By....Radio Station KITE
Business-Studio Address....310 Transit Tower
Tel.: CA 6-0335....News Services: AP, UP
Representative .... Avery-Knodel
Membership ....NAB, RAB
Pres., Gen. Mgr....Charles W. Balthrope
Station Manager....Alex A. Coe
Commercial Mgr....Kelly Wofford
Prog. Mgr....Stanley Nelson
Chief Engineer....John Siercovich

KIWW—San Antonio—1948

Frequency: 1540 Kc....Power: 250 Watts d.
Owned-Oper. By....Radio KIWW, Inc.
Address....518 W. Houston St.
Tel.: CA 6-5254....News Service: UP
Representative....Nat'l Time Sales
President ....Robert N. Pinkerton
General Manager....W. M. (Bill) Simpson
Prog. Dir....Juan Gattas
Chief Eng....William Ellis

KMAC—San Antonio—1926
MBS

Frequency: 630 Kc....Power: 5,000 Watts
Owned-Oper. By....Walmac Co.
Address....222½ W. Commerce
Telephone ....CA 3-6211
Membership ....NAB, RAB
Representative....Broadcast Times Sales
Pres., Gen., Sta. Mgr....Howard W. Davis
Comm. Mgr....Peggy McWorter
Program Director....A. S. (Tony) Bessan
Pub. Dir....Carol Lay
Chief Eng....Al Knight

KONO—San Antonio—1927

Frequency: 860 Kc....Power: 5000 d., 1000 n.
Owned-Operated By....Mission Bdcstg. Co.
Address....317 Arden Grove
Tel.: CA 6-5171....News Services: AP, UP
Representative....H-R, Clarke-Brown
Membership ....NAB, RAB
Pres., Owner ....Eugene J. Roth
General Manager....James M. Brown
Commercial Manager....Bob Roth
Sales Prom. Mgr....Howard Edwards
Dir. Engineering....George Ing

KTSA—San Antonio—1928

Frequency: 550 Kc....Power: 5000 Watts
Owned-Oper. By....Sunshine Bcstg. Co.
Business-Studio Address....1130 Broadway
Tel.: CA 7-1251....News Service: UP
Representative ....Blair
Membership ....RAB
General Manager....Al Lurie
Program Director....Don French
Chief Engineer....Ken Hyman

WOAI—San Antonio—1922
ABN-NBC

Frequency: 1200 Kc.; Power: 50,000 Watts d.,n.
Owned-Oper. By....Southland Industries, Inc.
Address ....1031 Navarro St.
Tel.: CA 7-4221...News Services: AP, INS, UP
Representative ....Edward Petry & Co., Inc.
Membership ....NAB, RAB
Pres., Gen. Mgr....James M. Gaines
Commercial Manager....Rex Preis
Sales Prom. Mgr....Bill N. Yancy
Program Director....Robert Reed
Publicity Director ....Imogene Stanley
Chief Engineer ....Charles L. Jeffers

KCNY—San Marcos—1948
KBS

Frequency: 1470 Kc....Power: 250 Watts d.
Owned-Oper. By....Central Brcstg. Co.
Address ....Box 32
Tel.: EX 2-3545....News Service: AP
Representative....Hil F. Best
Trans. ....World
President....Dr. Forest L. Whaw
Gen., Sta. Mgr....William Veidt
Program Director....Buddy Blasingame

KWED—Seguin—1948

Frequency: 1580 Kc. ...Power: 1000 Watts d.
Owned-Oper. By.....Seguin Bdcstg. Co.
Business-Studio Address.....609 E. Court St.
Tel.: FR 9-2234.....News Service: UP
Representative .....Hil F. Best
Membership .....NAB
President, Gen. Mgr.....Garfield Kiel
Com., Sta. Mgr., Prom. Mgr.....Stan McKenzie
Prog. Dir.....Henry Lehnhoff

KSML—Seminole—1955—KBS

Frequency: 1250 Kc.....Power: 1000 Watts d
Owned-Oper. By.....Seminole Bcstrs.
Address.....402 South Main St.
News Service .....UP
Owner .....Marshall Formby
General Manager.....Hal Blymiller

KSEY—Seymour—1950
KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....W. C. Moss, Jr.
Address .....Lubbock Hy.
News Service .....AP
Station Manager.....W. C. Moss, Jr.

KEVA—Shamrock—1949
KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By....Shamrock Tex. Bcstg. Co.
Address .....Box 21
Tel.: 620.....News Service: UP
Representative .....Best
Manager, Program Director.....Bill B. Day

KRRV—Sherman-Denison
1936—MBS

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.Red River Valley Bcstg. Corp.
Address..Box 94 (Denison), Box 665 (Sherman)
Tel. .....201 (Sherman)
Representative .....Pearson
General Manager.....Tom E. Spellman

KTAN—Sherman—1947
KBS

Frequency: 1500 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Resort Bcstrs.
Address.....P. O. Box 661
Tel.: TW 2-8188.....News Service: AP
Representative .....Hil F. Best
General Mgr.....Randall McCarrell

KANN—Sinton-Corpus Christi
1954

Frequency: 1590 Kc.....Power: 1 Kw. d.
Owned.....San Patricio Bcstg. Co.
Address.....Box 7207, Corpus Cristi
Tel.: TU 4-1590.....News Service: AP
Representative .....Melville, Best
President.....Tom C. Fleet
Prog. Dir.....Princess J. Fleet
Ch. Eng.....Ernie Wood

KSNY—Snyder—1949
MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Snyder Bdcstg. Co.
Address .....Box 1468
Station Rep. .....Continental
Pres., Gen. Mgr.....J. T. Hughes

KDWT—Stamford—1946
MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....David W. Ratliff
Address .....Box 1123
Tel.: PR 3-3401.....News Service: UP
Pres., Gen., Sta. Mgr.....David Ratliff
Comm., Sales Prom. Mgr.....Phil Keener
Chief Engineer.....Charles Fade

KSTV—Stephenville—1947
KBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned .....Dixie Bcstrs.
Address.....P. O. Box 102
Tel.: LI 3141.....News Service: UP
Representative .....Best
Membership .....NAB
Comm. Mgr.....Mel Bennett

KSST—Sulphur Springs—1947
KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Hopkins County Bcstg. Co.
Business-Studio Address.....P. O. Box 284
Tel.: TU 5-3111.....News Service: AP
Membership .....NAB
Pres., Gen., Sta. Mgr.....William E. Bradford
Comm. Mgr.....Clovis Pinion
Sales Prom. Mgr.....Buddy Funderburk
Program Director.....Jean Johnson
Chief Engineer.....Bill Bradford

KXOX—Sweetwater—1939
KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....KXOX
Bus.-Studio-Transmitter Address.....Box 570
News Service .....AP
Representative .....Hil F. Best, Melville
Membership .....NAB
President .....F. L. Ledbetter
Gen. Mgr.....Myrl Stein
Comm. Manager.....Elwood Fritsch
Program Director.....Faye Broadwell
Chief Engineer.....Walter D. Tabler

KTAE—Taylor—1948—KBS

Frequency: 1260 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....KTAE, Inc.
Business Address.....121 E. 2nd St.
Tel.: EL 2-3631.....News Service: UP
Representative .....Clarke Brown
General Manager.....Gillis Conoley
Prog. Dir.....Fred Switser
Commercial Manager.....John Wehby
Chief Engineer.....Robert Sitman

KTEM—Temple—1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Bell Broadcasting Co., Inc.
Address.....17 South Third
Tel.: PR 3-5252.....News Service: UP
Newspaper Affiliation.....Daily Telegram
Trans. .....World
Rerpresentative .....Clarke Brown
President .....Frank W. Mayborn
General Manager.....Harry O'Connor
Program Director .....Tom Matts
Chief Engineer.....Edwin Roberts

KTER—Terrell—1950

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Terrell Bcstg. Corp.
Address.....Walnut & State Sts.
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen. Mgr.....Paul A. Wnorowski
Commercial Manager.....Bill Collins

KCMC—Texarkana—1932 ABN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....KCMC, Inc.
Business-Studio Address.....317 Pine St.
News Service.....AP
Representative .....Venard, Melville
Membership .....NAB, RAB
General Manager.....Frank O. Myers
Chief Engineer.....Harvey Robertson

KTFS—Texarkana—1947 KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KTFS, Inc.
Business-Studio Address....4305 N. State Line
Tel.: 3-5123.....News Service: UP
Transcription Service .....World
Reps. .....Walker
Pres., Gen. Manager.....R. S. Bieloh
Comm. Mgr.....Sam Ball
Chief Engineer.....J. H. Crawford

KTLW—Texas City—1947 KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Texas City Bcstg. Ser.
Business-Studio Address.....Show Boat Bldg.
News Service .....UP
Sta. Rep. .....Best
Station Mgr.....Roy E. Hanson
Comm. Mgr.....Robert E. Tisdale

KTUE—Tulia—1954—KBS

Frequency: 1260 Kc.....Power: 1 Kw. d.
Owned-Operated By.....KTUE Bcstg. Co.
Address.....110 N. Armstrong
News Service .....UP
Representative .....Best
Owners.....Clint and Marshall Formby
Manager.....D. L. McKinney

KDOK—Tyler—1956

Frequency: 1330 Kc.....Power: 1 Kw.
Owned.....KOOK Bcstg. Co.
Address.....808 Peoples Bank Building
Tel.: 3-2519.....News Service: AP
Representative .....McGilvra
President, General Manager..Dana W. Adams
Commercial Manager.....Sam Matthews
Chief Engineer.....Robie Morgan

KGKB—Tyler—1930—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Ron Litteral Ent.
Address .....Box 957
Tel.: 2-3873.....News Service: AP
Representative .....O'Connell, Brown
Trans. .....World
Membership .....NAB
President.....Ron C. Litteral
Comm. Manager.....J. Edwin Smith

KTBB—Tyler—1947—KBS

Freq.: 600 Kc.....Power: 1000 Watts
Owned-Operated By....Blackstone Bcstg. Co.
Business-Studio Address.....Blackstone Hotel
Tel.: 4-7278.....News Service: UP
News, Affil.....Courier Times Telegraph
Representative .....Venard, Melville
Membership .....NAB, RAB
President.....Mrs. C. N. Clyde
Gen., Sta. Mgr.....M. Danbom
Comm. Mgr., Sales Prom. Mgr..Bill Whitworth
Prog. Dir.....Don Tausch
Chief Engineer.....R. A. Wileman

KVOU—Uvalde—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....E. J. & W. J. Harpole
Address .....Box 758
Tel.: BR 8-555.....News Service: AP
Gen. Mgr. .....Edward J. Harpole
Commercial Manager.....Sidney King
Program Director.....Keith Lloyd
Chief Engineer, Sta. Mgr.....Frank Manuel

KVWC—Vernon—1939 KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Johnson-Garrison Co.
Address .....1813½ Wilbarger
Representative .....Clark, Melville
President .....Bobo Johnson
General Manager.....Joe Garrison
Commercial Manager.....Aubrey Rummel

KNAL—Victoria—1949

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Operated By.....Victoria Bcstg. Co.
Address .....Box 718
Tel.: HI 3-9176.....News Service: AP
Representative.....Hil F. Best
Gen., Sta. Manager.....James A. Traber
Commercial Mgr.....Warren Dentler

KVIC—Victoria—1939
KBS-MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....KVIC Bcstg. Co.
Business Address.....Box 725
Tel.: 3-9171.....News Service: UP
President.....J. G. Long
Gen., Sta., Comm. Mgr.....William C. Burks
Commercial Manager....Vernon L. Townsend

KWTX—Waco—1946

Frequency: 1230 Kc....Power: 250 Watts, d.
Owned-Operated By.....KWTX Bcstg. Co.
Business-Studio Address.....P. O. Box 3128
Tel.: PL 6-4451.....News Service: AP
Representative .....Raymer
Membership .....NAB
Gen. Mgr.....M. N. Bostick
Commercial Manager.....C. L. Hinkle
Prog. Dir.....Frank Fallon
Pub. Dir.....Joe Saragusa
Chief Engineer.....William Moore

WACO—Waco—1922—ABN

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Waco Bcstg. Co.
Business Address.....3620 Franklin Ave.
Tel.: PL 2-6571.....News Service: AP
Representative.....Weed, Brown
Membership .....NAB, RAB
President .....Wendell Mayes
V. P., Gen. Mgr.....R. Lee Glasgow
Prog. Dir.....Homer H. Odom
Chief Engineer.....Jack Vinson

KBEC—Waxahachie—1955
KBS

Frequency: 1390 Kc.....Power: 500 W., d
Owned-Operated By..Richard Tuck Enterprises
Address .....Box 731
Telephone .....WE 7-2710
Representative ..... Melville
Pres., Gen. Mgr.....Richard Tuck
Commercial Manager.....Leon Joslin

KZEE—Weatherford—1956

Frequency: 1220 Kc.....Power: 250 W., d.
Owned.....G-M Bcstg. Co.
Address .....Box 306
News Service .....AP
President.....R. Thomas Gibson
Sta. Mgr.....Gene Stanley

KRGV—Weslaco—1927
NBC

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By.....KRGV Television, Inc.
Bus.-Studio.....309 Missouri St.
Tel.: WO 8-3131.....News Service: AP
Transcription Service.....World, SESAC
Representative .....Raymer
Exec. Gen. Manager.....O. L. (Ted) Taylor

KSYD—Wichita Falls—1947
MBS

Freq.: 990 Kc.....Power: 10 Kw. d., 1 Kw. n.
Owned-Oper. By.....Grayson Enterprises
Address.....825 Indiana Ave.
Tel.: 723-0111.....News Service: UP
Trans. Ser. .....World
Rep.....Venard, Rintoul & McConnell
Membership .....NAB
President.....Sydney A. Grayson
Sta. Mgr.....Bill Richie
Prog. Dri.....Bailey Hutchins
Chief Engineer.....Herb Wiley

KTRN—Wichita Falls—1948

Freq. 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Texoma Bcstg. Co.
Address.....917½ Scott St.
Tel.: 2-5214.....News Service: AP
Representative .....Burke-Stuart
Membership .....NAB
General Manager.....Boyd Kelley
Program Director.....Roger Stoner

KWFT—Wichita Falls—1939
CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned.....North Texas Radio, Inc.
Address .....P. O. Box 420
Tel.: 72-3-4181.....News Services: UP, AP
Transcription .....Standard, Lang-Worth
Representative .....H-R
Membership .....NAB, RAB
Pres., Sta. Mgr.....Ben Ludy
Prog. Dir.....Homer Cunningham
Sales Manager.....A. L. Pierce
Publicity Director.....Mrs. Owanah Shelton
Chief Engineer.....Melvin O. Harrison

Utah

Pop. March 1 (Est.)—833,000; Families—231,000; Lic. Stations—26, Sta. CP's—0; Radio Homes—224,000; TV Homes—184,000

KBUH—Brigham City—1948
KBS

Frequency: 800 Kc.....Power: 250 Watts d.
Owned.....Ravella M. Bone
Address.....948 W. Forest Rd.
Telephone 948
General Manager.....Wade M. Ebeling
Comm. Mgr.....Arthur Fishler

KSUB—Cedar City—1937
CBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....So. Utah Bcstg. Co.
Address.....189 N. Main St.
Tel.: 590.....News Service: UP
Rep. .....Western Bcstng. Sales
Membership .....NAB, RAB
President .....Durham Morris
Gen., Sta. Mgr.....Louis T. Sayre
Sales Manager.....W. V. Lowe
Prog. Dir.....Donald Cartwright
Chief Engineer.....Richard Gunn

KLGN—Logan—1954

Frequency: 1390 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....Atlas Engineering, Inc.
Address.....R.R. #1, Box 352A
Tel.: 2600.....News Service: AP
Representative.....Weed, Inc.
Membership .....NAB
President, Gen. Mgr.....Prof. O. C. Haycock
Station Manager.....Bruce R. Hymas
Commercial Manager.....Dee F. Jensen
Program Director.....Evan Hale

KVNU—Logan—1938
MBS-KBS-IMN

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Cache Valley Bcstg. Co.
Address .....1393 N. Main St.
Tel.: 1400.....News Service: UP
Representative ..... Avery-Knodel
President .....Herschel Bullen
Gen., Sta. Mgr.....Reed Bullen
Commercial Manager.....W. W. Kirkland
Program .....Fred Critchfield
Chief Engineer.....W. B. Jones

KMUR—Murray—1948

Frequency: 1290 Kc.....Power: 250 Watts
Owned-Oper. By.....O. J. Wilkinson
Address.....4646 S. State St.
Tel.: AM 6-4419.....News Service: UP
Membership .....NAB
Owner.....O. J. Wilkinson
Gen., Sta. Mgr.....D. R. Stringfellow
Sales Mgr.....Wes Bowen

KLO—Ogden—1927
MBS-INTERMOUNTAIN

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....Interstate Bcstg. Corp.
Address.....Hotel Ben Lomond
Tel.: EX 4-5721.....News Service: AP
Representative .....Avery-Knodel
Membership .....NAB, RAB
President .....Edris Glasmann
Gen. Mgr.....Cecil Heftel
Comm. Mgr.....Kim Ward
Prog. Dir.....Rex Wallgren
Chief Eng.....Wayne Moss

KKOG—Ogden—1956—KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KOPP, Inc.
Address.....W. 12th St.
Tel.: EX 4-3476.....News Service: UP
Rep. .....Peggy Stone
President .....William Lindsey
General Manager.....Robert K. Hansen
Comm., Sales Prom. Mgr.....Roger Thomsen
Program Director.....Lee Jorgensen
Publicity Director.....Mary Ketts
Chief Engineer.....Hirshel Urie

KVOG—Ogden—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....United Bcstg. Co.
Business Address.....1538 Gibson Ave.
Tel.: EX 2-7535.....News Service: AP
Representative .....Webb
Pres., Gen. Mgr.....Arch G. Webb
Comm. Mgr.....D. B. Affleck

KOAL—Price—1936
MBS-KBS-IMN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Utah Bcstg. Co.
Address .....Price
Telephone .....ME 7-0407
Representative .....Avery-Knodel
Commercial Manager.....Jack Richards

KEYY—Provo—1952—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Mid Utah Bcstg. Co.
Address.....Box 205
Tel.: FR 3-2174.....News Service: AP
President.....D. Spencer Grow
Gen. Mgr.....E. A. Niehay

KIXX—Provo—1947—ABN

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Central & Utah Bcstg. Co.
Address.....P. O. Box 550
Tel.: FR 3-3336.....News Service: UP
Representative.....Hollingbery, Webb
Transcription .....Standard, Capitol
Gen. Manager.....Harold E. Van Wagenen

KOVO—Provo—1939—MBS IMN

Freq.: 960 Kc.....Power: 5 Kw., d.: 1 Kw. n.
Owned-Operated By.....KOVO Bcstg. Co.
Business-Studio Address...651 W. 1600 S. St.
Tel.: FR 3-8550.....News Service: UP
President.....Ashley L. Robison
Gen. Mgr.....Glenn Shaw
Comm. Mgr.....L. H. Curtis
Publicity Dir.....Wayne Carle
Ch. Eng.....Elbert Brown

KSVC—Richfield—1947 INTERMOUNTAIN

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By..Sevier Valley Bcstg. Co.
Tel.: TW 6-4456.....News Service: UP
Transcription Service .....SESAC
Representative .....Avery-Knodel
Membership .....NAB
President .....Homer Bandley
General Manager.....Arthur Tucker
Sales Manager.....Ralph Ross
Prog. Dir.....Bill King

KDXU—St. George—1957 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Jeanette B. Arment
Address .....Box 1-79
Tel.: 800.....News Service: UP
Gen. Mgr.....Robert L. Kable
Sales Mgr.....Norman Covington

KALL—Salt Lake City—1945 MBS-IMN

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Salt Lake City Bcstg. Co.
Business-Studio Address.....146 S. Main St.
Tel.: EM 4-3561.....News Service: AP
Newspaper Affil....Ogden Standard-Examiner
Representative.....Avery-Knodel, Inc.
Membership .....NAB, RAB
Pres., Gen. Mgr.....George C. Hatch
Sta., Comm. Mgr.....Homer K. Peterson
Sls. Prom. Mgr.....Grahame Richards
Program Director.....Ed Kemp
Chief Engineer .....W. D'Orr Cozzens

KDYL—Salt Lake City—1922 NBC

Frequency: 1320 Kc.....Power: 5000 Watts
Owned ....Intermountain Bcstg & Telev. Corp.
Bus.-Studio Address.....130 Social Hall Ave.
Tel.: DA 2-5681.....News Service: UP
Representative .....Katz
Membership .....NAB, RAB
President, Gen. Mgr.....G. Bennett Larson
Sta. Mgr.....Del Leeson
Pub. Dir.....Tim Monroe
Chief Engineer.....A. L. Gunderson

KNAK—Salt Lake City—1945

Freq.: 1280 Kc.....Power: 5 Kw. d., 500 W. n.
Owned.....Granite District Radio Bcstg. Co.
Business-Studio Address.....1042 So. 6th W.
Tel.: EM 4-3685.....News Service: UP
Representative .....Forjoe
President, Chief Eng.....Howard D. Johnson
Gen., Comm. Mgr.....William Wright
Program Director .....Mildred Baker

KSOP—Salt Lake City—1955 KBS

Frequency: 1370 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....Seagull Broadcasting Co.
Address.....2320 S. 13th W.
Tel.: HU4-4435.....News Service: UP
Representative .....Bernard
Membership .....NAB, RAB
Gen. Manager.....M. H. Hilton
Commercial Manager.....Gil Hilton
Sta. Mgr.....Sam Moll
Prog. Director.....Wayne Cody, Jr.
Chief Engineer.....Lyle Wahlquist

KSL—Salt Lake City—1922 CBS

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Oper. By..Radio Service Corp. of Utah
Bus.-Studio Address.....145 Social Hall Ave.
Tel.: EL 5-4641.....News Services: AP, UP
Transcription Service .....World
Representative.....CBS Radio Spot Sales
Membership .....NAB, RAB
President.....J. Reuben Clark
Exec. V.P.....Jay W. Wright
Commercial Manager.....Joseph A. Kjar
Pub. Dir.....Robert O. Pusey
Prom. Manager.....Robert G. Murdock
Chief Engineer.....Vincent Clayton

KLUB—Salt Lake City—1938

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By.....KLUB Bcstg. Co.
Business-Studio Address..165 Social Hall Ave.
Tel.: EL 9-7794.....News Service: UP
Representative .....Hollingbery
Trans. .....Thesaurus
Membership .....NAB
President, General Mgr.....Frank C. Carman
Commercial Mgr., Prom. Mgr....Allan Thomas
Chief Eng.....Delbert Williams

KWHO—Salt Lake City—1955

Frequency: 860 Kc.....Power: 1 Kw., d.
Owned-Operated By.....Reese C. Anderson
Address.....343 S. State St.
Tel.: DA 2-5819.....News Service: UP
Trans. ..... SESAC
Pres., Gen. Mgr.....Reese C. Anderson
Prog. Dir.....Cherie Johnsen
Comm. Mgr.....Vaude E. Raines
Chief Engineer.....W. J. C. Fahey

KTUT—Tooele City—1956 KBS

Frequency: 990 Kc.....Power: 1 Kw., d.
Owned.....Tooele County Radio & TV Bcstg.
Address.....Ritz Theatre Bldg.

Tel.: 990 ..... News Service: UP
Sta. Mgr. ..... Clair G. Halverson

KVEL—Vernal—1947—KBS

Frequency: 1250 Kc. ..... Power: 1 Kw., d.
Owned-Oper. By ..... Uintah Bcstg. Co.
Address ..... 120 E. Main St.
Tel.: 494 ..... News Service UP
Trans. ..... Standard, Capitol, MacGregor, Cole
Manager ..... Lee Walker

Vermont

Pop. March 1 (Est.)—376,000; Families—109,000; Lic. Stations—14, Sta. CP's—1; Radio Homes—105,000; TV Homes—82,000

WBTN—Bennington—1953

Frequency: 1370 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... Catamount Bcstrs. Inc.
Address ..... Harwood Hill
Tel.: 6321 ..... News Service: UP
Representative ..... McGillvra, Kirby
Membership ..... NAB, RAB
Sta., Comm. Mgr. ..... Benjamin A. Hubley

WTSA—Brattleboro—1950

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Tri-State Area-Bcstg. Corp.
Address ..... Box 819
Tel.: AL 4-4567 ..... News Service: UP
Trans. ..... Lang-Worth
Representative ..... Walker
President ..... Theodore Feinstein
Gen., Sta., Comm. Mgr. ..... Phillips Terhune

WCAX—Burlington—1931 CBS

Frequency: 620 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... WCAX Radio, Inc.
Business-Studio Address ..... 135 Main St.
Tel.: UN 2-5761 ..... News Service: UP
Representative ..... Weed
Membership ..... NAB, RAB
President, Sta. Mgr. ..... C. P. Hasbrook
Gen. Mgr. ..... Stuart T. Martin

WDOT—Burlington—1954

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned ..... WDOT, Corp.
Address ..... 109 S. Winooski Ave.
Membership ..... NAB, RAB
Station Representatives ..... Walker
President, Gen., Sta. ..... Val Carter
Comm. Mgr., Prom. Mgr. ..... V. J. D'Acuti
Chief Engineer ..... Glendon Fleury

WJOY—Burlington—1946 ABN

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Vermont Bcstg. Corp.
Bus.-Studio-Transmitter Location .. 633 Main St.
Tel.: UN 4-5774 ..... News Service: AP
Trans. ..... World
Representative . Everett-McKinney, Kettel Carter
Membership ..... RAB, NAB
Station Manager ..... Frank A. Balch
Prog. Dir. ..... Ted Barker
Chief Eng. ..... Don Wheatley

WSKI—Montpelier—1947 ABN

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned By ..... Green Mt. Bcstg. Co.
Bus. Address ..... Union Mutual Bldg.
News Service ..... AP
Representative ..... Walker
Membership ..... NAB
President ..... E. E. Erdman
Gen. Mgr. ..... Fred Haggerty
Prog. Dir. ..... John Brunnel
Ch. Eng. ..... Gerald Marcott

WIKE—Newport—1952

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Memphremagog Bcstg. Co.
Address ..... Farrant St.
Tel.: 832 ..... News Service: UP
Transcription Service ..... World
Membership ..... NAB
Rep. ..... McGillvra
President ..... E. Dean Finney
Manager ..... D. Thurston
Commercial Manager ..... Helen Bowman
Sales Promotion Manager ..... Melvin Carter

WHWB—Rutland—1949

Frequency: 1000 Kc. ..... Power: 1000 Watts
Owned ... Central Vermont Broadcasting Corp.
Address ..... Box 591
Tel.: PR 3-3200 ..... News Service: AP
Representative ..... Gill-Perna
Membership ..... NAB
General Manager ..... John H. Bennett
Commercial Manager ..... Francis McCormack
Chief Engineer ..... Clair Castor

WSYB—Rutland—1930 KBS-MBS-YANKEE

Frequency: 1380 Kc. . Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By ..... Philip Weiss Music Co.
Bus.-Studio Address ..... 35 Washington St.
Telephone ..... PR 3-8140
Representative ..... McGillvra
Gen., Comm. Manager ..... Philip Weiss
Business Manager ..... J. H. Weiss

WWSR—St. Albans—1941 YANKEE

Frequency: 1420 Kc. ..... Power: 1 Kw., d.
Owned ..... Vermont Radio Corp.

Address.....75 North Main Street
Tel.: 1390.....News Service: UP
Transcription ..... World
Representative ..... Walker
President, General Manager...Lloyd S. Squier
Comm. Manager.....Ceci Fahl
Chief Engineer.....Ted Boisvert

WTWN—St. Johnsbury—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Twin State Bcstrs. Inc.
Address .....Concord Ave.
Tel.: PI 8-2344.....News Service: UP
Transcription Service .....World
Membership .....NAB
Representative .....McGillvra
Pres., Gen. Mgr.....E. Dean Finney
Commercial Manager.....John Byrne
Prog. Dir.....Donald Mullally
Ch. Eng.....Ken Lare

WNIX—Springfield—1954

Frequency: 1480 Kc.....Power: 1 Kw., d.
Owned.....C. F. & E. L. Zezza
Address.....106 Park St.
Tel.: TU 5-4514.....News Service: UP
Trans. Ser. .....World
Membership .....NAB
Station Rep.....McGillvra, Walker
President, Gen. Mgr.....E. Dean Finney
Sta. Mgr.....Wayne H. Odell
Program Director.....Alan Herbert
Chief Eng.....D. W. Churchill

WDEV—Waterbury—1931
MBS-YANKEE

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lloyd E. Squier
Address.....9 Stowe St.
Tel.: CH 4-7321.....News Service: UP
Transcription Service .....World
Representative .....McKinney, Carter
Membership .....NAB
General Manager.....Lloyd E. Squier
Comm. Mgr., Pgm. Dir.....Craig S. Parker
Chief Engineer.....Warren Chase

Virginia

Pop. March 1 (Est.)—3,765,000; Families—976,000; Lic. Stations—87, Sta. CP's—8; Radio Homes—927,000; TV Homes—640,000

WPIK—Alexandria—1945

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Potomac Bcstg. Corp.
Address.....Virginia Theatre Bldg.
Tel.: OV 3-3000.....News Service: UP
Representative .....Rambeau
Membership .....NAB, RAB
Pres., Gen. Mgr.....Carl L. Lindberg
Comm. Mgr., Prog. Dir.....John C. Moran
Ch. Eng.....Charles E. Roudabush

WARL—Arlington—1946

Frequency: 780 Kc.....Power: 1000 W., d.
Owned....Northern Virginia Broadcasters, Inc.
Address.....5232 Lee Highway
Tel.:' KE 6-9000.....News Service: UP
Representative ..... Charles Bernard
President .....Cy Blumenthal
General Manager.....Ray Armand
Station Manager.....George Crump
Commercial Manager.....Robert Cobbins
Sales Promotion Manager..George A. Henning
Program Director.....John Galloway
Publicity Director.....Margaret Radford
Chief Engineer.....James Petty

WEAM—Arlington—1947

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By..Arlington Fairfax Bcstg. Co.
Address.....2041 Wilson Blvd.
Tel.: JA 7-7100.....News Service: AP
Trans. .....Standard, Major
Rep.....Bcst. Time Sales
President.....Harold H. Thoms
Gen., Sta., Comm. Mgr.....Kenneth L. Wood
Prog. Dir.....Frank Pipes
Nat. Sales Mgr.....George I. Norman, Jr.
Chief Eng.....Donald Holt

WBLT—Bedford—1950

Frequency: 1350 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Bedford Bcstg. Corp.
Address.....P. O. Box 406
Tel.: 8245.....News Service: AP
Transcription Service .....SESAC
Membership .....NAB, RAB
Pres., Gen., Sta. Mgr.....J. E. Synan
Commercial Manager.....Douglas B. Catlin
Program Director.....Robert A. Scott, Jr.
Chief Engineer.....J. P. Laughlin

WLSD—Big Stone Gap—1953

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Oper. By.....Gap Bcstg. Co.
Address .....Box 244
Tel.: 960.....News Service: AP
Trans. Ser. .....World
Membership .....NAB
Commercial Manager.....Larry Dean
Prog. Dir.....Alvin Cash
Chief Engineer.....Robert W. Ford

WKLV—Blackstone—1947
MBS-KBS

Frequency: 1440 Kc.....Power: 5 Kw., d.
Owned-Oper. By.....Blackstone Bdcstg. Corp.
Address .....Drawer 192
Tel.: 478.....News Service: AP
Representative .....Hopewell
President, Gen. Mgr.....H. L. Umstead
Prog. Dir.....Johnny Clement

WCYB—Bristol—1946—ABN

Frequency: 690 Kc.....Power: 10.000 Watts d.
Owned-Oper. By....Appalachian Bcstg. Corp.
Address .....Cumberland St.
Tel.: NO 3560.....News Service: AP
Station Rep. .....Weed
Membership .....NAB
President, Gen. Mgr.....Robert H. Smith
Sales Mgr.....J. Fey Rogers
Prog., Pub. Dir.....Barnes H. Nash
Chief Engineer.....R. V. Robinson

WFHG—Bristol—1946
MBS-KBS

Freq.: 980 Kc.....Power: 5 Kw., d.; 1 Kw., n.
Owned-Oper. By.....Bristol Bcstg. Co.
Address .....Valley Drive
Tel.: 3620.....News Service: UP
Trans. Ser.....Thesaurus, Standard
Station Rep. .....Walker
Pres.....W. C. Nininger
Gen., Sta. Mgr.....W. L. Nininger
Chief Eng.....John Hughlett, Jr.
Comm. Mgr., Sales Prom. Mgr.....Jack Martin

WCHV—Charlottesville—1933
ABN

Frequency: 1260 Kc..Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Barham & Barham
Bus.-Studio-Transmitter Address..Rose Hill Dr.
Tel.: 2-5121.....News Service: AP
Representative .....Clark
Membership ..... RAB
Owner.....Charles Barham, Jr.
Gen., Sta., Comm. Mgr.....Robert C. Walker
Prog., Pub. Dir.....R. G. Sketchley
Promotion Manager.....Charles Smith
Chief Engineer.....Dan Spitzer

WELK—Charlottesville—1957

Frequency: 1010 Kc.....Power: 1 Kw., d.
Owned .....WELK
Address .....Harris Rd.
Tel.: 2-8080.....News Service: UP
President .....Lawrence Kennedy

WINA—Charlottesville—1949
ABN-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Charlottesville Bcstg. Corp.
Address .....P. O. Box 1230
Tel.: 2-6177.....News Service: UP
Transcription Service .....Lang-Worth
Station Representative.....Walker
Membership .....RAB
Pres., Gen. Mgr.....Donald G. Heyne
Comm. Mgr.....Thomas M. Behrendt
Prog. Dir.....Edward Desmond

WBCR—Christianburg—1954
KBS

Frequency: 1260 Kc...Power: 1000 Watts d.
Owned-Oper. By.....Montgomery Bcstg. Co.
Address.....P. O. Box 96
Tel.: EV 2-4063.....News Service: AP
Representative .....Indie Sales
Transcription Service.....Lang-Worth
President.....Dr. Vernon H. Baker
Gen., Comm. Mgr., Sta. Mgr...Durwood Powell

WCFV—Clifton Forge—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...Clifton Forge Bcstg. Corp.
Address .....Box 48
Tel.: 2147.....News Service: AP
Transcription Service .....Standard
General Manager.....Claude F. Jones
Comm. Mgr.....T. V. Stevens

WKEY—Covington—1941
ABN-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Earl M. Key
Address.....P. O. Box 710
Tel.: 8351.....News Service: UP
Representative ..... Devney
Membership .....NAB
Gen., Sta. Mgr.....Earl M. Key
Comm., Prom. Mgr., Pub. Dir..Kenneth L. Bryant
Program Director.....John L. Davis
Chief Engineer.....Grover K. Fulk

WSVS—Crewe—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....So. Virginia Bcstg. Corp.
Business Address.....800 Melody Lane
Tel.: 7811.....News Service: AP
Membership .....NAB
Representative .....Jack Masla
President .....Calvin S. Willis
Gen. Manager.....Freeman H. Stewart
Prog. Director.....Tom Roland

WCVA—Culpeper—1949
KBS-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Culpeper Bcstg. Co.
Address .....Radio Bldg.
Tel.: 8338.....News Service: UP
Trans. Ser.....Standard, Lang-Worth
Representative .....Indie
President.....Leonard T. Preston
Gen. Mgr.....John T. Rogers
Commercial Manager.....Philip T. Butler

WBTM—Danville—1930
ABN

Freq.: 1330 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By....Piedmont Bcstg. Corp.
Bus.-Studio Address.....710 Grove St.
Tel.: SW 3-4411.....News Service: AP
Representative .....Gill-Perna
Membership .....NAB, RAB
Manager .....Milton Adams
Comm. Manager.....George Lund

Program Director.....Earl Stogner
Prom. Mgr., Pub. Dir.....Eddie Allgood
Chief Eng., Asst. Mgr.....L. C. Motley

WDVA—Danville—1947
MBS

Freq.: 1250 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Va.-Carolina Bcstg. Corp.
Address ..... Lexington Ave.
Tel.: SW 2-9311.....News Service: UP
Transcription Service.....Thesaurus, Sesac
Representative ..... Robert S. Keller
Membership .....NAB, RAB
President.....J. D. Pruitt
VP & Gen. Mgr.....Emerson J. Pryor
Commercial Mgr.....Stover Morris, Jr.
Sales Prom. Mgr.....Jeff Waugh
Program Director.....Richard Campbell
Chief Engineer.....Howard Clendenon

WEVA—Emporia—1952
KBS

Frequency: 860 Kc.....Power: 1000 Watts, d.
Owned.....Stone Broadcasting Corp.
Address .....Box 792
Tel.: 2133.....News Service: AP
Transcription ..... Standard
Membership .....NAB
Pres., Gen., Sta. Mgr.....Maxey E. Stone
Comm., Sales Prom. Mgr.....Sallie J. Whitlock
Program Dir.....Will Stone
Chief Engineer.....Elton A. Short

WFCR—Fairfax—1955

Frequency: 1310 Kc.....Power: 500 Watts
Owned.....OK Broadcasting Corp.
Address.....2nd & Oak Sts.
Tel.: CR 3-4000.....News Service: AP
Representative.....Hil F. Best
Membership .....NAB
Pres., Prom. Mgr.....George E. Oleson
Gen., Comm. Mgr.....Arthur Kellar
Program Director.....Doug Bailey
Chief Engineer.....Joe Terrien

WFAX—Falls Church—1948
KBS

Frequency: 1220 Kc.....Power: 1 Kw., d.
Owned-Operated By.....Lamar A. Newcomb
Address .....Tower Square
Tel.: JE 2-1220.....News Service: UP
General Manager.....Lamar A. Newcomb
Comm. Manager.....Jack James

WFLO—Farmville—1947

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Colonial Bcstg. Co.
Business Address.....Farmville, Va.
Tel.: 870.....News Service: UP
Transcription .....Thesaurus
Membership .....NAB, RAB
General Manager.....Carla B. Keys
Station Manager.....John D. Wilson

WYSR—Franklin—1956—KBS

Frequency: 1250 Kc.....Power: 1 Kw., d.
Address.....104 E. Fourth Ave.
Tel.: LO 2-3135.....News Service: AP
V. P., Gen. Mgr.....Howard H. Keller
Sales Mgr.....A. L. Drew

WFVA—Fredericksburg
1939—ABN-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Fredericksburg Bcstg. Corp.
Business Address.....P. O. Drawer 269
Tel.: ES 3-7721.....News Service: UP
Exec. Vice-Pres.....Richard Lewis
Gen., Sta., Comm. Mgr., Ch. Eng...J. C. Morgan
Sls. Prom. Mgr.....Jack H. Tucker
Prog., Pub. Dir.....Arch Harrison

WFTR—Front Royal—1948
KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Sky—Park Bcstg. Corp.
Address.....P. O. Box 192
Tel.: 750.....News Service: AP
Transcription ..... World
Membership .....NAB
General Manager.....Kenneth Gordon

WBOB—Galax—1946
MBS-KBS

Frequency: 1360 Kc....Power: 1000 Watts, d.
Owned...Carroll-Grayson Broadcasting Corp.
Address.....Poplar Knob Road
Telephone .....BE 6-2921
Representative.....Continental Radio Sales
Membership .....NAB
President.....Robert V. Morris
Gen., Sta. Mgr.....Joe P. Crockett
Comm., Prom. Mgr.....Brice Parks

WDDY—Gloucester—1957
KBS

Frequency: 1420 Kc.....Power: 1 Kw., d.
Owned .....WDDY, Inc.
Address .....Gloucester
Tel.: GL 3-4302.....News Service: AP
Representative .....Best
Membership .....NAB
Gen. Mgr.....Charles E. Springer
Comm. Mgr.....Hollis L. Imes
Ch. Eng.....Kenneth S. Bradby

WMNA—Gretna—1956—KBS

Frequency: 730 Kc.....Power: 1 Kw., d.
Owned.....Central Virginia Bcstg. Co.
Address .....Box 730
News Service .....AP
V.P., Gen. Mgr.....G. W. Sandefur
Adv. Mgr.....R. C. Via

WNRG—Grundy—1955

Frequency: 1250 Kc.....Power: 1 Kw., d.

Owned-Oper. By.....Va.-Ky. Bcstg. Co., Inc.
Address .....Box 245
News Service .....UP
President.....H. G. Dotson
Gen., Mgr., Chef Eng., Sta. Mgr....D. B. Jordan
Asst. Mgr.....Aubry Garber

WVEC—Hampton—1948
NBC

Frequency: 1490 Kc.....Power: 250 Watts d.
Owned-Operated By.....Peninsula Bcstg. Co.
Studio-Trans. Address.....1930 Pembroke
Tel.: 6332.....News Service: AP
Representative ..... Avery-Knodel
Membership .....NAB, RAB
Pres., Gen. Mgr.....Thomas P. Chisman
V.P. & Dir. Sls.....Harrol A. Brauer, Jr.
Oper. Mgr.....L. W. Kliewer

WHBG—Harrisonburg—1956

Frequency: 1360 Kc.....Power: 5 Kw. d.
Owned .....Valley Bcstrs.
Address.....75 East Market St.
Tel.: 4-7394.....News Service: AP
Trans. .....Thesaurus
Representative .....Pearson
Membership .....NAB
Owner, Mgr...R. C. Currie, Jr., F. R. Griffiths
Sta. Mgr.....Larry O'Toole

WSVA—Harrisonburg—1935
NBC

Frequency: 550 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned..Shenandoah Valley Broadcasting, Inc.
Address .....Rawley Pike
Tel.: 4-4431.....News Service: AP
Transcription ..... Standard
Rep.....Peters, Griffin, Woodward, Inc.
Membership .....NAB, RAB
Pres., Gen., Sta. Mgr.....Hamilton Shea
Comm. Mgr.....Richard Johnson
Prom. Mgr., Pub. Director.....N. L. Royster
Program Director.....Andy McCaskey
Chief Engineer.....Tom Jones

WHAP—Hopewell—1948
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..The Hopewell Bcstg. Co.
Bus. Address..City Point Rd. & Old River Rd.
Tel.: CE 9-7301.....News Service: AP
Membership .....NAB
Pres. .....C. S. Willis
Sta. Mgr.....William R. Craig
Comm. Manager.....Sally Lowry
Chief Engineer.....Everett Wilson

WREL—Lexington—1948
NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Rockbridge Bcstg. Co.
News Service .....AP
Representative .....Indie Sales
Membership .....NAB
Gen., Comm. Manager.....Milton B. Henson
Program Director .....Joseph E. Lynn, Jr.

WBRG—Lynchburg—1956
KBS

Frequency: 1050 Kc.....Power: 1 Kw., d.
Owned.....Harry A. Epperson, Sr.
Address .....Box 1079
Telephone.....3-6451 (Madison Hts.)
News Service .....UP
Representative.....Thomas F. Clark
Gen., Comm. Mgr.....Tom Buckley

WLVA—Lynchburg—1930
ABN

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lynchburg Bcstg. Corp.
Address.....2320 Langhorne Rd.
Tel.: 2-1242.....News Service: AP
Transcription Service.....Lang-Worth
Representative.....George P. Hollingbery
Membership .....NAB
Gen. Manager.....Philip P. Allen
Sls. Prom., Prog. Dir.....Warren Uttal
Comm. Mgr.....Thomas L. Turner
Chief Engineer.....John T. Orth

WWOD—Lynchburg—1948
MBS

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned...Lynchburg Independent Bcstrs., Inc.
Address.....P. O. Box 1300
Tel.: LY 2-3441.....News Service: UP
Representative .....Walker
Trans. .....Thesaurus
Pres.....Cy N. Bahakel
Sta. Mgr., Chief Eng.....F. J. Pinkerton
General Manager.....Henry Hughes

WPRW—Manassas—1957
KBS

Frequency: 1460 Kc.....Power: 500 W., d.
Owned.....Prince William Bcstg. Corp.
Address .....Box 151
Tel.: 931.....News Service: AP
Pres., Gen. Mgr.....Harold H. Hersch
Sls. Mgr.....“Woody” Merchant

WMEV—Marion—1948
ABN-KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By.Mountain Empire Bcstg. Corp.
Address.....Park Boulevard & Rt. 737
Tel.: ST 3-9001.....News Service: AP
Transcription Service .....World
Representative ..... Indie Sales
Membership .....NAB, RAB
Pres., Gen., Mgr.....Robert C. Wolfenden
Sales Prom. Mgr., Pub. Dir.....Bob Wolfenden
Pgm. Dir.....Stella D. Wolfenden
Chief Engineer.....Edward Surface

WHEE—Martinsville—1954

Frequency: 1370 Kc.....Power: 1000 Watts, d.
Owned.....Mechlenburg Bcstg. Corp.
Address .....Box 1284
Tel.: ME 2-9811.....News Service: UP
Membership .....NAB
Pres., Sta., Gen. Mgr.....John W. Shultz
Comm. Mgr.....Charles F. Adams
Promotion Manager.....Thomas W. Patterson

WMVA—Martinsville—1941 NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Martinsville Bcstg. Co., Inc.
Address .....Chatham Heights
Tel.: 2152.....News Service: AP
Representative .....Bob Dore
Membership .....NAB
Exec. V.P. & Gen. Mgr....Maynard E. Dillaber
Commercial Mgr.....Charles Cooper

WSIG—Mount Jackson—1954 KBS

Frequency: 790 Kc.....Power: 1 Kw. d.
Owned.....Richard F. Lewis, Jr., Estate
Address .....WSIG Bldg.
Tel.: MO 790.....News Service: UP
President.....Marion P. Lewis
Gen., Sta.....Philip J. Potter
Program Director.....Edward Madden

WNRV—Narrows—1953

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Giles Bcstg. Co.
Address .....Route 100
Tel.: PA 6-2211.....News Service: AP
Transcription ..... World
Representative .....Hopewell
President.....H. J. Romanus
General Manager.....Tom Hicks
Commercial Mgr.....John Holland

WYOU—Newport News—1947

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By..United Bcstg. Co. of E. Va.
Business-Studio Address.....114 W. 24th St.
Tel.: 6-1664.....News Service: UP
Trans. .....Capitol
Representative .....Dora-Clayton
President .....Richard Eaton
Station Manager.....Joseph Gathings
Commercial Manager.....Peter Giordano
Chief Engineer.....Ernest C. Hooper

WGH—Norfolk-Newport News 1928—ABN

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By..Hampton Roads Bcstg. Corp.
Bus.-Studio Address....739 Boush St., Norfolk
Tel.: MA 2-3353.....News Service: AP
News. Affil.....Daily Press, Times-Herald
Representative ..... Forjoe
Membership .....NAB, RAB
President.....William R. Van Buren, Sr.
Gen. Manager, V.P.....Edward E. Bishop
Station Manager.....Dan E. Hydrick
Commercial Manager.....Jack Whitehead
Sls. Prom. Mgr.....Ambert Dail
Prog. Dir.....Edward Meyer
Publicity Director.....Robert Calvert
Chief Engineer.....George Sokol

WCMS—Norfolk—1954

Frequency: 1050 Kc.....Power: 1000 W. d.
Owned-Oper. By.....Cy Blumenthal
Address .....Helena Building
Telephone .....MA 5-0525
Rep. .....Charles Bernard
President .....Cy Blumenthal
General Manager.....Roy LaMere
Asst. Manager.....Charles Bentz
Commercial Manager.....Al Lynn
Program Director.....Joe Huppel

WLOW—Norfolk—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....James Bcstg.
Bus.-Studio Addr.....731 Boush St.
Tel.: MA 7-5677.....News Service: UP
Representative .....Jack Masla
Pres., General Manager.....Michael Henry
Sta., Comm. Mgr.....Paul M. Enright
Prog. Dir.....Bruce M. Miller
Sales Prom. Mgr.....Nancy Fentress
Chief Eng.....Howard Hatcher

WNOR—Norfolk—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Norfolk Bcstg. Co.
Address.....1019 Boissevain Ave.
News Service .....AP
Representative ..... Weed
Transcription Service .....Lang-Worth
President.....Louis H. Peterson
Gen. Manager.....Earl Harper

WRAP—Norfolk—1952

Frequency: 850 Kc..Power: 5 Kw., d.; 1 Kw., n.
Owned-Operated By.....Rollins Bcstg., Inc.
Address.....300 Portlock Bldg.
Tel. .....MA 7-8307
Representative .....Rollins
Membership .....RAB
President.....O. Wayne Rollins
Gen. Mgr.....Paul von Hagel
Dir. of Sales.....A. R. Lanphear
Prog. Dir.....Libby Taylor
Chief Eng.....Glen Frazier

WTAR—Norfolk—1923—CBS

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....WTAR Radio Corp.
Bus.-Studio Address.....720 Boush St.
Tel.: MA 5-6711.....News Service: AP
News Affil.....Norfolk Newspapers, Inc.
Membership .....NAB, RAB
Trans. .....Standard, World
Representative .....Edward Petry
Pres., Gen. Mgr.....Campbell Arnoux

V.P., Operations.....John C. Peffer
V.P., Sales.....Robert M. Lambe
Radio Sls. Mgr.....Jack Black
Prog. Dir.....William Johnson
Pub. Dir.....Hal Powell
Chief Eng.....R. L. Lindell

WNVA—Norton—1946—KBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned .....Radio-Wise, Inc.
Address .....Progress Bldg.
Tel.: 700.....News Service: UP
Membership .....RAB
President.....R. B. Helms
Gen. Mgr.....Jack Helms
Comm. Mgr.....Jack Darnell
Chief Engineer.....Gene Tommerdahl

WJMA—Orange—1949—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Charlotesville Bcstg. Co.
Address .....Box 271
Tel.: 7263.....News Service: UP
Membership .....NAB
Transcription Service .....World
President.....Donald G. Heyne
General Manager.....Bob C. Wagner
Commercial Manager...John C. Mahaney, Jr.
Chief Engineer.....E. V. Bossieux, Jr.

WPVA—Petersburg—1955

Frequency: 1290 Kc....Power: 1000 Watts, d.
Owned-Operated By....Harry A. Epperson, Jr.
Address.....Archer Ave., Colonial Hts., Va.
Tel.: RE 2-3478.....News Service: UP
Transcription Service .....Lang-Worth
Representative.....Thomas F. Clark
Mgr., Owner.....Harry A. Epperson, Jr.
Sls. Mgr.....Ray Frazier

WSSV—Petersburg—1945
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Southside Virginia Bcstg. Corp.
Business-Studio Address.....112 W. Tabb St.
Tel.: RE 3-4567.....News Service: AP
Representative .....Weed
Membership .....NAB
President.....Louis H. Peterson
Comm. Mgr.....Jerome J. Droracher

WAVY—Portsmouth—1943
NBC

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Oper. By....Tidewater Teleradio, Inc.
Address.....709 Boush St., Norfolk
Tel.: MA 7-2345.....News Service: AP
Representative .....H-R Reps., Inc.
Membership .....NAB, RAB
President.....Hunter C. Phelan
Gen. Mgr.....Carl J. Burkland
Sta., Comm. Mgr.....H. Stanley
Prog., Pub. Dir.....Ned Sheridan
Chief Engineer.....William Manrov

WPUV—Pulaski—1946
KBS

Frequency: 1580 Kc.....Power: 5000 Watts, d.
Owned-Oper. By.....WPUV, Inc.
Address .....Box 351
Tel.: 3-3931.....News Service: AP
Transcription Service .....World
Representative .....Dora-Clayton
Pres., Gen. Mgr.....J. A. Columbus
Commercial Manager.....Larry Schoenfeld

WRAD—Radford—1950

Frequency: 1460 Kc.Power: 5 Kw. d., 500 W. n.
Owned-Oper. By.....WRAD Bcstg.
Address.....Radford & Christiansburg
Tel.: 2461.....News Service: AP
Representative ..... Robert S. Keller, Inc.
President.....Dr. Perry E. Gresham
Manager .....Dave Milligan

WRIC—Richlands—1951
KBS

Frequency: 540 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Clinch Valley Bcstg. Corp.
Address.....P. O. Box 218
Tel.: 450.....News Service: AP
Transc. Service .....World
Representative .....Hopewell
President.....J. Powell Royall, Jr.
Comm. Mgr.....Jack T. Bundy

WANT—Richmond—1951

Frequency: 990 Kc.....Power: 1000 Watts, d.
Owned.....United Broadcasting Co.
Address.....513 East Main Street
Tel.: 3-8368.....News Service: UP
Rep.....Oakes, United Broadcasting Co.
President .....Richard Eaton
General Manager, Chief Eng.....S. J. Bell

WLEE—Richmond—1945
NBC

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Bcstg. Corp.
Business-Studio Address...6200 Broad St. Road
Tel.: 88-2835.....News Service: AP
Representative .....Brown, McGavern
President.....Thomas G. Tinsley, Jr.
Gen. Mgr.....H. L. Hudson
Commercial Mgr.....Joseph S. Mason
Sales Prom. Mgr.....Thomas J. McCollum, Jr.
Program Director.....Robert DeBardelaben
Chief Engineer.....Thomas J. Kita

WLLY—Richmond—1955

Frequency: 1320 Kc.....Power: 1000 Watts, d.
Owned .....WLLY, Inc.
Address .....Broad-Grace Arcade
Tel.: MI 9-1223.....News Service: AP
Representative.....John E. Pearson
President .....Louis Adelman
Gen., Sta., Comm. Mgr.....Melvin E. Whitmire
Program Dir.....Gene Creasy
Chief Engineer.....Kenith Shelton

WMBG—Richmond—1946
ABN

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.....Havens & Martin, Inc.
Bus.-Studio Address.....3301 W. Broad St.,
Tel.: 5-8611.....News Service: UP
Membership ..... RAB
Representative .....Bolling Co.
Pres., Gen., Sta. Mgr.....Wilbur M. Havens
Commerical Mgr.....Walter A. Bowry, Jr.
Sales Prom. Mgr.....William J. Filer
Prog. Dir.....Frank Wilson
Chief Engineer.....James Kyle

WRNL—Richmond—1937
MBS

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By..Richmond Newspapers, Inc.
Business-Studio Address.....111 N. Fourth St.
Tel.: RI 3-3436.....News Service: AP
Newspaper Affil..News Leader; Times Dispatch
Trans. Serv.....Standard, Thesaurus, SESAC
Representative.....Edward Petry
Membership .....NAB
President.....D. Tennant Bryan
Station Manager.....E. S. Whitlock
Sales Manager.....Frank Soden
Prog. Dir.....William Morrison
Pub., Prom. Director.....Lucy Pope
Chief Engineer.....E. V. Wolstenholme

WRVA—Richmond—1925
CBS

Frequency: 1140 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Larus & Brother Co.
Business Address.....22nd & Cary Sts.
Tel.: 3-3511.....News Services: UP, AP
Transcription Service .....Lang-Worth
Representative .....CBS Radio Spot Sales
Membership .....NAB, RAB
General Manager.....John B. Tansey
Asst. Gen. Mgr.....W. R. Preston
Sales Manager.....Harold Barre
Promotion Manager.....Irby N. Hollans, Jr.
Program Manager.....Raymond L. Kennedy
Production Manager .....Harold Phillips
Pub. Rel. Mgr.....W. R. Bishop
Chief Engineer.....Rudolph W. Raabe

WXGI—Richmond—1947

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Virginia, Inc.
Bus.-Studio Address...300 German School Rd.
Tel.: BE 3-7666.....News Service: UP
Representative ..... Burn-Smith
President.....Douglas H. Robertson
General Mgr. .....David M. Wilburn

WDBJ—Roanoke—1924—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Times-World Corp.
Address.....201 Campbell Ave., S.W.
Tel.: DI 3-8031.....News Service: AP
News. Affil.....Times, World News
Transcription Service .....World
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NAB, RAB
President .....M. W. Armistead, III
V.P., Managing Dir.....Ray P. Jordan
V.P., Comm. Mgr.....John Harkrader
Program Director.....Paul E. Reynolds
Sales Director.....Frank E. Koehler
Promotion Director.....Katherine Griffey
Chief Engineer.....J. Edward Newman

WHYE—Roanoke—1957—KBS

Frequency: 910 Kc.....Power: 1 Kw., d.
Owned.....Jefferson Bcstg. Corp.
Address .....Box 1187
Tel.: DI 5-0988.....News Service: AP
Representative .....Simmons
Exec. V.P., Gen. Mgr.....Allan W. Roberts
Comm. Mgr.....Dorothy Hanley

WRIS—Roanoke—1953

Frequency: 1410 Kc.....Power: 5000 Watts d.
Owned.....Roanoke Independent Bcstrs. Inc.
Address .....Box 702
Tel.: 2-3131.....News Service: UP
Representative .....Walker
Membership .....NAB
General Mgr. .....Cy Bahakel
Asst. Gen. Mgr.....Frank Tirico

WROV—Roanoke—1946
ABN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....WROV Bcstrs., Inc.
Bus.-Studio Address...15th & Cleveland Ave.
Tel.: 3-4444.....News Service: UP
Representative ..... Burn-Smith
Trans. ..... Standard
Membership ..... RAB
Pres., Gen. Mgr., Comm. Mgr.....Burton Levine
Prog. Dir.....Barbara Felton
Pub. Dir.....Jim Gearhart
Chief Engineer.....A. T. Beckley

WSLS—Roanoke—1940—NBC

Frequency: 610 Kc...Power: 5 Kw. d, 1 Kw. n.
Owned.....Shenandoah Life Stations, Inc.
Business-Studio Address.....Radio-TV Center
Tel.: DI 4-9226.....News Service: AP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NAB, RAB
President.....Blake T. Newton, Jr.
Exec. Vice President.....James H. Moore
Prom. Mgr.....F. L. Corstaphney
Asst. Manager.....Horace Fitzpatrick
Sls. Prom. Dir.....C. R. Garrison
Program Manager.....G. W. Chernault, Jr.
Chief Engineer.....J. P. Briggs

WYTI—Rocky Mount—1956
KBS

Frequency: 1570 Kc.....Power: 500 Watts

Owned ..... WYTI, Inc.
Address ..... Drawer 471 (Main St.)
Tel.: HU 3-9955 ..... News Service: AP
Trans. ..... Standard
Representative ..... Hi. F. Best
Membership ..... NAB
President ..... S. L. Goodman
Gen., Sta. Mgr. ..... Lester L. William
Comm., Sales Prom. Mgr. .. William E. Jefferson
Chief Engineer ..... William A. Farley

WHLF—South Boston—1947
ABN-KBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Halifax Bcstg. Co.
Address ..... Webster St
Tel.: 2-9988 ..... News Service: AP
Membership ..... NAB
Transcription Service ..... Lang-Worth
Gen., Comm. Mgr. ..... John L. Cole, Jr.
Sta. Mgr. ..... H. Preston Young, Jr.

WJWS—South Hill—1953

Frequency: 1370 Kc. ..... Power: 1000 Watts d.
Owned-Operated By .... Old Belt Bcstg. Corp.
Address ..... P. O. Box 216
Tel.: HI 7-4007 ..... News Service: AP
President ..... C. D. Pennington, Jr.
Gen., Sta., Comm. Mgr. ..... W. Hofler
Publicity, Program Director .... A. W. Walthall
Chief Engineer ..... Charles E. Brown

WAFC—Staunton—1954

Frequency: 900 Kc. ..... Power: 1 Kw. d.
Owned ..... Am. Home Bcstg. Corp.
Address ..... P. O. Box 448
Tel.: TU 6-0100 ..... News Service: UP
Membership ..... NAB
Station Rep. ..... Clark
General Manager ..... Lloyd Gochenour
Chief Engineer ..... J. L. McFarland

WTON—Staunton—1946
ABN

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Charles P. Blackley
Business-Studio Address ..... Morrison Bldg.
Tel.: TU 6-6666 ..... News Service: AP
Transcription Service ..... Lang-Worth
Membership ..... NAB
Pres., Gen. Mgr. ..... Charles P. Blackley
Sta., Comm. Mgr. ..... Charles F. Seebeck
Program Director ..... Ray H. Honaker, Jr.
Chief Engineer ..... Rex C. Houser

WLPM—Suffolk—1940
ABN-KBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Suffolk Bcstg. Corp.
Business-Studio Address ..... Radio Bldg.
Tel.: 2394 ..... News Service: AP
Pres., General Mgr. ..... Fred L. Hart
Comm. Mgr. ..... L. Earl Hundley
Prog. Dir. ..... Ted Potter
Chief Eng. ..... Veryl W. Rupp

WESR—Tasley—1957—KBS

Frequency: 1330 Kc. ..... Power: 1 Kw.
Owned ..... Accomack-Northampton Bcstg. Co.
Address ..... Box 1330
Telephone ..... SU 7-3200
Membership ..... NAB
President ..... Vernon H. Baker
Gen. Mgr. ..... Brooks Russell
Ch. Eng. ..... Glenn Kellam

WBOF—Virginia Beach—1954
KBS

Frequency: 1600 Kc. ..... Power: 1 Kw. d.
Owned ..... Va. Beach Bcstg. Corp.
Address ..... Box 36
Tel.: 1217 ..... News Service: AP
Membership ..... NAB, RAB
Pres., Gen., Sta. Mgr., Prom. Mgr. .. Leo Hoarty
Prog. Dir. ..... Tom McNamara
Comm. Mgr. ..... Ron Philips
Prom. Mgr. ..... Bill Ryan

WNNT—Warsaw—1949—KBS

Frequency: 690 Kc. ..... Power: 250 Watts d.
Owned ..... Grayson Headley
Address ..... Warsaw
Tel. ..... ED 3-6900
Transcription Service ..... Standard
Pres., Gen. Mgr. ..... Grayson Headley
Commercial Mgr. ..... Ruth R. Rouzie
Sales Prom. Mgr. ..... Bill Allison
Prog. Dir. ..... Chris Naumann
Chief Engineer ..... W. Dean Loudy

WEER—Warrenton—1957

Frequency: 1570 Kc. ..... Power: 500 W., d.
Owned ..... OK Bcstg. Co.
Address ..... Rts. 29-211
Telephone 1500
Representative ..... Best
Membership ..... NAB
Gen. Mgr. ..... Arthur Kellar
Sta. Mgr. ..... Jules Henry

WAYB—Waynesboro—1947
MBS-KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Waynesboro Bcstg. Corp.
Tel.: WH 3-6066 ..... News Service: AP
Rep. ..... Donald Cooke
Membership ..... NAB
Transcription ..... World
Pres., Gen., Sta. Mgr. ..... N. Wilbur Kidd
Sales Manager ..... Al Charles
Prog. Dir. ..... Gene Daugherty
Chief Engineer ..... Donald D. Curtis

WINC—Winchester—1941
ABN-KBS

Frequency: 1400 Kc. ..... Power: 250 Watts

Owned-Oper. By..Richard Field Lewis, Jr., Inc.
Business Address.....Kerr St.
Tel.: MO 2-4855.....News Service: AP
Membership .....NAB
Pub. Dir.....Gordon Walsh
Sales Prom. Mgr.....Wally Hankin
Program Director.....Roy Nester
Sta. Mgr., Chief Engineer.....Phil Whitney

WYVE—Wytheville—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Wythe County Bcstg. Co.
Address.....195 S. 1st St.
Tel.: CA 8-3185.....News Service: UP
Membership .....NAB
General Manager.....A. M. Gates, Jr.
Chief Engineer.....W. Jack Fleming

Washington

Pop. March 1 (Est.)—2,767,000; Families—857,000; Lic. Stations—73, Sta. CP's—7; Radio Homes—836,000; TV Homes—627,000

KBKW—Aberdeen—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....KBKW, Inc.
Address.....701 E. Heron St.
Tel.: 1015.....News Service: AP
Transcription ..... World
Representative .....Feltis, McGillvra
President .....Archie Taft, Jr.
Manager .....Mahlon R. Taft

KXRO—Aberdeen—1927 MBS-KBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By .....KXRO, Inc.
Address .....207½ E. Market St.
Tel.: AB 4098.....News Service: UP
Rep.....Walker, Ayres, Art Moore
Membership .....NAB, RAB
President.....Harry R. Spence
General Manager.....Fred G. Goddard
Comm. Mgr. .....Roy Johnson
Sales Prom. Manager.....Monte Cook
Chief Engineer.....Robert J. McNamara

KAGT—Anacortes—1956 KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Fidalgo Brcstg. Inc.
Address.....2920 Commercial Ave.
Tel.: CY 4-2345.....News Service: UP
Representative .....Art Moore
Membership .....RAB
Pres., Gen. Mgr.....James C. Frits
Sales Prom. Mgr.....James W. Bailey
Chief Engineer.....Donald Knuteson

KFKF—Bellevue-Seattle 1958

Frequency: 1330 Kc.....Power: 1 Kw., d.
Owned .....Bellevue Bcstrs.
Address.....602 Colman Bldg. (Seattle)
Tel.: MA 0695.....News Service: AP
Representative .....Pearson
Gen. Mgr.....King Mitchell

KPUG—Bellingham—1947 MBS-KBS

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Operated By.....KPUG, Inc.
Business Address.....2340 E. Sunset Dr.
Tel.: 1170.....News Service: UP
Newspaper Affil.....Othello (Wa.) Outlook
Rep.....Headley Reed; Hunt; Day
Membership .....NAB
President .....Jessica L. Longston
Ex. V.P.....Robert E. Pollock
Gen. Manager.....John DiMeo
Comm. Mgr.....Oscar Lundgren
Publicity Dir.....Dorothy Jacobson
Sls. Prom. Mgr.....James Tincker
Program Director.....John K. Munroe
Chief Engineer.....Donald R. Pinney

KVOS—Bellingham—1927 ABN

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....KVOS, Inc.
Bus.-Studio Address.....1155 Ellis St.
Tel.: 790.....News Service: UP
Representative.....Forjoe, Art Moore
President .....Rogan Jones
Gen. Mgr.....Hamilton Brosious
Prog. Dir.....John Sherman
Nat. Sales Manager.....Fred Elsethagen

KBRO—Bremerton—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned .....Bruce Bartley
Address.....2218 E. Prospect
Tel.: CA 3370.....News Service: UP
Transcription ..... Standard
Representative .....Hugh Feltis
Membership .....RAB, NAB
General Manager.....Linc Perry
Office Manager.....Shirley Seid
Sales Prom. Mgr.....Bruce Perry
Program Director.....Bill Luckhurst
Chief Engineer.....Dick McCabe

KRIV—Camas——1956

Frequency: 1480 Kc.....Power: 1 Kw., d.
Owned .....Camas-Washougal Radio
Address .....Box 1025
Tel.: 6431.....News Service: UP
Representative .....Art Moore
Gen. Mgr.....John A. Luetjen

KELA—Centralia-Chehalis 1937—MBS-DON LEE-KBS

Frequency: 1470 Kc..Power: 5 Kw. d., 1 Kw. n.

Owned-Oper. By.....Central Bcstg. Corp.
Business Address.....P.O. Box 720, Centralia
Tel.: PE 6-3321.....News Service: UP
Rep..Walker, O'Connell, McGavren, Art Moore
Membership .....RAB
President.....J. Elroy McCaw
Sec.-Treas.....Mabel A. Gwinn
Gen., Sta. Mgr.....Joe Chytil
Asst. Mgr.....Lee Stottlemyre
Sales Prom. Mgr.....William Tilton
Program Director.....Donald Younghans
Publicity Director.....Richard Dawson
Chief Engineer.....Lloyd Hannah

KITI—Chehalis-Centralia 1954

Frequency: 1420 Kc.....Power: 1 Kw. d.
Owned-Operated By.....KITI Corp.
Address.....804 Market St.
Tel.: SH 8-3379.....News Service: UP
Newspaper Affil.....Daily Chronicle
Transcription .....World
Representative .....Feltis, Grant
Membership .....NAB, RAB
Pres., Gen., Sls. Prom. Mgr.....D. Whitman
Sta., Comm.....Phil Roewe
Chief Engineer.....Harold C. Singleton

KOZI—Chelan—1957

Frequency: 1220 Kc.....Power: 1 Kw., d.
Owned.....Lake Chelan Bcstg. Corp.
Address .....Morse Bldg.
Tel.: 440.....News Service: AP
Representative .....McGillvra
Gen. Mgr.....E. F. "Bill" Denton
Comm. Mgr.....Mark Sorley

KCLX—Colfax—1950—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Adrian De Vries
Address .....Box 710
Tel.: 780.....News Service: UP
Representative.....Best; Art Moore
Owner, Gen.. Sta. Mgr.....Adrian De Vries

KCVL—Colville—1955—KBS

Frequency: 1480 Kc.....Power: 1 Kw. d.
Owned-Operated By.....Colville Bcstg. Co.
Address.....P. O. Box 208
Tel. .....CO 990
Representative.....Best, Art Moore
Gen. Mgr., Chief Eng.....Merle B. Peterson
Commercial Manager.....Jerry V. Fountain

KGDN—Edmonds—1954

Frequency: 630 Kc.....Power: 1000 Watts
Owned.....King's Garden, Inc.
Address.....190th & Fremont
Tel.: LI 3131.....News Service: UP
Transcription ..... SESAC
President .....A. B. Martin
Manager.....A. Orville Helgeson
Program Director.....Gerald Swanson
Chief Eng.....Walter Jamison

KXLE—Ellensburg—1946 KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Central Washington Bcstrs.
Bus. Add. Trans. Loc.....Box 600
Representative .....McGillvra
President.....Goodwin Chase, Jr.
Gen., Sta. Manager.....Joe Kendall
Commercial Manager.....Bill Hanning
Sls. Prom. Mgr.....Bill Allen
Publicity Director.....Ron Forsell
Chief Engineer.....Robert I. Sampson

KULE—Ephrata—1949

Frequency: 730 Kc.....Power: 1000 Watts
Owned.....Columbia Basin Broadcasting Co.
Tel.: SK 4-4686.....News Service: UP
Transcription ..... Standard
Membership ..... RAB
President.....R. E. Billingsley
Gen., Sta., Comm., Prom. Mgr.....Bob Moore
Program Director.....Dorothy McCue
Chief Engineer.....Len Brown

KRKO—Everett—1920—MBS

Frequency: 1380 Kc. .....Power: 1000 Watts
Owned-Oper. By....The Everett Bcstg. Co., Inc.
Address.....P. O. Box 916
Tel.: CE 1144.....News Service: AP
Membership .....NAB, RAB
General Manager.....William R. Taft
Sales Maanger.....Charles E. Sullivan
Chief Engineer.....Dave Foley

KQTY—Everett—1957

Frequency: 1230 Kc.....Power: 250 W.
Owned.....W. Nelskog, P. Crain, A. Baker
Address .....3021 Rockefeller
Tel.: CE 6111.....News Service: UP
Representative .....Grant
President .....Wally Nelskog
Gen. Mgr.....Paul Crain
Sta. Mgr.....Earle Gerdon
Prog. Dir.....Ray Courtmanch

KFDR—Grand Coulee—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Ralph A. Nachtmann
Address .....Box 395
Tel.: 140.....News Service: UP
Representative.....Best, Art Moore
General Manager.....R. A. Nachtmann
Program Director.....Alcuin Theisen
Chief Engineer.....Frank Van Hemert

KLOG—Kelso—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....KLOG, Inc.
Address .....P. O. Box 90
Tel.: EX 3-4900.....News Service: UP
Representative .....Hollingbery
Trans. .....Thesaurus
President .....J. J. Flanigan
General Manager.....John Carlson
Chief Engineer.....Robert Meers

KEPR—Kennewick—1949
CBS

Frequency: 610.....Power: 5000 Watts
Owned-Oper. By .....KWIE, Inc.
Address .....11 S. Cascade St.
Tel.: JU 2-5151.....News Service: AP
Representative.....Art Moore, Robert Meeker
Membership .....NARTB
President.....Thomas C. Bostic
Sta., Comm. Mgr.....Monte Strohl
Program Director.....Bill Moody

KNBX—Kirkland—1947
KBS

Frequency: 1050 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Eastside Bdcstg. Co.
Address Trans. Loca. .....Civic Center
News Service.....UP
Representative .....Art Moore
General Manager.....G. A. Wilson
Program Director.....R. Anita Busek

KBAM—Longview—1955

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Altru Bcstg. Co.
Address.....Box 31
Tel.: HA 3-1210.....News Service: INS
Rep. .....Holman, Grant
Membership .....RAB
President .....John Truhan
Gen., Sta. Mgr.....William Hoftyzer
Program Director.....Charles Nelson
Chief Engineer.....Kenneth Vancil

KWLK—Longview—1938
DON LEE-MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Triad Bcstg. Corp.
Bus.-Studio Add..Natl. Bank of Commerce Bldg.
Tel.: HA 5-1500.....News Service: UP
Transcription Service .....World
Representative .....Everett-McKinney
Pres. .....Merton Glant
Sta. Mgr.....Marvin E. Johnston
Prog. Dir.....Betty Trinneer

KSEM—Moses Lake—1947
KBS

Freq.: 1470 Kc.....Power: 5 Kw., d.; 1 Kw., n.
Owned-Operated By.....KSEM, Inc.
Address.....W. 2240 St.
Tel.: RO 5-3441.....News Service: UP
Representative .....Headley-Reed
Gen. Manager.....John R. DiMeo
Comm. Mgr.....Ray Robinson

KWIQ—Moses Lake—1956

Frequency: 1260 Kc....Power: 1000 Watts, d.
Owned.....Central Basin Broadcasting Co.
Address .....Box 1696
Tel.: RO 5-4501.....News Service: AP
Representative .....Walker, Feltis
Manager.....C. Nat Harris

KBRC—Mount Vernon—1946

Freq.: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....Beckley Radio Co.
Bus.-Studio Address.....P.O. Box 240
News Service .....UP
Rep. .....McGillvra, Art Moore
Membership .....NAB, RAB
Pres., Gen., Sta. Mgr.....Leo H. Beckley
Commercial Mgr.....Frank Snyder
Prog. Dir.....Joe Armey
Pub. Dir.....Dick Buffum
Chief Engineer.....Walt Bjerke

KGY—Olympia—1922
MBS-DON LEE-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....Tom Olsen
Address Trans. Loca.....P. O. Box 710
Tel.: FL 6-6636.....News Service: AP
Representative.....Art Moore, Walker
Membership .....RAB, NAB
General Manager.....Tom Olsen
Sta., Comm. Mgr.....Herb Anderson
Sls. Prom., Prog Dir.....Don Jones
Publicity Director.....Robert Cummings
Chief Engineer.....Charles Roark

KITN—Olympia—1956

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned .....KITN Corp.
Address.....610 Columbia Street
Tel.: FL 7-7718.....News Service: UP
Representative .....Feltis, Grant
Trans. .....World
Pres., Gen. Mgr.....D. Whitman
Sta. Commercial Manager.....Herb W. Hall
Prog., Pub. Dir.....Ken Stuart

KOMW—Omak—1947

Frequency: 680 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KOMW, Inc.
Business-Studio Address.....Box 151
Tel.: 20.....News Service: UP
Representative .....Feltis; Ayres
Membership .....NAB
President.....R. L. McNett
General Manager .....Dean Nichols
Comm. Mgr.....Jerry Weaver
Prog. Dir.....Marilyn Moomaw

KORD—Pasco—1956

Frequency: 910 Kc.....Power: 1 Kw., d.
Owned .....Music Bcstrs.
Address .....Box 485
Tel.: LI 7-9791.....News Service: UP
Representative.....W. S. Grant
Gen. Mgr.....Wally Reid

KPKW—Pasco—1945—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By .....Western Radio Corp.
Address .....Pasco
News Service .....UP
Representative .....Feltis
Pres., Gen. Mgr.....V. B. Kenworthy

Comm. Mgr.....Shirley Wallen
Prog. Dir., Chief Engineer.....Robert Rockne

KONP—Port Angeles—1945
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Radio Pacific Inc.
Address.....313 West First Street
Tel.: GL 7-4200.....News Service: UP
Transcription ..... World
Representative .....Art Moore
Membership ..... RAB
Gen. Mgr.....George Buck
Commercial Manager.....Jack K. Proctor
Chief Engineer.....Frederick F. Fields

KOFE—Pullman—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Bayton & Hicks
Address.....Pullman-Colfax Hy.
Tel.: 1-5251.....News Service: UP
Representative ..... Ayres, Best
Station Mgr. .....J. Ronald Bayton
Promotion Mgr.....B. J. Bayton

KAYE—Puyallup—1952
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Radio "K" Inc.
Address.....P. O. Box 271
Tel.: 5-7711.....News Service: UP
Gen. Mgr.....E. L. O'Hearn
Comm. Mgr.....W. R. Bauer
Local Sls. Mgr.....Bob Rogers

KPOR—Quincy—1957

Frequency: 1370 Kc.....Power: 1 Kw., d.
Owned.....Quincy Valley Bcstrs.
Address .....Box 1378
News Service .....AP
Representative .....Best
Manager .....Don Nelson
Comm. Mgr.....Charles Nelson

KAPA—Raymond—1950
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Willapa Bcstg. Corp.
Address .....P. O. Box 626
Tel.: 1010.....News Service: AP
Representative .....Walker, Art Moore
Sta. Mgr.....R. E. Claunch
Comm. Mgr.....J. W. Reavley
Chief Engineer .....Robert Sheetz

KLAN—Renton—1952

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By .....Interlake Bdcstg. Corp.
Address Trans. Loca.....615 Third Ave.
Tel.: OL 8245.....News Service: UP
President .....Ralph Sander
General Mgr. .....Clifford H. Hansen
Sales Mgr.....Tom Kelly
Pub. Dir.....Fred Grant
Chief Engineer.....L. E. Gustafson

KALE—Richland—1950

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By.....KALE, Inc.
Address.....P. O. Box 367
Telephone 4-3180
Representative .....Walker
President.....R. S. McCaw
Gen., Comm. Mgr.....Don Huber

KAYO—Seattle—1926

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. d.
Owned-Operated By...Wash. Telecasters, Inc.
Add., Trans. Loca.....2939 Fourth Ave. So.
Tel.: EL 2480.....News Service: UP
Rep.....Headley-Reed, Art Moore
Trans. .....World
President.....Jessica L. Longston
Gen. Mgr.....R. E. Pollock
Sta. Mgr.....Jim Hamstreet
Comm. Mgr.....Gilbert C. Bond
Sales Prom. Mgr.....Ted Bell
Pub. Dir.....Bob Engler
Prog. Dir.....Ted Bell
Chief Engineer.....Verle Jones Jr.

KING—Seattle—1927—ABN

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Oper. By.....KING Bcstg. Co.
Address.....320 Aurora Ave.
Tel.: MU 3555.....News Services: UP, INS
Membership .....NAB, RAB
President.....Mrs. A. Scott Bullitt
V.P., Gen. Mgr.....Otto P. Brandt
Sales Mgr.....Gibbs Lincoln
Program Mgr.....Jack Link
Pub. & Prom. Mgr.....Mel Anderson
Chief Engineer.....A. A. Shultz

KIRO—Seattle—1927—CBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Queen City Bcstg. Co.
Bus.-Studio Address...1530 Queen Anne Ave.
Tel.: AL 9800.....News Service: UP
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NAB
President .....Saul Haas
Comm. Manager.....William F. Tucker
Station Manager.....Lincoln W. Miller
Program Director.....Clair Weidenaar

KJR—Seattle—1923

Frequency: 950 Kc. .....Power: 5000 Watts
Owned-Oper....Mt. Rainier Radio & TV Bcstg.
Business-Studio Address....2600 26 Ave. S.W.
Tel.: HO 5100.....News Service: UP
Transcription Service .....Standard
Representative.Branham, McGavren, Jacobson
Membership .....RAB
Pres., Gen Mgr.....Lester M. Smith
Commercial Manager....Gaylen S. Blackford
Pgm. Director.....Homer Pope
Chief Engineer.....George Newton

KOL—Seattle—1922

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Seattle Bcstg. Co.

Bus.-Studio Address.....1100 W. Florida St.
Tel.: MA 2312.....News Services: UP, INS
Representative .....Bolling
Membership .....RAB
President.....Marie S. Taft
General Manager.....Archie Taft, Jr.
Commercial Manager.....W. L. Simpson
Program Director.....Phyllis O. Miller
Chief Engineer.....Perry Lind

KOMO—Seattle—1926—NBC

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned-Oper. By....Fisher's Blend Station, Inc.
Bus.-Studio Address.....100 4th Ave. No.
Tel.: SE 6000.....News Service: UP
Transcription Service.....Associated
Representative .....NBC Spot Sales
Membership .....NAB, RAB
President.....O. W. Fisher
Gen. Mgr., Exec. V. P.....W. W. Warren
Comm. Manager.....James McLoughlin
Sls. Prom. Mgr.....Bob Ryan
Program Manager.....F. J. Patterson
Pub. Rel. Mgr.....Arthru Gerbel
Chief Engineer.....C. E. Miller

KTIX—Seattle—1956

Frequency: 1590 Kc.....Power: 5000 Watts
Owned.....Tele-Bcstrs. of Wash.
Tel.: CA 1590.....News Service: INS
Representative .....Weed
Membership .....NAB, RAB
President.....H. Scott Killgore
Gen. Mgr.....Tom Kelly
Comm. Mgr.....Bill Rickard
Program Dir.....Keith M. Samples
Publicity Director.....Jerry Holzinger

KTW—Seattle—1920

Frequency: 1250 Kc.....Power: 1000 Watts
Owned.....The First Presbyterian Church
Address.....7th Ave. & Spring St.
Tel.: MU 1250.....News Service: AP
Pres.....Glenn T. Whitney
Sta. Mgr.....Don Bevilacqua
Comm. Mgr.....George Boucher
Ch. Eng.....James S. Ross

KVI—Seattle—1929
MBS-DON LEE

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Puget Sound Bcstg. Co., Inc.
Business Address.....Camlin Hotel
Tel.: SE 4848.....News Service: AP
Transcription Service .....Thesaurus
Representative.....H-R Reps.
Membership .....NAB
President, Gen. Mgr.....Mrs. Vernice Irwin
Commercial Mgr.....Earl T. Irwin
Sales Promotion Manager.....Evelyn Egan
Program Dir.....Harry Long
Chief Engineer.....D. M. McDonough

KXA—Seattle—1926

Frequency: 770 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KXA, Inc.
Bus.-Studio Address.....320 Second Ave., W.
Tel.: AL 8600.....News Service: AP
Representative .....Meeker
Membership .....NAB, RAB
President.....Wesley I. Dumm
Comm. Mgr.....G. A. Wellington
Gen. Mgr., Chief Eng.....John Dubuque

KGA—Spokane—1926—ABN

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned-Oper. By....Bankers Life & Casualty
Bus.-Studio Address....Moran Prairie, Box 141
Tel.: KE 4-0631.....News Service: UP
Transcription .....World
Representative...Everett-McKinney, O'Connell
General Manager.....Len Greenword
Managing Director.....John P. Cannaven, Jr.

KHQ—Spokane—1922—NBC

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....KHQ, Inc.
Bus.-Studio Address...700 Radio Central Bldg.
Tel.: MA 4-5131.....News Service: AP
Representative .....Katz
Membership .....NAB, RAB
Pres., Gen. Sta. Mgr.....Richard O. Dunning
Comm. Mgr.....William Merrill
Prog. Dir.....John Fahey
Sls. Prom., Pub. Dir.....Rex Gerlach
Chief Engineer.....Dee Waymire

KNEW—Spokane—1947

Frequency: 790 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Mt. Ranier Radio & TV
Address .....57th & Helena
Tel.: KE 4-9363.....News Service: UP
Representative .....Branham, McGovern
Membership .....NAB, RAB
Pres., Gen. Mgr.....Lester M. Smith
Station Manager.....William G. Rhodes

KPEG—Spokane—1957

Frequency: 1380 Kc.....Power: 5 Kw. d.
Owned .....Bellevue Bcstrs.
Address.....Box 838, Bellevue
Representative .....Pearson
President.....H. Kemper Freeman
Gen. Mgr.....King Mitchell
Sales Prom. Mgr.....Larry Lester
Prog. Dir.....Jo Warner

KREM—Spokane—1946

Freq.: 970 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....KREM Bcstg. Co.
Address.....4103 South Regal
Tel.: KE 4-0466.....News Service: AP
Membership .....RAB
Representative .....Forjoe
Gen., Sta., Sales Prom. Mgr...Robert H. Temple
Program Director.....E. A. Moseley
Pub. Dir.....Richard Hoover
Chief Engineer.....Hommer W. Mead

KLYK—Spokane—1922

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Oper. By.....Williams and Cody
Address, Trans. Loca.....Realty Bldg.
Telephone 8033
Membership .....NAB
Representative .....Grant Webb
General Manager .....Gene Williams

KXLY—Spokane—1922 CBS

Frequency: 920 Kc.....Power: 5,000 Watts
Owned-Oper. By.....No. Pacific Radio Corp.
Address .....W. 315 Sprague Ave.
Tel.: MA 4-1218.....News Services: AP, UP
Rep.....Avery-Knodel, Art Moore
Pres. .....Norman Alexander
General Manager.....Richard E. Jones
Sales Mgr. .....James Agostino
Program Director.....George Anthony
Prom. Mgr.....Richard P. Jones

KZUN—Spokane—1955

Frequency: 630 Kc.....Power: 500 Watts, d.
Owned.....Voice of Spokane Valley
Address .....Box 123
Tel.: WA 4-2400.....News Service: AP
Representative.....W. S. Grant
General Manager.....Robert L. Swartz
Co-Manager.....Arthur R. MacKelvie
Sales Manager.....Richard White

KREW—Sunnyside—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Cole E. Wylie
Address .....7th & Decatur
Tel.: 7-2277.....News Service: AP
Representative .....Tracy Moore
Membership ..... RAB
President.....Cole E. Wylie
General Manager.....Don G. Bennett
Program Director.....Jean Runyan
Chief Engineer.....John Berg

KMO—Tacoma—1926

Frequency: 1360 Kc.....Power: 5 Kw.
Owned.....Tacoma Radio Corp.
Address.....P. O. Box 1651
Tel.: WA 2-8733.....News Service: UP
Representative ..... Avery-Knodel
Membership ..... RAB
Pres., Gen. Sta. Mgr.....J. Archie Morton
Comm., Prom. Mgr.....Herb Pollock
Pub. Dir.....Doris Finholm
Chief Engineer.....Duane White

KTAC—Tacoma—1942

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....Tacoma Bcstrs., Inc.
Address .....Winthrop Hotel
Tel.: BR 2-2241.....News Service: UP
Transcription Service .....World
Representative....Gill-Perna, Duncan A. Scott
Membership .....NAB
President, Gen. Mgr.....Jerry Geehan
Station, Sales Prom. Mgr.....John Condon
Prog. Dir., Pub. Dir.....Dick Weeks
Chief Engineer.....R. C. Velo

KTNT—Tacoma—1952

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Tribune Publ. Co.
Address.....So. 11th & Grant Sts.
Tel.: FU 3-2561.....News Services: AP, UP
Transcription Service.....Lang-Worth
Newspaper Affil. .....News Tribune
Membership .....NAB,RAB
Representative .....Weed
Gen., Sta. Mgr.....Larry Carino
Commercial Mgr.....John Upham
Sales Prom. Mgr.....Robert Lyte
Program Director..... Don St. Thomas
Chief Engineer.....Max H. Bice

KENE—Toppenish—1954 KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Radio Broadcasters Inc.
Address.....P. O. Box 350
Tel.: TO 5-7272.....News Service: UP
Representative .....Hil F. Best
President .....Jack R. Woodroofe
General Manager.....Harold Z. Bagley
Program Director.....Charles Peterson
Comm. Mgr.....H. W. Fleming

To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

KKEY—Vancouver—1954
KBS

Frequency: 1150 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....Western Bcstg. Co.
Address.....5500 Fourth Plain Road
Tel.: OX 3-2565.....News Service: UP
Representative .....Grant
General Manager.....Ralph C. Weagant
Commercial Manager.....Ernest Crater
Chief Engineer.....Bryce Howard

KVAN—Vancouver—1939

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....KVAN, Inc.
Studio Address .....707 Main St.
Newspaper Affil.....Coos Bay Times
News Service .....UP
Representative.....Grant Webb, Tracy Moore
Membership .....RAB
President.....Sheldon F. Sackett
General Mgr.....Larry H. Lau
Gen. Sales Mgr.....Jim Green
Nat. Sales Mgr.....Isabelle Hoyt
Chief Engineer.....Leo Erickson

KTEL—Walla Walla—1946
ABN-KBS

Frequency: 1490 Kc. .....Power: 250 Watts
Owned-Oper. By ....Walla Walla Bdcstg. Co.
Address .....Box 1028
Tel.: JA 5-4103.....News Service: AP
Transcription Service .....World
Representatives .....Grant, Feltis
Pres., Gen. Mgr.....Jack Keating
Sales Prom. Manager.....Everett Skubinna

KUJ—Walla Walla—1928
MBS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....KUJ, Inc.
Business-Studio Address.....55 E. Main St.
Tel.: JA 9-1230.....News Service: UP
Representative.....Forjoe, Art Moore
President, Gen. Mgr.....H. E. Studebaker
Comm. Mgr.....Norval Armes
Prog. Dir.....LaVerne Russell
Chief Eng.....Glenn Dubbee

KPQ—Wenatchee—1929
ABN-NBC-CBS

Frequency: 560 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Wescoast Bcstg. Co., Inc.
Bus.-Studio Address.....32 N. Mission
Phone: NO 3-5121.....News Service: UP
Representative .....Forjoe
Trans. .....World
Pres., Sta., Gen. Mgr.....James W. Wallace
V. P., Comm. Mgr.....Pat O'Halloran
Program Director.....Marc Bowman
Chief Engineer.....Doug Whipple

KMEL—Wenatchee—1948
MBS-DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Wenatchee Broadcasters
Address .....P. O. Box 1510
Tel.: NO 2-7135.....News Service: AP
Representatives.....McGillvra, Feltis, Cox
Transcription .....Standard
Co-Owners.....S. Maus, M. Sorley
Sales Manager.....Mark Sorley

KUEN—Wenatchee—1956
KBS

Frequency: 1410 Kc.....Power: 1 Kw., d.
Owned.....Queens Bcstg. Co.
Address.....209 Orondo Ave.
Tel.: NO 3-5168.....News Service: AP
Transcription Service .....Thesaurus
Gen., Sta. Mgr.....Dale R. Woods
Comm. Mgr.....W. G. Cannon
Sales Prom. Mgr.....James Johnson
Prog. Dir.....William Moeller
Chief Engineer.....George Frese

KIMA—Yakima—1944—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By .....Cascade Bdcstg. Co.
Address.....P. O. Box 702
Tel.: GL 2-9111.....News Service: AP
Membership .....NAB, RAB
Rep.....Weed & Co., Art Moore
President.....A. W. Talbot
Gen. Manager.....Thomas C. Bostic
Station Mgr.....W. B. Hansen



The Key Radio Station
OF THE PORTLAND AND VANCOUVER MARKETS
CONTACT A **KEY**-MAN
W. S. GRANT CO., INC.

Sales Manager ..... Bob Davis
Program Director.....Gene Grischow

KIT—Yakima—1929

Freq.: 1280 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....KIT, Inc.
Bus.-Studio Address.....414½ E. Yakima Ave.
Tel.: GL 7-8115.....News Service: UP
Representative .....Branham
President .....Carl E. Haymond
Gen., Sta., Comm., Prom. Mgr....Jack H. Goetz
Prog. Dir.....John Puckett
Pub. Dir.....Peder Wick
Chief Engineer.....H. B. Murphy

KUTI—Yakima—1954

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....H. A. Roddick
Address.....316 Butterfield Rd.
Tel.: GL 2-6900.....News Service: UP
Representative .....Forjoe
President .....W. N. Nelskog
Gen., Sta. Mgr.....P. M. Crain
Comm. Mgr.....R. R. Fleming

KLOQ—Yakima—1947
MBS-DON LEE

Freq.: 1390 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Yakima Bcstg. Co.
Address.....P. O. Box 172
Telephone .....GL 2-7143
Representative .....Headley-Reed, Walker
President.....Robert S. McCaw
Gen., Sta., Comm. Mgr.....Warren J. Durham

West Virginia

Pop. March 1 (Est.)—2,020,000; Families—544,000; Lic. Stations—47, Sta. CP's—1; Radio Homes—514,000; TV Homes—384,000

WJLS—Beckley—1939—CBS

Freq.: 560 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By.....Joe L. Smith, Jr., Inc.
Bus.-Studio Address.....WJLS Building
Tel.: CL 3-7311.....News Service: UP
Representative ..... Burke—Stuart
Membership .....NAB
President, Gen. Mgr.....Joe L. Smith, Jr.

WWNR—Beckley—1946

Freq.: 620 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Rahall Bcstg. Co.
Business-Studio Address.....1565 Harper Rd.
Tel.: CL 3-6145.....News Service: AP
Representative .....Weed
President.....N. Joe Rahall
Gen., Sta. Mgr. .....R. H. Booth
Comm. Mgr. .....Margaret A. Jenkins
Sls. Prom. Mgr.....Paul Harless
Prog. Dir.....William G. Dancy
Chief Eng.....Anthony P. Gonzalez

WHIS—Bluefield—1929
NBC-KBS

Freq.: 1440 Kc....Power: 5 Kw., d.; 500 W., n.
Owned-Oper. By....Daily Telegraph Prtg. Co.
Business-Studio Address.....Box 10
Tel.: DA 7-7115.....News Service: AP
Representative .....Katz
Gen. Mgr.....Hugh I. Shott
Sta. Mgr.....Melvin Barnett
Comm. Mgr.....George Hendrick
Pub. Director.....Janie Marie Lambert
Chief Engineer.....P. T. Flanagan

WKOY—Bluefield—1948
MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....WKOY, Inc.
Address .....Box 248
Tel.: DA 7-6124.....News Service: UP
Rep.....Devney & Co., Holman, Dora-Clayton
Pres., Gen. Mgr., Comm. Mgr. .J. Lindsley Alley
Sta. Mgr., Prog. Dir.....Ed Erb

WCAW—Charleston—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Corp.
Address .....Kanawha Hotel
Tel.: DI 3-7503.....News Service: UP
Representative ..... Headley-Reed
Membership .....NAB
Pres., Gen., Sta. Mgr.....E. M. Johnson
Comm. Mgr.....Elaine Johnson
Local Sales Mgr.....Bert Files
Chief Engineer .....Frank Allender

WCHS—Charleston—1927
CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By .....The Tierney Co.
Address.....1111 Virginia St.
Tel.: DI 2-8131.....News Services: AP, UP
Representative .....Branham
Membership .....NAB, RAB
President.....Hawthorne D. Battle
V.P., Gen. Mgr.....John T. Gelder, Jr.
Prom. Mgr.....William Cooke, Jr.
Comm. Mgr.....Robert M. Sinclair
Program Director .....Joe Farris
Chief Engineer.....William E. Dixon

WGKV—Charleston—1939
ABN

Frequency: 1490 Kc.....Power: 250 W.

Owned.....Joseph L. Brechner
Address .....Professional Bldg.
Tel.: DI 3-9544.....News Service: AP
Representative...Venard, Rintoul & McConnell
Gen. Mgr.....James K. Stock
Comm. Mgr.....Lee J. Molleson
Prog. Dir.....Harv Morgan
Chief Engineer.....Vernon Hutchinson

WTIP—Charleston—1946 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Chemical City Bcstg. Co.
Bus.-Studio Address.....Capitol & Fife
Tel.: DI 2-3136.....News Service: UP
Membership .....NAB, RAB
Representative ..... Forjoe, Dora-Clayton
President .....Gus Zaharis
Gen. Mgr.....Berton Sonis
Sta. Comm. Mgr.....Mel S. Burka
Sls. Prom., Prog. Dir., Pub. Dir.....Bob Bower
Chief Engineer.....Paul Sullivan

WBOY—Clarksburg—1937 NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....WSTV, Inc.
Address .....Steubenville, Ohio
Tel.: MA 4-7571.....News Service: UP
Representative .....Branham
Membership .....RAB, NAB
Gen. Mgr.....George H. Clinton
Comm. Manager.....Richard Hustead
Sta. Manager.....Carl Loose
Sales Prom. Mgr.....Gene Panetta
Program Manager.....Don McWhorter
Chief Engineer.....V. G. Brooks

WHAR—Clarksburg—1946 MBS-ABN-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Harrison Corp.
Address Trans. Loca.....1200 E. Pike St.
Tel.: MA 4-5525.....News Service: UP
Transcription .....World
Rep. ..... Burn-Smith
Gen. Mgr.....Mason C. Deaver
Prom. Mgr.....Charles Gaylord
Commercial Manager.....F. T. Gregg
Program Director.....Harold McWhorter
Chief Engineer.....Beryl Snyder

WPDX—Clarksburg—1947

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Clarksburg Bcstg. Corp.
Business-Studio Address.....339 W. Main St.
Tel.: MA 4-6425.....News Service: AP
Gen. Mgr. .....Joe M. Larosa
Sta. Mgr.....De Witt Wyatt

WDNE—Elkins—1948—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Marja Bcstg. Corp.
Address .....Davis & Wash. Sts.
News Service .....UP
Transcription Service .....World
Membership .....NAB, RAB
Pres., Gen. Mgr.....John Carr
Vice-Pres.....Howard A. Donahoe
Program Director.....John O'Brien
Comm. Manager.....Grady F. Guye

WMMN—Fairmont—1928 CBS

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Oper. By.....Peoples Bcstg. Co.
Address .....Columbus, Ohio
Tel.: 3100.....News Service: AP
Representative .....Hollingbery
Trans. .....Standard
Membership .....NAB, RAB
Vice President, Gen. Mgr.....Herbert Evans
Station Manager.....A. G. Ferrise

WTCS—Fairmont—1947 ABN-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Fairmont Broadcasting Co.
Address .....Box 1549
Tel.: 5000.....News Service: UP
Representative .....Gill-Perna, Keystone
President .....Paul Pitrolo
V.P., Gen. Mgr.....Nick Fantasia
Comm. Mgr.....Nuna Fabre, Jr.
Program Director.....Josephine Trotta
Chief Engineer.....Richard L. McBride

WELD—Fisher—1956—ABN

Frequency: 690 Kc.....Power: 500 W., d.
Owned.....Richard F. Lewis, Jr.
Address .....Fisher
Telephone .....LE 8-6062
President.....Richard F. Lewis, Jr.
Gen. Mgr.....Kimberley Johnson

WVVW—Grafton-Fairmont 1947—MBS

Frequency: 1260 Kc.....Power: 1 Kw. d.
Owned.....Beacom Bcstg. Enterprises
Address.....400 Quincy Street
Tel.: GR 2000.....News Services: INS, UP
Trans. .....Standard
Representative .....Gill-Perna, Inc.
Membership .....NAB
President.....J. Patrick Beacom
Sta. Mgr.....Robert B. Frazier
Comm. Mgr.....William Cotrell

WHTN—Huntington—1947 MBS

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper.....Cowles Bcstg. Co.
Business-Studio Address.....625 Fourth Ave.
Tel.: JA 5-7661.....News Service: UP
Transcription Service .....Thesaurus
Rep. .....Meeker
Membership .....NAB, RAB

General Manager.....Robert A. Tincher
Station Manager.....John S. Phillips

WPLH—Huntington—1946
KBS

Frequency: 1470 Kc.....Power: 5000 Watts, d.
Owned-Oper. By.....Huntington Bcstg. Corp.
Business-Studio Address.....1105 Fourth Ave.
Tel.: JA 3-3421.....News Service: AP
Transcription Service.....Capitol
Representative.....Walker
Membership.....NAB
President.....Cy N. Bahakel
Gen. Manager.....Les J. Tackett

WSAZ—Huntington—1923
ABN-NBC

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....WSAZ, Inc.
Business-Studio Address.....201 Ninth St.
Tel.: JA 3-8401.....News Service: AP
Representative.....Katz
Membership.....NAB, RAB
President.....Lawrence H. Rogers
Gen., Station Manager.....C. T. Garten
Prom., Merchandising.....George Greenwood
Comm. Manager.....George Andrick
Program Director.....C. Bosworth Johnson
Chief Engineer.....Carroll Kessell

WKYR—Keyser—1953—KBS

Freq.: 1270 Kc.....Power: 5000 Kw. d.
Owned.....WKYR Inc.
Address.....Keyser
Tel.: KE 3011.....News Service: UP
Station Rep.....Burn-Smith
Transcription.....World
Membership.....NAB
President.....Walter Patterson
Gen. Mgr.....William W. Robinson
Chief Engineer.....Wes Allen

WLOG—Logan—1940—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...C. H. Frey, R. O. Greever
Address.....445 Stratton St.
Tel.: 540.....News Service: AP
Newspaper Affil.....Banner
Partner.....Clarence H. Frey
Partner.....Robert O. Greever
Comm. Mgr.....C. H. Murphey

WVOW—Logan—1952—KBS

Freq.: 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Logan Bcstg. Co.
Address.....Box 1921
Tel.: 2356.....News Service: UP
Commercial Manager.....Martha J. Becker
Program Director.....Audie Albright
Chief Engineer.....John Lamont

WEPM—Martinsburg—1946
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts

To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

Owned-Oper. By.....Martinsburg Bcstg. Co.
Business Address.....Peoples Trust Co. Bldg.
Tel.: AM 3-5252.....News Service: AP
Transcription Service.....Thesaurus
Representative.....McGillvra
Membership.....NAB
Co-Owner, Gen. Mgr.....C. Leslie Golliday
Program Director.....John E. Taylor
Sta., Comm. Manager.....George N. O'Brien
Chief Engineer.....Sheridan Campbell

WHJC—Matewan—1951
KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By...Three States Bcstg. Co.
Tel.: 4771.....News Service: UP
Transcription Service.....SESAC, Standard
Representative.....Continental
President, Gen. Mgr. .....Fred Morningstar

WMON—Montgomery—1946
MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Fayette Associates, Inc.
Address.....1028 First Ave.
Tel.: HI 2-2191.....News Service: AP
Transcription.....Thesaurus
President.....Arnold M. Vickers
General Manager.....Andrew W. Vickers
Program Director.....Richard A. Rhodes
Chief Engineer.....J. C. Craver

WAJR—Morgantown—1940
KBS-MBS

Freq.: 1440 Kc..Power: 5 Kw. d., 500 Watts, n.
Owned-Oper. By...West Virginia Radio Corp.
Business-Studio Address.....446 Spruce St.
Tel.: 9488.....News Service: UP
Newspaper Affl...W. Va. Newspaper Pub. Co.
Transcription Service.....World, Thesaurus
Rep.....Tom C. Clark
Membership.....NAB
President.....Agnes J. Reeves Greer
General Manager.....M. A. Campbell, Jr.
Comm. Manager.....James Redmond
Prog. Director.....Adrian Jack Belt
Chief Engineer.....Al Novak

WCLG—Morgantown—1954

Frequency: 1300 Kc....Power: 1000 Watts, d.
Owned.....Morgantown Broadcasting Co.
Address.....P. O. Box 885
Tel.: 2-2222.....News Service: AP
Transcription Service.....Lang-Worth
Representative.....McGillvra
Owner, Gen. Mgr.....C. Leslie Golliday
Station Manager.....Carl J. Raymond
Program Director.....John Floyd

WMOD—Moundsville—1950
KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Miracle Valley Bcstg. Co.
Address.....505 Seventh St.
Tel.: TI 5-1230.....News Service: UP
Representative.....Thomas Clark
Pres., Gen., Prom. Mgr.....John T. Taylor
Program Director.....John Corrigan
Comm., Sales Prom. Mgr.....Nick Petersen, Jr.
Chief Engineer.....J. W. Jones

WETZ—New Martinsville
1952—MBS-KBS

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Magnolia Broadcasting Co.
Address.....3rd St., N.
Tel.: GL 5-3030.....News Service: AP
Representative.....Gill-Perna
Membership.....NAB
Trans. Service.....Standard, Sesac
President, Gen. Mgr.....Harry G. Bright
Comm. Manager.....George K. Eubanks
Sales Prom. Mgr.....Lorraine Espy
Prog. Director.....Terence M. Anderson
Chief Engineer.....J. W. Jones

WOAY—Oak Hill—1947

Frequency: 860 Kc.....Power: 10 Kw. d.
Owned-Oper. By.....Robert R. Thomas, Jr.
Business Address.....Box 251
Tel.: HO 9-3361.....News Service: AP
Transcription Service.....Capital, Thesaurus
Representative.....Pearson
Membership.....NAB
Pres., Gen. Mgr.....Robert R. Thomas, Jr.
Chief Engineer.....Curtis Horton

WCEF—Parkersburg—1954
KBS

Frequency: 1050 Kc.....Power: 1000 Watts
Owned.....Franklin Broadcasting Co.
Address.....P. O. Box 228
Tel.: GA 2-1844.....News Service: UP
Transcription.....Standard
Representative.....Bcst. Time Sales
Membership.....NAB
Gen. Mgr., Ch. Eng.....C. E. Franklin
Commercial Mgr.....Mike Morris
Sales Prom. Mgr.....Dorothy Leon
Publicity Director.....Harvey Kaye

WCOM—Parkersburg—1947
ABN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Valley Broadcasters Inc.
Address.....317 Ninth St.
Tel.: HU 5-4491.....News Service: AP
Membership.....NAB, RAB
Transcription Service.....World
Representative.....McGillvra
President.....Joseph M. Handlan
Gen., Sta., Comm. Mgr.....A. N. Archer
Chief Eng., Prog. Dir.....William Collins

WPAR—Parkersburg—1935
CBS

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Oper. By.....WSTV, Inc.
Business-Studio Address.....211 5th St.
Tel.: HU 5-5475.....News Service: UP
Transcription Service .....Thesaurus
Representative .....Bramham
Membership .....NAB, RAB
President.....Jack N. Berkman
V.P., Gen. Mgr.....George H Clinton
Sta., Comm. Mgr.....Bert L. Walter
Prog. Dir.....Sherman Grimm
Chief Eng.....Vilah G. Brooks

WWYO—Pineville—1949

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By ..Wyoming Bdcstg. Co., Inc.
Address .....Box 184
Tel.: 2711.....News Service: UP
President.....R. D. Bailey
Gen., Sta., Comm. Mgr.....Edward Hawley
Program Director.....Elaine Taylor
Chief Engineer.....William D. Stone

WLOH—Princeton—1947
ABN-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mountain Bcstg. Co.
Tel.: GA 5-2151.....News Service: AP
Representative .....Hopewell
Membership .....NAB
Gen., Sta. Mgr.....Robert Harrison
Commercial Manager.....Bill Waldorf
Prog. Dir.....Bob Woodburn
Chief Engineer.....Earle Graham

WRON—Ronceverte—1947
NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Blake Bcstg. Co.
Address .....Fairlea
Tel.: RO 300.....News Service: AP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
Membership .....NAB
General Mgr. .....William E. Blake
Comm. Mgr. .....Gladys Livesay

WKLC—St. Albans—1956

Frequency: 1300 Kc.....Power: 1 Kw., d.
Address.....105 6th Ave.
Tel.: PA 7-1300.....News Service: AP
Represeniative .....Bernard
Transcription Service .....Thesaurus
General Manager.....Raymond I. Kandel
Prog. Dir.....Bob Entley
Chief Engineer.....Harry Bowen

WEIR—Weirton—1950

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-State Bcstg. Co.
Address.....3992 Main St.
News Service .....AP
Transcription Service.....Thesaurus
Membership .....RAB
Representative .....Rambeau
General Manager.....Edward J. Hirschberg
Station Manager.....Robert E. Badger

WELC—Welch—1950

Frequency: 1150 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Pocahontas Bcstg. Co.
Address .....Box 1032
Tel.: 1140.....News Service: UP
Representative .....McGillvra
Transcription Service .....World
Membership .....NAB
President, General Manager.....Sam Sidote
Comm., Prom. Mgr.....James French, Jr.
Program Director.....Marilyn Sturgill
Chief Engineer.....Howard R. King

WMCD—Welch—1955—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Williamson Broadcasting Corp.
Address.....Rhodes Realty Building
News Service .....AP
Membership .....NAB
President .....Alice Shein
Gen., Sta. Mgr.....John Blair
Chief Engineer.....Clifton Branham

WHAW—Weston—1948
KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Central W. Va. Serv. Corp.
Address.....P. O. Box 431
Tel.: 1555.....News Service: UP
Trans. Service.....World, Keystone
President .....R. H. Ralston
Vice Pres. .....Francis Andrew

WHLL—Wheeling—1949

Frequency: 1600 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Wheeling Bcstg. Co.
Address .....Box 989
Tel.: CE 3-1300.....News Service: UP
Representative .....Gill-Perna
Transcription Service .....Standard
Nat. Sales Mgr.....Paul Miles

WKWK—Wheeling—1941
ABN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Community Bcstg., Inc.
Trans. Add. ..Pythian Bldg. 16th & Market Sts.
Tel.: CE 2-2250.....News Service: AP
Station Representative .....Walker
Membership .....NAB
Pres., Gen. Manager.....John B. Reynolds
Comm., Prom. Mgr.....Elsie M. Cook
Program Director.....Dale M. Schussler
Chief Engineer.....James Jones

WWVA—Wheeling—1926
CBS

Frequency: 1170 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Storer Broadcasting Co.
Address.....Hawley Bldg.

Tel.: CE 2-1170 ..... News Service: AP
Representative ..... John Blair
Membership ..... NAB, RAB
President ..... George B. Storer
Station Manager ..... Paul J. Miller
Comm. Manager ..... A. F. Hofman
Sales Prom. Mgr. ..... Howard W. Meagle
Program Director ..... Paul A. Myers
Chief Engineer ..... Edwin L. Keim

WBTH—Williamson—1939
MBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Williamson Bcstg. Corp.
Business Address ..... P. O. Box 261
Telephone 1241
Representative ..... Gene Grant & Co.
Membership ..... NAB
Manager ..... Alice Shein

Wisconsin

Pop. March 1 (Est.)—3,882,000; Families—1,119,000; Lic. Stations—74, Sta. CP's—1; Radio Homes—1,104,000; TV Homes—924,000

WATK—Antigo—1947

Frequency: 900 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... Antigo Bcstg. Co.
Address ..... Journal Bldg.
Telephone 90
President, Gen. Mgr. ..... A. F. Berner

WAPL—Appleton—1952

Frequency: 1570 Kw. ..... Power: 1000 Watts d.
Owned-Oper. By ..... WAPL Radio
Address ..... Balliet Hotel, 124 W. Wash. St.
Tel.: RE 4-9226 ..... News Service: UP
Rep. ..... Young Rep., Inc.
Membership ..... NAB, RAB
Pres., General Manager ..... Connie Forster
Reg. & Nat. Sales Manager ..... Bob Culp
Program Director ..... Rex Munger

WHBY—Appleton—1924
MBS-KBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... WHBY, Inc.
Bus.-Studio Address ..... 600 So. Law St.
Tel.: 3-6639 ..... News Service: AP
Trans. ..... Lang-Worth
Gen., Comm. Mgr. ..... Lewis J. Process
Program Director ..... Raymond Brock
Chief Engineer ..... George Merkl

WATW—Ashland—1950—KBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... WATW, Inc.
Address ..... 321 W. 3rd St.
Tel.: 1680 ..... News Service: UP
Representative ..... Thomas F. Clark
Trans. ..... Thesaurus
President, Gen. Mgr. ..... Gene Halker
Comm. Mgr. ..... J. E. Huber
Sales Prom. Mgr. ..... Robert Murphy

WBEV—Beaver Dam—1951

Frequency: 1430 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ... Beaver Dam Bcstg. Co.
Address ..... 109½ Front St.
Tel.: TU 5-4442 ..... News Service: UP
Transcription ..... Thesaurus
Representative ..... Hal Holman
Membership ..... NAB
President ..... W. E. Walker
Exec. V.P., Gen. Mgr. ..... Charles R. Dickoff
Sta. Mgr. ..... Roy Ambrose

WBEL—Beloit—1948—KBS

Frequency: 1380 Kc. ..... Power: 5000 Watts d.
Owned-Oper. By ..... Beloit Bcstrs., Inc.
Business-Studio Address ..... 430 State St.
Tel.: EM 5-5525 ..... News Service: UP
Representative ..... Gill-Perna
Membership ..... RAB
President ..... Russ Salter
General Mgr. ..... Robert O. Moran
Sta., Comm. Mgr. ..... Joe Moen
Sales Prom. Mgr. ..... Irv Andreoni
Chief Engineer ..... Leo Wilson

WGEZ—Beloit—1948—MBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Beloit Bcstg. Co.
Business-Studio Address ..... Hotel Hilton
Tel.: EM 5-8865 ..... News Service: AP
Rep. ..... Everett-McKinney
President ..... Sidney H. Bliss
General Manager ..... Vern Williams
Commercial Manager ..... Bill Bessaire
Sta. Mgr. ..... Tom Anderson
Program Director ..... Lou Wendlandt
Chief Engineer ..... Wayne Clay

WCHF—Chippewa Falls—1954

Frequency: 1150 Kc. ..... Power: 5 Kw. d.
Owned ..... Chipewa Bcstg. Co.
Address ..... Box 41
Tel.: PA 3-4476 ..... News Service: UP
Representative ..... Grant Webb
Transcription ..... World
Pres., Gen. Mgr. ..... W. F. Kean
Sales Prom. Mgr. ..... Bob Baily
Comm. Station Manager ..... John Philips

WBIZ—Eau Claire—1947
MBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... WBIZ, Inc.

Address.....609 Cameron St.
Tel.: TE 5-5111.....News Services: UP
Representative .....Pearson
Membership .....RAB
President, General Mgr.....Howard G. Bill
Chief Eng., Prog. Dir.....Harold Jahnke

WEAU—Eau Claire—1937
NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Central Bcstg. Co.
Business-Studio Address..2415 Hastings Way
Tel.: 2-3474.....News Service: UP
Trans. Serv. ..... Thesaurus
Representative ..... Hollingberry
Membership .....NAB, RAB
President .....W. C. Bridges
General Mgr. .....Leo Howard
Commercial Mgr. ..... Norm Haagenson

WRFW—Eau Claire—1948
KBS

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned...Chippewa Valley Radio & TV Corp.
Bus.-Studio-Transmitter Address...P. O. Box 23
Tel.: 2-1620.....News Service: AP
Transcription Service.....Capitol, Standard
Rep. ..... Sears & Ayer
President.....Thomas K. Werner

KFIZ—Fond Du Lac—1922
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KFIZ Bcstg. Co.
Bus.-Studio-Transmitter Address..18 W. First St.
Telephone .....WA 1-3770
Representative ..... Holman
Membership .....NAB
Exec. Vice Pres.....Emery W. Martin

WBAY—Green Bay—1922
CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Norbertine Fathers
Address .....115 South Jefferson
Telephone .....HE 2-3333
Representative .....Weed
General Manager.....Haydn R. Evans
Comm. Mgr.....Joseph De Young
Prom. Manager.....Robert Meister
Sta. Mgr., Prog. Dir. .....Rodger Mueller
Chief Engineer.....Wallace Stangel

WDUZ—Green Bay—1947
ABN-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Green Bay Bcstg. Co.
Business-Studio Address.....225 N. Adams St.
Tel.: HE 5-5331.....News Service: UP
Rep. .....Grant Webb
Trans. .....Lang-Worth
Membership .....NAB
Pres., Gen. Mgr.....Ben A. Laird
Sta., Prom. Mgr.....Allen H. Embury
Comm. Mgr.....Kenneth Sorensen
Prog. Dir.....Dee Richards
Chief Engineer.....Leo Westerman

WJPG—Green Bay—1947

Freq.: 1440 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By....Green Bay Newspaper Co.
Business Address.....Box 766
Tel.: HE 5-7575.....News Service: AP
Trans. Ser.....World
Representative ..... Burn-Smith
Membership .....NAB
General Manager.....Joseph Horner, Jr.
Station Manager.....John M. Walter
Commercial Manager.....Glen R. Holznecht
Program Director.....Clair Stone
Chief Engineer.....Elmo Reed

WTKM—Hartford—1954
KBS

Frequency: 1540 Kc.....Power: 500 Watts d.
Owned-Operated By.Kettle Moraine Bcstg. Co.
Address .....Town of Erin, Hartford
Tel.: 600.....News Service: UP
Transcription Service .....World
General Mgr. .....Walter Zastrow
Station Mgr., Prog. Dir. ..... Don Zastrow
Chief Engineer, Sales Mgr. ... George Dodge

WCLO—Janesville—1930
MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Southern Wisconsin Radio, Inc.
Business-Studio Address..200 E. Milwaukee St.
Tel.: PL 4-3316.....News Service: AP
Newspaper Affiliation ..... Daily Gazette
Representative .....Everett-McKinney
Membership .....NAB
President.....Sidney H. Bliss
Gen., Sta. Mgr.....V. W. Williams
Commercial Manager.....Charles W. Bessire
Prom., Pgm., Pub. Dir.....Ralph Schroeder

WLIP—Kenosha—1947

Frequency: 1050 Kc.....Power: 250 Watts
Owned-Oper. By.....Kenosha Bcstg., Inc.
Address ..... Kenosha Nat. Bank Bldg.
Tel.: OL 7-6162.....News Service: AP
Transcription Service .....Lang-Worth
Representative .....Everett-McKinney
Membership .....RAB, NAB
Pres., Gen. Mgr.....William L. Lipman
Sta., Comm. Manager.....Hugh Gately
Program Director.....Steve Kelly
Pub. Dir.....Virginia Taylor
Chief Engineer.....Casimir Lubinsky

WKBH—La Crosse—1923
NBC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBH, Inc.
Business-Studio Address.....141 So. 6th St.

Tel.: 2-4678.....News Service: AP
Transcription Service .....Thesaurus
Representative .....H-R
Membership .....RAB, NAB
President, Station Mgr.....Howard Dahl
Program Director.....Berneice Callaway
Sales Manager.....Robert Z. Morrison, Jr.
Chief Engineer.....Al Leeman

WKTY—La Crosse—1948 ABN

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lee & Associates, Inc.
Business-Studio Address.....Box 751
Tel.: 2-6042.....News Service: UP
Rep. .....Everett-McKinney, Bulmer-Johnson
President, Gen. Mgr.....Herbert H. Lee
Prog. Dir.....Marilyn J. Bahwell
Comm. Mgr.....Philip A. Dyer
Office Mgr.....George G. Sauer

WLC—La Crosse—1948 KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....La Crosse Radio Inc.
Address .....Rivoli Theatre Bldg.
Tel.: 4-4521.....News Service: UP
Trans. .....World
Representative .....Masla
President.....Joseph H. Rohrer
Comm. Mgr.....Burdett W. Wakeman

WLDY—Ladysmith—1948 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Flambeau Bcstg. Co.
Address .....Hwy. 8
Tel.: 585.....News Service: AP
Representative .....Thomas Clark
President .....Ruth B. Nelson
Sec'y Treas., Gen. Mgr.....Chas. H. Nelson

WIBA—Madison—1925—NBC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By.....Badger Bcstg. Co.
Business-Studio Address.....3800 Regent St.
Tel.: CE 3-5311.....News Service: AP
News. Affil.....Capital Times
Trans. .....Thesaurus
Representative .....Avery-Knodel
Membership .....NAB
President.....William T. Evjue
General Manager.....Kenneth F. Schmitt
Commercial Manager.....Howard A. Johnson
Chief Engineer.....Norman Hahn

WISC—Madison—1948 MBS-ABN

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By .....Radio Wisconsin, Inc.
Address.....4801 W. Beltline Hwy.
Tel.: CE 3-9791.....News Service: UP
Representative. Peters, Griffin, Woodward, Inc.
Membership .....RAB, NAB
President.....Ralph M. Immell
General Manager .....Ralph O'Connor
Comm., Sls. Prom. Mgr.....Lews J. Bassett
Prog., Pub. Dir.....Phebe Rogers
Chief Engineer .....Walter Hariu

WKOW—Madison—1948 CBS

Freq.: 1070 Kc...Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.....Monona Bcstg. Co.
Address.....215 W. Washington Ave.
Tel.: AL 7-2261.....News Service: AP
Representative ..... Headley-Reed
Membership .....NAB
President .....Stewart Watson
General Manager.....Ben Hovel
Sales Prom. Mgr.....John Shambow
Program Director.....Selma Parker
Tech. Supervisor.....Bob Wickhem

WOMT—Manitowoc—1926 MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Francis M. Kadow
Business-Studio Address..1118 Washington St.
Tel.: MU 4-6015.....News Service: UP
Membership .....NAB
Representative .....Hal Holman
General Mgr. .....Francis M. Kadow
Comm. Mgr.....Kent Olson
Program Director.....George H. Erdman
Chief Eng.....H. E. Willis

WCUB—Manitowoc—1951

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Business Mgt., Inc.
Address.....2500 N. Mirro Drive
Tel.: MU 2-7763.....News Service: AP
Transcription Service .....World
Representative .....Radio-TV Reps.
Gen. Mgr.....Christian Schneider
Comm. Mgr.....Bob Rathman
Program Director.....Dick Thomas
Chief Eng.....Bob Robinson

WMAM—Marinette—1939 NBC

Freq.: 570 Kc.....Power: 250 W. d., 100 W. n.
Owned-Oper. By.....M. & M. Bcstg. Co., Inc.
Bus.-Studio Address .....400 Wells St.
Tel.: RE 5-6631.....News Service: UP
Representatives ..... Burn-Smith
President.....William E. Walker
General Manager.....Joseph D. Mackin
Sta., Comm. Mgr., Prog. Dir...Howard L. Emich
Prom. Mgr., Pub. Dir.....Addlee Gray
Chief Engineer.....Al Alexander

WDLB—Marshfield—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Clarkwood Broadcasting Corp.

Address ..... Box 512
Tel.: 1450 ..... News Service: UP
Transcription ..... World
Representative ..... Grant-Webb
Membership ..... RAB
President, Gen. Mgr. ..... Hartley L. Samuels
Commercial Manager ..... John R. Thornton
Program Director ..... Charles Lilligren
Publicity Director ..... Glenn Brown
Chief Engineer ..... Richard Hanneman

WIGM—Medford—1941
KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned ..... WIGM, Inc.
Address ..... Hy. 13
Telephone 5147
Representative ..... Clark
Pres., Gen. Mgr. ..... Paul Allman
V.P., Sls. Mgr. ..... Joe Dalvig

WMNE—Menomonie—1951
KBS

Frequency: 1360 Kc. ..... Power: 1 Kw. d.
Owned-Oper. By ..... Menomonie Bcstg. Co.
Address ..... 603½ Broadway
Tel.: 1156 ..... News Service: UP
Transcription ..... Lang-Worth, World
General Manager ..... Don Mortwedt
Sales Mgr. ..... Thor Edgeberg

WEMP—Milwaukee—1935

Frequency: 1250 Kc. ..... Power: 5 Kw.
Owned-Oper. By ..... Milwaukee Bcstg. Co.
Bus.-Address ..... 1701 W. Wisconsin Ave.
Tel.: DI 2-4040 ..... News Service: UP
Representative ..... Headley-Reed
Membership ..... NAB, RAB
President ..... A. M. Sphoeris
V.P., Gen. Mgr. ..... Hugh K. Boice, Jr.
Sales Manager ..... John C. Gagliano
Publicity Director ..... Elise Rosenblum
Program Director ..... Tom Shanahan
Chief Engineer ..... Rolland Paske

WFOX—Milwaukee—1946
MBS-KBS

Frequency: 860 Kc. ..... Power: 250 Watts
Owned ..... Business Management Inc.
Address ..... 208 E. Wisconsin Ave.
Tel.: BR 2-1272 ..... News Service: AP
Representative ..... Radio-TV Rep., Inc.
Trans. ..... World
President ..... Joseph A. Clark
General Manager ..... Neil K. Searles
Program Director ..... Jo Boyd
Chief Engineer ..... Robert Mayer

WISN—Milwaukee—1922
ABN

Frequency: 1150 Kc. ..... Power: 5,000 Watts
Owned-Oper. By ..... Hearst Corporation
Address ..... 759 N. 19th St.
Tel.: DI 2-3000 ..... News Services: AP, UP, INS
Representative ..... Petry
Membership ..... NAB
President ..... D. L. Provost
Gen. Mgr. ..... John B. Soell
Prom. Mgr., Pub. Dir. ..... Arthur H. Barnes
Chief Eng. ..... Donald Weller

WMIL—Milwaukee—1947

Frequency: 1290 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Cream City Bcstg. Co., Inc.
Bus.-Studio Address ..... 2625 W. Wisconsin Ave.
Tel.: WE 3-1290 ..... News Service: UP
Membership ..... NAB
Representative ..... Forjoe
President ..... Gene Posner
Station Mgr. ..... Paul DeChant
Sales Prom. Mgr. ..... Oliver West
Program Co-ord. ..... Norman Marggraff
Chief Engineer ..... Gino Monaco

WOKY—Milwaukee—1947

Frequency: 920 Kc. ..... Power: 1 Kw.
Owned ..... Bartell Broadcasters, Inc.
Address ..... 522 W. Wisc. Ave.
Tel.: BR 1-8480 ..... News Service: UP
Representative ..... Katz
Membership ..... RAB, NAB
General Mgr., V.P. ..... Melvin Bartell
Program Dir. ..... J. A. Reddy
Chief Engineer ..... Ralph Evans

WRIT—Milwaukee—1955

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Radio Milwaukee, Inc.
Address ..... 5407 W. Martin Dr.
Tel.: BL 8-9321 ..... News Services: AP, INS
Representative ..... John Pearson
Membership ..... NAB
President ..... Elmer Balaban
Gen., Sta. Mgr. ..... James G. Haig
Chief Engineer ..... Ralph Ingraham

WTMJ—Milwaukee—1927
NBC

Frequency: 620 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... The Journal Co.
Business Address ..... 333 W. State
Tel.: BR 1-6000 ..... News Service: AP
Newspaper Affil. ..... Journal
Membership ..... RAB
Representative ..... Christal
V.P., General Mgr. ..... Walter J. Damm
Asst. Mgr. ..... R. J. Heiss
Station Manager ..... George Comte
Sales Mgr. ..... Joseph Killeen
Prog. Mgr. ..... Don Loose
Mgr., Engineering ..... Philip B. Laeser
Prom. Mgr. ..... R. Bruce Wallace

WEKZ—Monroe—1951

Frequency: 1260 Kc. ..... Power: 1 Kw. d.
Owned-Operated By ..... Green County Bcstg. Co.
Address ..... Box 640
Tel.: 1260 ..... News Service: AP

Representative.....W. D. Roberts
Program Director.....Stan Neuberger
General Manager.....Joseph Urban
Chief Engineer.....Rex Eyler

WNAM—Neenah—1947

Frequency: 1280 Kc.....Power: 1 Kw.
Owned .....Neenah-Menasha Bcstg. Co.
Address.....Radio & Television Park
Tel.: PA 2-6471.....News Service: UP
Station Rep. .....Everrett-McKinney
Transcription .....Thesaurus
Membership .....NAB, RAB
V.P., Gen. Mgr.....Don C. Wirth
Commercial Mgr.....Don Harrington
Program Dir.....Tom Collins
Chief Engineer.....Gordon Daily

WCCN—Neillsville—1957

Frequency: 1370 Kc.....Power: 1 Kw., d.
Owned.....Central Wisconsin Bcstg.
Address .....Box 87
Tel.: 333.....News Service: UP
Trans. .....Standard
V.P., Gen. Mgr.....Howard Sturtz, Jr.
Prog. Dir.....Robert Lulloff

WOSH—Oshkosh—1941
ABN-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Oshkosh Bcstg. Co.
Transmitter Location.....1235 Bowen St.
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
General Manager.....Wm. L. McDonald

WPFP—Park Falls—1953
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Northland Bcstg. Co., Inc.
Address .....Hwy. 13
Tel.: 369.....News Service: UP
Representative ..... Clark
Pres., Gen., Comm. Mgr.....Gordon Schluter

WSWW—Platteville—1955
KBS

Frequency: 1590 Kc.....Power: 1 Kw. d.
Owned-Operated By.....Southwest Wisc. Co.
Address .....P. O. Box 1
Tel.: 2775.....News Service: AP
Membership .....NAB
General, Comm. Mgr.....R. J. Bodden
Chief Engineer.....Lloyd Nowak

WPLY—Plymouth—1954
KBS

Frequencies: 1420 Kc...Power: 500 Watts d.
Owned-Oper. By.....WPLY, Inc.
Address ..... Box 222
Tel.: TW 3-2661.....News Service: AP
President.....R. Bunker Rogoski
Sta. Mgr., Prog. Dir.....Milton Maltz
Gen., Comm. Mgr.....Robert G. Wright
Chief Eng.....Chris P. Markworth

WPDR—Portage—1952

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Portage Bcstg. Co.
Address .....Box 142
Tel.: RI 2-2350.....News Service: UP
President.....W. T. Comstock
Manager.....Robert D. Hutchings
Comm. Mgr.....Carol Mork

WIBU—Poynette—1925
KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....William C. Forrest
Bus.-Transmitter Address.....Poynette
Pres., Gen. Mgr.....William C. Forrest

WPRE—Prarie Du Chien—1952

Frequency: 980 Kc.....Power: 500 Watts, d.
Owned.....Prarie Bcstg. Co., Inc.
Address .....P. O. Box 36
Tel.: 637.....News Service: UP
Transcription .....Capitol, World
Representative ..... Holman
Gen., Sta. Mgr.....W. C. Schlaugat, Jr.
Comm., Sales Prom. Mgr.....Thomas Multerer

WRAC—Racine—1951

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By.....WRAC, Inc.
Address .....Arcade Bldg.
Tel.: ME 2-1627.....News Service: UP
Trans. Service .....RCA
Representative .....McGillvra
Membership .....NAB
Vice-Pres., Gen. Mgr.....William J. Priaulx
Comm. Mgr.....Raymond J. Pawzun

WRJN—Racine—1926—ABN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Racine Bcstg. Corp.
Business Address.....4201 Victory Ave.
Tel.: ME 4-3311.....News Service: AP
Representative .....Walker
Newspaper Affiliation ..... Journal-Times
Membership .....NAB
Station Manager .....Harold J. Newcomb

WRDB—Reedsburg—1953
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....William C. Forrest
Address.....Box 207, Reedsburg
Tel.: 400.....News Service: UP
President.....William C. Forrest
General Manager.....Mike Flaherty
Comm. Mgr.....Leo Olson
Prog. Dir.....Robert Sands
Chief Engineer.....Fred Schean

WOBT—Rhinelander—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Oneida Bcstg. Co.
Business Address.....Route 2
Tel.: FO 2-6140.....News Service: UP
Trans. ..... Thesaurus
Membership .....NAB, RAB
Representative .....McGillvra
President .....James Cleary
Gen. Mgr., Sta. Mgr.....George F. Thoma
Comm. Manager.....Howard Koenitzer
Chief Engineer.....William Anderson

WJMC—Rice Lake—1939 MBS

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Oper. By .....WJMC, Inc.
Address Trans. Loca.....Box 352
Tel.: 550.....News Service: UP
Transcription Service .....World
Representative ..... Hollingbery
Membership ..... RAB
President .....W. C. Bridges
Station Manager.....Russell J. Brown

WRCO—Richland Center—1949 KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Richland Bcstg. Co.
Address.....P. O. Box 192
Tel.: MI 7-2111.....News Service: UP
Transcription Service .....Thesaurus, World
Membership .....NAB, RAB
Gen., Sta. Mgr. .....Hala D. Peebles
Comm. Manager.....Gerald W. Cook
Prog. Dir.....Robert M. Kame
Chief Engineer.....Pete Athanas

WCWC—Ripon—1957

Frequency: 1600 Kc.....Power: 5 Kw. d.
Owned.....Central Wisconsin Co., Inc.
Address .....Radio Road
Tel.: BL 818.....News Service: AP
Representative .....Walker
President .....Miriam Montoe
Gen., Sta. Mgr.....Francis J. Stratman
Sales Prom. Mgr.....James Densmoor
Prog. Dir.....Charles Heath

WTCH—Shawano—1948 KBS

Frequency: 960 Kc.....Power: 1,000 Watts d.
Owner.....Shawano County Leader Pub. Co.
Business-Studio Address..107 E. Green Bay St.
Tel.: 668.....News Service: UP
Representative ..... Hil F. Best
Transcription Service ..... World
General Manager.....J. P. Donald
Station Manager.....Ray Gruetzmacher

WHBL—Sheboygan—1926 ABN

Freq.: 1330 Kc....Power: 1 Kw. d., 250 W. n.
Owned-Operated By.....WHBL, Inc.
Bus.-Studio Address.....Box 27
Tel.: GL 8-2107.....News Service: AP
Membership .....NAB
Sta. Rep. .....Burn-Smith
Pres., General Manager.....Paul F. Skinner
Comm. Manager.....Ray Witthuhn
Comm. Traffic Mgr.....Doris Domnie
Chief Engineer.....Christ Bauer

WSHE—Sheboygan—1956

Frequency: 950 Kc.....Power 500 Watts, d.
Owned-Oper. By.....Lake Shore Bcstg. Co.
Address.....1210 North 8th St.
Tel.: GL 2-4671.....News Service: UP
Rep. .....Walker
Membership .....NAB
Pres., Gen. Manager.....David A. Bensman
Sales Mgr.....Al Stern, Jr.
Program Director.....Stu Olson

WCOW—Sparta—1951—KBS

Frequency: 1290 Kc.....Power: 1000 Watts
Owned.....Sparta-Tomah Broadcasting Co.
Address.....124½ S. Water Street
Tel.: 3307.....News Service: UP
Rep.....William Rambeau, Bulmer & Johnson
Pres., Gen., Sta. Mgr.....John D. Rice
Prog. Dir.....Larry Wayman
Commercial Manager.....Charles Sullivan

WSPT—Stevens Point—1948 KBS

Frequency: 1010 Kc.....Power: 250 Watts d.;
Owned-Oper. By.....Stevens Pt. Bcstg. Co.
Business-Studio Address.....414 Main St.
Tel.: DI 4-9778.....News Service: UP
Representative .....Hal Holman
General Manager.....P. A. Barnard
Program Director.....Jere Smith, Jr.
Sls. Mgr.....David Silverman

WDOR—Sturgeon Bay—1947 KBS

Frequency: 910 Kc.....Power: 500 Watts d.
Owned-Oper. By...Door County Bcstg. Co. Inc.
Address.....15th & Utah St.
Tel.: 593.....News Service: AP
Pres., Gen., Comm. Mgr.....Edward Allen, Jr.
Sales Prom. Mgr.....Frank K. Ullsperger
Prog. Director .....Jack Schaefer

WDSM—Superior—1937 ABN-MBS

Frequency: 710 Kc.....Power: 5000 Watts
Owned-Oper. By.....Northwest Pub., Inc.
Business Address.....230 E. Superior St.
Tel.: RA 7-6875.....News Service: AP
News. Affil.....Herald & News Tribune
Representative.Peters, Griffin, Woodward, Inc.
Trans. .....World
Membership .....NAB

President .....Robert Ridder
General Manager.....Tom Gavin
Sales Prom. Mgr.....Gilbert Amundson
Program Director.....James T. Payton
Chief Engineer.....George Carlson

WTRW—Two Rivers—1951 KBS

Frequency: 1590 Kc.....Power: 1000 W. d.
Owned-Operated By....Two Rivers Bcstg. Co.
Address .....1817 Washington
Tel.: 324.....News Service: UP
General Manager.....Francis Schmitt
Manager .....Stanley Greene

WTTN—Watertown—1950 KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Watertown Radio, Inc.
Address.....104 W. Main St.
Tel.: 2215.....News Service: AP
Transcription Service .....Thesaurus
Membership .....NAB
Pres., Gen. Mgr.....Carl V. Kolata
Sta. Mgr.....Willard James
Comm. Mgr.....Clifford Scott

WAUX—Waukesha—1947

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By.....Waukesha Bcstg. Co.
Business-Studio Address.....319 W. Main St.
Tel.: 6636.....News Service: AP
Transcription Service ..... Standard
Representative .....Holman
Pres., Sls. Mgr..... ...Charles E. Williams
V.P., Gen. Mgr.....Mig Figi

WDUX—Waupaca—1956 KBS

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned.....Laird Broadcasting Co.
Address.....204½ S. Main
Tel.: 83.....News Service: UP
Representative .....Grant Webb
President.....Ben A. Laird
General Mgr.....Garfield L. Fox
Comm. Mgr.....Tom Karavakis

WHVF—Wausau—1953

Freq.: 1230 Kc.....Power: 250 Watts
Owned .....Lakeland Bcstg. Corp.
Address .....1110 Wausau Ave.
News Service .....UP
Representative ..... Indie
Trans. Service .....World, Standard
Membership .....NAB
President .....Hilding V. Forseen
General Mgr. .....R. Topinka

WOSA—Wausau—1948 ABN-KBS

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Alvin E. O'Konski
Address.....4th & Scott Sts.
Tel.: 2-2111.....News Services: AP, UP
Rep.....H-R, Bulmer & Johnson
Trans. Ser.....Capitol, Standard, Cole, SESAC
Owner .....Alvin O'Konski
Mgr.....Art N. Lynn
Comm. Mgr.....Dan Turner

WSAU—Wausau—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Wisc. Valley TV Corp.
Business-Studio Address.....714 Fifth St.
Tel.: 2-1021.....News Services: AP, UP
Newspaper Affil.....Record Herald
Trans. ..... Thesaurus
Membership .....NAB
Representative ..... Meeker
President.....George T. Frichette
Gen. Mgr.....Richard D. Dudley
Sta. Mgr.....George Bundener
Prog. Dir.....Don De Ryle
Pub. Dir.....Tom Bolger
Chief Engineer.....Roland W. Richardt

WBKV—West Bend—1950

Frequency: 1470 Kc.....Power: 500 Watts d.
Owned-Oper. By.....West Bend Bcstg. Co.
Address.....Box 60, Decorah Rd.
Tel.: FE 4-2344.....News Service: UP
Representative .....Clark
Membership .....RAB
Pres., Gen. Mgr.....August C. Berkholtz
Sta., Prom. Mgr.....Harold H. Berkholtz
Comm. Mgr., Chief Eng.....Paul J. Mueller

WFHR—Wisconsin Rapids 1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...William F. Huffman Radio
Business Address .....143 W. Grand Ave.
Tel.: 1340.....News Service: AP
Newspaper Affil.....Daily Tribune
Representative .....Devney & Co.
Trans. ..... Thesaurus
Membership .....NAB, RAB
President.....Louise F. Huffman
Gen., Sta., Prom. Mgr.....Geo. T. Frechette
Comm., Prom. Mgr.....L. J. Zurawski
Prog. Dir.....James Tighe
Chief Engineer .....Gordon Miller

Wyoming

Pop. March 1 (Est.)—329,000; Families—96,000; Lic. Stations—22, Sta. CP's—0; Radio Homes—92,000; TV Homes—48,000

KBBS—Buffalo—1956—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Northern Wyoming Bcstg. Corp.
Address.....98 S. Main Street
Tel.: MU 4-7169.....News Service: AP
Membership .....NAB
Gen. Mgr.....Jack Rosenthal
Comm. Mgr.....Lance W. Vanderhoef

KATI—Casper—1956—KBS

Frequency: 1400 Kc.....Power. 250 Watts
Owned .....KATI Corp.
Address.....P. O. Box 2006
Tel.: 2-2200.....News Service: AP
Representative ..... Continental
Pres., Comm. Mgr.....Kenneth G. Prather
Prog. Dir.....Misha S. Prather

KSPR—Casper—1930—CBS

Freq.: 1470 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Donald L. Hathaway
Business Address.....Box 930
Tel.: 3-5777.....News Service: UP
Trans. Service.....Thesaurus
Representative .....Walker
Membership .....NAB
Gen. Mgr.....Donald L. Hathaway
Chief Eng.....C. L. Brandt

KVOC—Casper—1946
ABN-MBS-IMN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KVOC Bcstg. Co.
Bus.-Studio-Transmitter Address.....Box 2090
Tel.: 2-4511.....News Service: AP
Membership .....NAB, RAB
Representative .....McGillvra
Co-Owner, Comm. Mgr.....Duane Simons
Co-Owner, Sta. Mgr.....William F. Shutts
Program Director.....Robert P. Turner

KFBC—Cheyenne—1940
ABN-CBS-NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Frontier Bcstg. Co.
Bus.-Studio Address...2923 East Lincoln Way
Tel.: 4-4461.....News Service: UP
Representative .....Avery Knodel
News, Affil.....Wyoming Eagle, State Tribune
Membership .....NAB
President .....Robert S. McCraken
Gen., Sta. Mgr., Chief Eng...William C. Grove
Commercial Manager.....Charles Cahill
Sales Prom. Mgr.....Eddie Bogen
Program Director.....Rose Anne Riggs
Publicity Director.....Margaret O'Brien

KVWO—Cheyenne—1952
MBS-KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Great West Co.
Address .....Box 926
Tel.: 2-6433.....News Service: AP
Rep. ..... McGillvra
President.....W. T. Wright
Gen. Mgr.....A. C. Etter
Commercial Mgr.....William T. Brack
Sales Prom. Mgr.....R. Dorr Aubuchon
Program Director.....J. Cameron Shustar
Chief Engineer.....Harold M. Roberts

KODI—Cody—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Park Broadcasters
Address.....P. O. Box 762
Tel.: 1400.....News Service: UP
Transcription Service .....World
Representative .....McGillvra
President.....R. B. Croft
General Manager.....R. B. Beall
Comm. Manager.....W. E. Killmer
Chief Engineer.....Phil Barnhart

KLUK—Evanston—1953
MBS-IMN-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....BBH Enterprises
Address.....P. O. Box 198
Tel.: 700.....News Service: UP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
President.....M. D. Buchen
General Manager.....Al Pyatt
Chief Engineer.....Harry Albers

KOVE—Lander—1948
KBS-MBS-IMN

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By.....Fremont Bcstg.
Business Address.....P. O. Box 436
Tel.: 488.....News Service: AP
Membership .....NAB
Representative .....Continental
Sta., Gen. Mgr.....Dan Breece
Comm. Manager.....Dorothy L. Reed
Sales Prom. Mgr.....James Fitzgerald

KOWB—Laramie—1948
MBS-KBS-IMN

Frequency: 1340 Kc.....Power: 250 Watts d.
Own.-Oper. By.....Kowboy Bcstg.
Address .....Box 972
Tel.: 4888.....News Service: UP
Represeantative .....Gill-Perna
Transcription .....World
President.....Richard P. McKee
Pgm. Dir.....L. O. Smith

KASL—Newcastle—1953
KBS

Frequency: 1240 Kc.....Power: 250 Watts

Owned .....Northeast Wyoming Bcstrs. Inc.
Address .....Masonic Bldg.
Tel.: SH 6-2721.....News Service: AP
Representative ..... McGillvra
Trans. .....World
General Manager.....Ray Marsh
Prog. Dir.....Dorothy Accola

KPOW—Powell—1941
MBS-KBS-IMN

Freq... 1260 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....A. J. Meyer
Tel.: 222.....News Service: AP
Transcription .....Thesaurus
Representative .....Avery-Knodel
President, Sta. Manager.....Al Meyer
Comm. Manager.....K. Meyer
Program Director.....Agnes Fields
Chief Engineer.....J. S. Kilness

KRAL—Rawlins—1947—MBS
KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Rawlins Bcstg. Co.
Address .....West Rawlins
Tel.: EA 4-2711.....News Service: AP
Membership .....NAB
Gen. Mgr.....W. C. Grove
Sta. Manager.....Donald D. Stanczyk
Program Director.....Joanne Nuhn

KWRL—Riverton—1948
MBS-IMN

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Joseph P. Ernst
Address .....Riverton
News Service .....AP
General Manager.....Bill Ross
Prog. Dir.....Betty Conrad
Commercial Manager.....Ray Rostron

KVRS—Rock Springs—1938
MBS-IMN-KBS

Freq.: 1360 Kc...Power: 1 Kw. d., 500 Watts n.
Owned.....Wyoming Broadcasting Co.
Address .....Box 1067
Tel.: 93-94.....News Service: AP
Representative ..... Avery-Knodel
Membership .....NAB
President .....D. G. Richardson
Gen., Sta. Mgr.....Dwight A. Fisher
Comm., Sales Prom. Mgr....Laurel H. Mosbey

KWYO—Sheridan—1934
MBS-IMN-KBS

Frequency: 1410 Kc.....Power: 1000 d., 500 n.
Owned-Operated By.....Bighorn Bcstg. Co.
Business-Studio Address.....21 N. Main
Tel.: OR 4-4461.....News Service: UP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NAB
Pres., Gen. Mgr.....Jim Carroll
Commercial Mgr.....Zeke Taggart
Sales Prom. Mgr.....Don Tannehill
Program Director.....Bill Thompson
Pub. Dir.....Bob Wilson
Chief Engineer.....Bob Crosthwaite

KRTR—Thermopolis—1955
MBS-IMN-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned .....Mildred V. Ernst
Address .....500 Broadway
Tel.: 500.....News Service: AP
Membership .....NAB
Gen., Comm. Mgr.....Mildred V. Ernst
Sta. Mgr.....Karl V. Kerstan
Chief Engineer.....Joseph P. Ernst

KTHE—Thermopolis—1955

Frequency: 1240 Kc.....Power: 250 Watts
Owned....Thermopolis Broadcasting Co., Inc.
Address .....P. O. Box 192
News Service .....UP
Transcription ..... World
Membership .....NAB
Pres., Gen., Sta. Mgr., Chief Eng...Joe C. Henry
Commercial Manager.....Olin Pike
Program Director.....Patricia Hudson

KGOS—Torrington—1950
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Kermit G. Kath
Address .....Box 271
Tel.: JE 2-2158.....News Service: UP
Transcription ..... Lang-Worth
Gen., Comm. Mgr.....Kerm Kath
Prog. Dir., Chief Eng.....Frank Allen
Sales Prom. Mgr.....Jack Jolly

KWOR—Worland—1946
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
Comm. Manager .....Mildred V. Ernst

TERRITORIES and POSSESSIONS

Alaska

KBYR—Anchorage—1948

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper By.....Radio Anchorage, Inc.
Business-Studio Address.....P. O. Box 1960
Tel.: 5-8211.....News Services: AP, UP
Trans. .....Thesaurus
Representative.....Pan-American Bcstg. Co.
President.....J. C. Gordon
General Manager.....E. Pournelle

KENI—Anchorage—1948 MBS-ABN-NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midnight Sun Bcstg. Co.
Address .....Box 1160
Tel.: 2-0301.....News Service: AP
Representative.....James Fletcher, Del Day
President.....Harry J. Hill
General Manager.....Alvin Bramstedt
Comm. Mgr.....Jim Lawson
Program Dir.....Ty Clark
Chief Engineer.....Charles Gray

KFQD—Anchorage—1924 CBS

Frequency: 730 Kc.....Power: 10,000 Watts
Owned.....Anchorage Boradcasters, Inc.
Address ..... Box 1040
Tel.: 2-4101.....News Service: AP
Transcription Service ..... Lang-Worth
Representative.....Alaska Radio-TV Sales
Pres.....Claude M. Bentz
Gen., Sta. Mgr.....Ernest Spink
Program Director.....Edward R. Mack
Chief Engineer.....William E. Duck

KLAM—Cordova—1954

Frequency: 1450 Kc.....Power: 250 Watts
Owned ....Northern Light Broadcasting Corp.
Address .....Box 278
Representative .....Del Day
Pres., Gen., Sta.....Charles L. Buck
Program Director.....Dona Buck

KFAR—Fairbanks—1939 MBS-NBC-ABN

Frequency: 660 Kc.....Power: 10,000 Watts
Owned-Operated By..Midnight Sun Bcstg. Co.
Business-Studio Address.....Box 910
Tel.: 2125.....News Service: AP
Representative .....Fletcher, Del Day
President.....Harry J. Hill
Manager .....Alvin O. Bramstedt
Comml. Mgr.....Ralph L. Crider

KFRB—Fairbanks—1948 CBS

Frequency: 900 Kc.....Power: 10,000 Watts
Owned-Oper. By..Fairbanks Radio Bcstrs, Inc.
Address .....P. O. Box 950
Tel.: 2155.....News Service: AP
Representative .....Alaska Radio-TV Sales
Trans.....Lang-Worth & Thesaurus
Station Mgr.....Richard H. Garvin

KINY—Juneau—1935—CBS

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Oper. By.....William J. Wagner
Address.....831 Securities Bldg., Seattle
Tel.: SE 6333.....News Service: AP
Representative .....Alaska Radio-TV Sales
Trans. .....Lang-Worth
Station Manager.....Jerry McKinley

KJNO—Juneau—1952 ABN-MBS-NBC-DON LEE

Freq: 630 Kc. Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By....Midnight Sun Bcstg. Co.
Address ..... Box 2231
Tel.: 508.....News Service: AP
Representative .....Day, Fletcher
President .....Harry Hill
Comm. Manager.....Joseph B. Mangan

KABI—Ketchikan—1952 ABN-MBS-NBC-DON LEE

Freq.: 580 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Oper. By.....Midnight Sun Bcstg. Co.
News Service .....AP
Representative .....Day, Fletcher
President.....Harry J. Hill
Manager .....George Placentia

KTKN—Ketchikan—1942 CBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Robert C. Mehan
Address ..... Box 1308
Tel.: 2191.....News Service: AP
Representative .....Alaska Radio-TV Sales
Gen. Mgr.....Robert C. Mehan

KIBH—Seward—1949—CBS

Frequency: 1340 Kc.....Power: 250 watts
Owned-Operated By.....Seward Bcstg. Corp.
Address .....Box 575
Representative.....Alaska Radio-TV Sales
Pres. .....Robert Baumgartner
Sta. Mgr.....Donald Lowell
Comm. Mgr.....M. Gilliland

KIFW—Sitka—1949—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....William J. Wagner
Address.....831 Securities Bldg., Seattle
Tel.: SE 6333.....News Service: AP
Representative.....Alaska Radio-TV Sales
Trans. .....Lang-Worth
Sta. Mgr.....Harry C. Lanz

KSEW—Sitka—1954

Frequency: 1400 Kc.....Power: 260 Watts
Owned-Oper....Voice of Sheldon Jackson, Inc.
Address .....Box 258
Tel.: 67.....News Service: AP
Trans. .....Standard
Rep.....Midnight Sun Bcstg. Co.
Membership .....NAB
President .....Brian Cleworth

Guam

KUAM—Agana—1954
NBC-CBS-ABC-MBS

Frequency: 610 Kc.....Power: 1000 Watts
Owned.....Radio Guam, Inc.
Address.....Box 68, Agana
Tel.: 7961.....News Service: AP
Transcription.....Sound Recorders, Inc.
Representative.....Intercont. Services, Ltd.
Membership .....NAB
President.....Harry M. Engel Jr.
General Mgr.....John P. Barton
Commercial Manager.....Mary Chapelle
Sales Promotion Manager.....Robert Green
Program Director.....Madeleine Bordallo
Chief Engineer.....Stuart Rider

Hawaii

KHBC—Hilo—1936—CBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.Hawaiian Bcstg. System, Ltd.
Address .....Piihonua, Hilo
Newspaper Affiliation..Honolulu Star Bulletin
Representative.Peters, Griffin, Woodward, Inc.
President.....J. Howard Worrall
Sta., Sales Rep.....Melvin B. Wright

KILA—Hilo—1951—KBS

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Oper. By.....James E. Jaegar
Address .....Box 1497
Tel. 5-4913
Representative .....Duncan Scott
President.....James E. Jaeger
Gen. Mgr.....Martin Sebastian

KIPA—Hilo—1947
MBS-DON LEE

Frequency: 1110 Kc.....Power: 1,000 Watts
Owned-Oper. By....Big Island Bcstg. Co., Ltd.
Business-Studio Address.....P. O. Box 1602
Tel.: 2177.....News Service: UP
Representative .....Hollingbery
Manager.....Carlos E. Rivas
Sls. Mgr.....Fin Hollinger
Program Dir.....James Miyanlshi
Chief Engineer.....R. W. Jaderstrom

KAIM—Honolulu—1956—KBS

Frequency: 870 Kc.....Power: 1 Kw.
Owned.....Christian Bcstg. Assoc.
Address.....1136 12th Avenue
News Service .....UP
Representative .....Best, Moore
President.....Robert C. Loveless
Gen. Mgr.....Cornelius Keur
Comm. Mgr.....E. Henry Fallert

KGMB—Honolulu—1929—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned.....Hawaiian Bcstg. System, Ltd.
Address.....1534 Kapiolani Blvd.
Tel.: 9-2011.....News Service: UP
Newspaper Affiliation .....Star-Bulletin
Trans. .....MJM
Representative.Peters, Griffin, Woodward, Inc.
President.....J. Howard Worrall
Sta. Mgr.....Melvin B. Wright

KGU—Honolulu—1922—NBC

Frequency: 760 Kc.....Power: 10,000 Watts
Owned-Operated By..Advertiser Pub. Co., Ltd.
Address .....Advertisers Bldg.
Tel.: 5-2977.....News Service: UP
Representative.....NBC Spot Sales
Newspaper Affil. .....Advertiser
President.....Lorrin P. Thurston
General Mgr.....William O. Paine
Comm. Mgr.....George C. Mansfield

KHON—Honolulu—1946

Frequency: 1380 Kc.....Power: 5,000 Watts
Owned-Operated By.....South Pacific Bcstrs.
Business Address.....1701 Ala Wai Blvd.
Tel.: 99-5395.....News Service: UP
Membership .....NAB
Gen. Mgr.....Richard H. Lee
Sls. Prom. Mgr.....Donald Wesler

KHVH—Honolulu—1957

Frequency: 1040 Kc.....Power: 5 Kw.
Owned.....Kaiser-Burns Development Corp.
Address.....2005 Kalia Road
Tel.: 991-041.....News Service: AP
Representative.....Duncan A. Scott
President.....Henry J. Kaiser
Gen. Mgr.....Robert Carson
Prog. Dir.....Vince Priore

KIKI—Honolulu—1957

Frequency: 830 Kc.....Power: 250 Watts
Owned-Oper. By.....KIKI, Ltd.
Address.....320 Ward Ave.
Tel.: 6-3456.....News Service: AP
Representative .....Grant
Pres., Chief Eng.....Rayal V. Howard

KPOA—Honolulu—1946
MBS

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By.....Founders Corp.
Address .....420 Lexington Ave.
Tel.: MU 6-4686.....News Service: UP
Sta. Add.: 575 Kamoku St.....Tel.: 9-5236
Representative.....George P. Hollingbery
President.....John M. Shaheen
Exec. V.P., Gen. Mgr.....Fin Hollinger
Comm. Mgr.....Perry W. Carle
Program Director.....Carlos Rivas
Chief Engineer.....Bob Lang

KULA—Honolulu—1947
ABC

Frequency: 690 Kc. .....Power: 10,000 Watts
Owned-Oper. By....TV Corp. of America, Ltd.
Address.....1290 Ala Moana Blvd.
Tel.: 6-3666.....News Service: AP
Representative.....Young TV Corp.
Membership .....RAB
General Manager.....Jack A. Burnett
Sta. Manager.....Ted R. Scott
Comm. Mgr.....Robert Denison

KANI—Kaneohe, Oahu—1953

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By...Windward Bcstg. Co., Ltd.
Address.....P.O. Box 697, Oahu
Tel.: 24-2576.....News Service: INS
President .....Merril K. Riley
Manager .....Don Carter

KTOH—Lihue, Kauai—1940
NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Garden Island Publ., Ltd.
Address .....Box 1748
Tel.: LI 2061.....News Service: UP
Rep.....NBC Spot Sales
General Mgr.....Charles J. Fern
Station Mgr.....Tadashi Eto

KPOA
RADIO
DOMINATES!
HONOLULU, HAWAII



1st of Honolulu's 10 Stations in the Market

6:00 A.M. — 12 Noon.....25%
12 Noon — 6:00 P.M. .....23% (Pulse)
6:00 P.M. — Midnight.....24%

National representative — George P. Hollingbery Co.

FOUNDERS CORP.

One of the Founders' group of stations, including WTAC, Flint, Michigan; WFBL, Syracuse, New York; and KTVR; Channel 2, Denver, Colorado.

KMVI—Wailuku-Maui—1947
NBC

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Maui Publ. Co., Ltd.
Address Trans. Loca.....Wailuku-Maui
Tel.: 33-981.....News Service: UP
Newspaper Affil.....Maui News
Transcription Service.....Thesaurus
Representative .....Thomas A. Clarke
Membership .....NAB
President.....J. Walter Cameron
General Manager.....Ezra J. Crane
Sta., Asst. Gen. Mgr.....Richard E. Mawson
Commercial Manager .....Frank Kovacic
Promotion Manager.....W. J. Belknap
Chief Engineer.....Neil F. Arveschoug

KAHU—Honolulu—1950

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Rural Bcstg. Co., Ltd.
Address.....P. O. Box 1007, Waipahu, T. H.
Tel.: 273121.....News Service: AP
Representative .....William Rambeau
President.....Dr. Timothy I. Wee
General Mgr.....Harry En Chou
Sta. Mgr.....Robert Miller
Prom. Manager.....Jackson McBride
Chief Engineer.....Robert Pearson

Puerto Rico

WABA—Aguadilla—1951

Frequency: 850 Kc.....Power: 500 Watts
Owned-Operated By.....L. Hector Reichard
Address .....Box 188
Telephone 241
General Manager.....F. Bonnet Velez

WCMN—Arecibo—1947

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By .....Caribbean Bdcstg Corp.
Address .....P. O. Box 7
Membership .....NAB
President.....Antonio E. Vidal
General Manager.....Nabal Barreto

WMIA—Arecibo—1957

Frequency: 1070 Kc.....Power: 500 Watts
Owned.....Abacoa Radio Corp.
Address .....Box 126
President .....Jose Donate
Sec., Gen. Mgr.....Carlos Pirallo-Lopez

WENA—Bayamon—1947

Frequency: 1560 Kc.....Power: 250 Watts
Owned-Operated By.....Gustavo Diaz Atiles
Address .....Canto-Bayamon Rd.
Telephone 161
Comm. Mgr.....R. A. Rodriguez

WNEL—Caguas—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owner.....Inter-American Radio Corp.
Address .....Box 487
Tel. 677
Pres., Gen. Mgr., C. E...Eduardo Biascoechea
Station Mgr.....Emilia P. Biascoechea
Program Director.....Charles Miner
Comm. Mgr.....Alberto Flores-Blandino

WVJP—Caguas—1947

Frequency: 1110 Kc.....Power: 250 Watts
Owned-Oper. By .....Borinquen Bdcstg. Co.
Address.....P. O. Box 207
Telephone 789
General Manager.....Hector Pereira
Station Manager.....Federico E. Virella
Commercial Manager.....Jorge L. Arzuaga
Program Director.....J. Colon Santiago

WMDD—Fajardo—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....WMDD, Inc.
Address .....Box 387
General Manager .....Agustin B. Camunas

WXRF—Guayama—1948

Frequency: 1590 Kc.....Power: 1,000 Watts
Owned-Operated By.....Rafael Fuster
Business-Studio Address.....42 Hostos St.
Telephone 243
General Mgr.....G. Cordero, Jr.

WAEL—Mayaguez—1948

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....Mario Acosta
Business Address.....12 Iglesia St.
Telephone 600
Rep. .....Pan-American Bcstg.
Gen. Manager.....Mario Acosta
Comm. Mgr.....Manuel Pirallo

WKJB—Mayaguez—1946

Frequency: 710 Kc.....Power: 1000 Watts
Owned-Operated By.....Jose A. Bechara, Jr.
Address .....Box 1293
Telephone 983
Pres., Gen. Mgr. .....Jose A. Bechara, Jr.
Manager .....Arturo Cortes

WORA—Mayaguez—1947

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Americas Corp.
Studio Address.....P. O. Box 43
Tel.: 1150.....News Service: AP
Representative.....Adam Young, Int'l., Ltd.
Pres., Gen. Mgr.....Alfredo R. DeArellano, Jr.
Sta., Comm. Mgr.....Reinaldo M. Dupont

WPRA—Mayaguez—1937

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By.....WPRA, Inc.
Address.....Box 869
President .....Andres Camara
Gen. Mgr.....E. Camara de Ramos

WTIL—Mayaguez—1950

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By...Mayaguez Radio Corp.
Address .....Box 1346
Telephone 1290
President.....William G. Mamary
Comm., Nat'l. Sales Mgr.....Gilbert Mamary
Gen. Mgr.....Patricio Fremaintt

WISO—Ponce—1953

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....South P. R. Bcstg. Corp.
Tel.: 137.....Box 2023
President .....Andres Grillasca
Gen. Comm. Mgr., Chief Eng....Luis E. Freyre
Program Dir.....A. L. Ramos
Sta. Manager..... Nilda P. Freyre
Sls. Prom. Mgr.....Manuel Pirallo

WPAB—Ponce—1939

Frequency: 550 Kc...Power: 5 kwd.; 1 Kw n.
Owned By....Portorican Am. Bcstg. Co., Inc.
Bus.-Studio Address.....164 Villa St.
Tel.: 783.....News Service: AP
Representative.....Inter-American Pub'l., Inc.
Membership .....NAB
Pres., Gen. Mgr.....A. Gimenez-Aguayo

WPRP—Ponce—1936

Frequency: 910 Kc.....Power: 5000 Watts
Owned.....Voice of Forto Rico, Inc.
Address.....P. O. Box 430
Telephone 1015
Representative .....Inter-Amer. Pub.
President, Gen. Mgr....Alfredo R. de Arellano
Station, Comm. Mgr.....Antonio Miro
Chief Engineer.....Pedro M. Conesa

WRIO—Rio Piedras—1949

Frequency: 1320 Kc...Power: 5 Kw. d. 1 Kw. n.
Owned-Oper. By ...The Master Bdcstg. Corp.
Address.....Box 335, Hato Rey, Rio Piedras
Telephone 6-2450
President.....Isidoro Quinones Vidal
Sta. Mgr., V.P.....Julio Morales Ortiz

WWWW—Rio Piedras—1949

Frequency: 1520 Kc.....Power: 250 Watts
Owned-Oper. By.....Frank A. Gandia
Address.....P. O. Box 935
Gen. Mgr. .....Frank A. Gandia

WAPA—San Juan—1947

Frequency: 680 Kc.....Power: 10,000 Watts
Owned-Oper. By.....José Ramón Quiñones
Bus. Address .....357 Ponce De Leon Ave.
Tel. 3-3000
Membership .....NAB
Representative.....Caribbean Network, Inc.
Owner, Gen. Mgr.....Jose Ramon Quinones
Sta., Comm. Mgr.....Segismundo Quinones
Program Dir.....Francisco Aranzamendi, Jr.
Chief Engineer .....Jose Arzuaga

IN

Puerto Rico

WAPA

680 Kcs 10 Kws

IS

TOPS

to deliver your message

U. S. Sales Office:
CARIBBEAN NETWORKS, INC.
200 West 57th Street
New York 19, N. Y.
Circle 7-8224

WHOA—San Juan—1954
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Continental Broadcasting Corp.
Address .....Box 5323
Tel.: 2-3187.....News Service: AP
Transcription ..... Lang-Worth
Representative....Pan-American Broadcasting
Membership .....NAB, RAB
Pres., Gen. Mgr.....William R. Anthony

WIAC—San Juan—1947

Frequency: 740 Kc.....Power: 10 Kw.
Owned-Oper. By....Radio Station WIBS, Inc.
Address.....Box 4504
General Manager.....Tomas Muniz
Asst. Mgr.....B. P. Rios

WITA—San Juan—1947

Frequency: 1140 Kc.....Power: 500 Watts
Owned-Oper. By...Electronic Enterprises, Inc.
Address .....P. O. Box 2792
Newspaper Affiliation.....El Imparcial
General Manager.....Jose L. Nunez

WKAQ—Santurce—1922—CBS
CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....El Mundo Bcstg. Corp.
Business Address....Box 9007, Santurce, P. R.
Tel.: 2-2023.....News Service: UP
Newspaper Affiliation.....El Mundo
Transcription Service.....ASCAP, BMI
Representatives....Inter-American Pub'l., Inc.
Membership .....NAB
President.....Angel Ramos
General Mgr.....V. Lamas, Jr.
Comm. Mgr.....Carlos Vizcarrondo
Program Director.....Esther Pales
Chief Eng.....Jose A. Fernandez

WKVM—San Juan—1945

Frequency: 810 Kc.....Power: 5000 Watts
Owned-Oper...American Colonial Bcstg. Corp.
Address.....1000 Ponce de Leon Ave.
Telephone 3-0840
Representative.....Pan American Bcstg. Co.
Pres., Gen. Mgr.....R. P. Perry

Virgin Islands

WSTA—St. Thomas—1950

Frequency: 1340 Kc.....Power: 250 Kc.
Owned-Oper. By.....William N. Greer
Address .....Box 538
Tel.: 489.....News Service: AP
Representative ..... Young
Gen. Mgr., Chief Eng.....William N. Greer
Commercial Mgr.....Nellie Greer

WIVI—Christiansted-Frederiksted—1952—ABN-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper..Radio American West Indies, Inc.
Address .....Christiansted, St. Croix, V. I.
Tel.: 28.....News Service: AP
Transcription .....Standard, Associated
Representative.....Pan American Bcstg. Co.
Pres., Gen., Sta., Comm. Mgr..Hazel M. Vickers
Chief Engineer.....Raymond E. Higdon

To Broadcasters

AP

Means

Added Profits
Added Prestige

The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

Canadian Broadcasting Hit New Peak in Operation During 1957



By T. J. ALLARD
Executive
Vice President
CARTB

NINETEEN-FIFTY-SEVEN was a boom year for Canada. More babies were born—475,000 of them—than in any previous year in our history. More immigrants arrived—282,164 of them—than in any post-war year. There were more marriages—136,000—than in any year since 1946, when thousands of postponed weddings took place between second world war veterans and their brides.

Not only was Canada's population up, so was our gross national product; our consumer spending; consumer price index; wage index and real income. And the Canadian broadcasting business expanded along with population and production.

Canada's 177 non-government radio stations now provide service for all but a handful of the Dominion's 17,000,000 people, and about 90 per cent of the population is also served by one of the 49 TV stations, 41 of which are non-government. What makes the Canadian television industry different from the U.S. industry, however, is that there are only two networks, one English-language network and one serving the 30 per cent of Canada's population who are French speaking.



But while both networks are owned and operated by the government-owned Canadian Broadcasting Corporation, most of the network shows reach their audience through private stations. Only eight TV stations in six Canadian cities are owned by the CBC. The rest of the stations (41) in the network are privately-owned stations who are required to make a minimum of 10-1/2 hours per week available for CBC programming.

Another unique feature of the Canadian industry is that one out of two Canadian TV areas are captive markets, serviced by only one station. U.S. residents can visualize the Canadian picture if they imagine Dallas or Kansas City or San Diego serviced by only one TV station. Moreover, perhaps because Canadians are a home-staying race or because they were prepared for TV by the U.S. experience, set saturation has been reached remarkably quickly. Canadian TV stations range in age from four years to six months but many areas (London, Ontario, for example or Regina, Saskatchewan) have already achieved set saturation of over 80 per cent, and set saturation in other areas, e.g. Quebec City and Sydney, N.S. is over 90 per cent.

The radio picture is also a bright one. While TV has been backing up into daytime (a process especially encouraged by the fact that "network option time" falls in the Class "A," 8 to 11 p.m., time slot), nighttime radio has been firming up. Whereas advertisers last year were prime time happy with 7:00 to 9:00 a.m.; 12:00 to 1:30 (a good many Canadians still go home for lunch) and 4:30 to 7:00 p.m., virtually sold out on every station.

Now advertisers—national and local—are going into nighttime, sometimes reluctantly—because there isn't enough daytime to buy and sometimes with the feeling that nighttime can deliver a good general audience—at less than daytime rates.



On the political front, the Canadian radio news of 1957 was the report of the Fowler Commission.

The two major policy recommendations of the Commission—the creation of a new broadcast governing body, and licensing of competitive television stations—were welcomed by Canada's private broadcasters since both had been major points in the CARTB brief to the Commission. Due to the unsettled political situation in Canada, however, (Canadian voters go to the polls at the end of March, 1958, for the second time within nine months to elect a new federal parliament) no action has been taken on the Fowler Commission Report.

All Canadian radio and television conventions—regional and national—had their best attendance records in their history last year.

RADIO

CANADA

CBC

CARTB

AM STATIONS LISTED
BY PROVINCES — CITIES

KEY PERSONNEL

ANNUAL

1958

CBC-TV network coverage

grows every day



CBC-TV networks—English and French—
Serve 2 out of every 3
homes in Canada...

with more selling impact, more coverage than ever. Call, 'phone or write today for more information about Canada's greatest advertising medium... the CBC-TV networks—still growing.

CBC TELEVISION
commercial division

Halifax Ottawa Winnipeg
Montreal Toronto Vancouver

CANADIAN BROADCASTING CORP.

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Head Office—140 Wellington St., Ottawa, Ont.
Phone: CE 6-7331

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T. A. Building, St. John's, Newfoundland
Director, William F. Galgay
Area Engineer, E. D. Witherstone

Canada's Buyers Are Tryers!

Canadian buyers are eager—and easy to reach with a sales message. With a total of 4,055,000 households, Canada has over 7 million radio sets and 2,860,000 TV sets. Experienced broadcasting salesmen carry the story of your product's benefits to the farthest reaches of the Dominion.

And the rapid expansion of the Canadian market make it well worth considering:

- In 1956 Canada received 164,857 immigrants —one every three minutes.
- Total postwar immigration stands at more than 1.5 million.
- Annual retail sales have advanced from $4,573,126,000 in 1945 to $14,297,557,000 in 1956.
- Construction in Canada reached a record level in 1957—$6.9 billion.

NEEDED: More cars—more clothes—more food —more of everything!

Whatever the sales message you want to get across, we suggest that you investigate the possibilities of using some of the 146 independent radio stations and 32 independent TV stations represented by the Association. Learn for *yourself* the selling power of the broadcast word in Canada!

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa 4, Canada • 200 St. Clair West, Toronto, Ontario

CANADIAN ASSOCIATION OF RADIO-TELEVISION BROADCASTERS

OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: CE 3-4035

Sales Office—200 St. Clair Ave. West, Toronto 7, Ont.
Phone: Walnut 2-3334

☆

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Functions

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organization of 146 privately owned (independent) radio broadcasting stations, and 31 television stations in Canada.

CBC Extending Its Network TV Links To Span Across The Entire Dominion



By A. D. DUNTON
Chairman
Canadian
Broadcasting Corp.

THE Canadian Broadcasting Corporation expects to be operating the world's longest television microwave network by the end of this year.

It will stretch some 4,200 miles from St. John's, Newfoundland, in the east to Victoria, B.C., in the west. The microwave system, since the completion on February 2nd this year of the length between Quebec City and the Maritimes, now reaches from Sydney, Nova Scotia, in the east to Calgary, in Alberta, in the west.

Forty-eight television stations are now in operation across the country. Eight are owned and operated by the CBC, six English-language network stations at Halifax, Montreal, Ottawa, Toronto, Winnipeg and Vancouver, and two French-language network stations at Montreal and Ottawa. In addition, two stations licensed to and managed by the CBC are located at Goose Bay, Labrador, and Harmon Field, Newfoundland. These outlets, using U.S. facilities, serve Canadian and American military personnel and civilians in the two areas.

The country's forty privately-owned television stations include thirty-four English-language outlets and six French-language. Five satellite stations are also operated by private interests.

The growth of Canadian television, which started little more than five and one-half years ago, has been at the fastest rate of any country in the world. Television service is now available to about 87 per cent of the population.

Canadians, during the past five and a half years, have spent more than $1.2 billion on the purchase and maintenance of TV receivers, or more per capita than anybody else in the world. An estimated 2.9 million sets are now in use.

Possibly the most distinctive achievement of Canadian television has been the development of two separate program services, each complete in itself, one in French and one in English. The CBC's French-language production constitutes the world's major French television service. In hours per day, the combined program output in English and French of all CBC production centres, is greater than that of any other television organization in the world.

Last year more than 11,000 television programs were seen in Canadian homes.

In terms of live television production Canada ranks next to the United States and Britain, while the CBC production centers at Montreal and Toronto rank next to New York and Hollywood as North America's leading TV centers.

All Canadian television stations, public and private, are part of the national system. The privately-owned stations serve as outlets for a good share of the national network programs produced by or provided through the CBC. When television first began in Canada, the CBC agreed to provide not less than ten and a half hours of network programming a week to the private stations—actually, in the past year, the affiliated stations have been carrying on the average about forty hours a week of such network programming, or some fifty-five per cent of their schedule.

The privately-owned and CBC stations, working together within the national broadcasting system as established by act of Parliament, co-operate to mutual benefit and to a degree greater than is generally thought. The CBC provides the national program service free to the private stations and they, in turn, give it free distribution, while at the same time earning revenue for themselves in the case of sponsored programs on the national service.

We look forward with unbounded confidence and optimism in the future of Canadian television. Specific steps, however, on such things as color TV, extension of TV broadcast hours, and broadening of coverage to areas not now served must await Parliamentary action on the recommendations of the Fowler Royal Commission, which, after an exhaustive public investigation of national broadcasting, submitted its report last spring. One of the main conclusions of the report was that the present system—the uniquely Canadian system of private and public co-operation—be continued.

CANADIAN AM STATIONS

LISTED ALPHABETICALLY BY CALL LETTERS

Call Letters	City	Page
CBA	Sackville, N. B.	688
CBAF	Moncton, N. B.	688
CBE	Windsor, Ont.	695
CBF	Montreal, Que.	697
CBG	Gander, Nfld.	688
CBH	Halifax, N. S.	689
CBI	Sydney, N. S.	690
CBJ	Chicoutimi, Que.	696
CBK	Regina, Sask.	700
CBL	Toronto, Ont.	695
CBM	Montreal, Que.	697
CBN	St. John's, Nfld.	688
CBO	Ottawa, Ont.	693
CBT	Grand Falls, Nfld.	688
CBU	Vancouver, B. C.	685
CBV	Quebec City, Que.	698
CBW	Winnipeg, Man.	687
CBX	Edmonton, Alta.	683
CBY	Corner Brook, Nfld.	688
CFAB	Windsor, N. S.	690
CFAC	Calgary, Alta.	683
CFAM	Altona, Man.	686
CFAR	Flin Flon, Man.	686
CFBC	Saint John, N. B.	688
CFBR	Sudbury, Ont.	694
CFCF	Montreal, Que.	697
CFCH	North Bay, Ont.	692
CFCL	Timmins, Ont.	695
CFCN	Calgary, Alta.	683
CFCO	Chatham, Ont.	691
CFCW	Camrose, Alta.	683
CFCY	Charlottetown, P. E. I.	696
CFDA	Victoriaville, Que.	699
CFGP	Grande Prairie, Alta.	683
CFGT	Alma, Que.	696
CFJB	Brampton, Ont.	690
CFJC	Kamloops, B. C.	684
CFJR	Brockville, Ont.	691
CFNB	Fredericton, N. B.	687
CFNS	Saskatoon, Sask.	700
CFOB	Fort Frances, Ont.	691
CFOR	Orillia, Ont.	693
CFOS	Owen Sound, Ont.	693
CFPA	Port Arthur, Ont.	693
CFPL	London, Ont.	692
CFPR	Prince Rupert, B. C.	685
CFQC	Saskatoon, Sask.	701
CFRA	Ottawa, Ont.	693
CFRB	Toronto, Ont.	695
CFRG	Gravelbourg, Sask.	700
CFRN	Edmonton, Alta.	683
CFRS	Simcoe, Ont.	694
CFRY	Portage La Prairie, Man.	686
CFSL	Weyburn, Sask.	701
CFTJ	Galt, Ont.	691
CFUN	Vancouver, B. C.	686
CHAB	Moose Jaw, Sask.	700
CHAD	Amos, Que.	696
CHAT	Medicine Hat, Alta.	684
CHED	Edmonton, Alta.	683
CHEF	Granby, Que.	696
CHEX	Peterborough, Ont.	693
CHFA	Edmonton, Alta.	683
CHGB	Ste. Anne de La Poc, Que.	698
CHLN	Three Rivers, Que.	699
CHLO	St. Thomas-London, Ont.	694
CHLT	Sherbrooke, Que.	699
CHML	Hamilton, Ont.	691
CHNC	New Carlisle, Que.	698
CHNO	Sudbury, Ont.	694
CHNS	Halifax, N. S.	689
CHOK	Sarnia, Ont.	694
CHOV	Pembroke, Ont.	693
CHRC	Quebec City, Que.	698
CHRD	Drummondville, Que.	696
CHRL	Roberval, Que.	698
CHSJ	Saint John, N. B.	688
CHUB	Nanaimo, B. C.	684
CHUM	Toronto, Ont.	695
CHVC	Niagara Falls-Welland, Ont.	692
CHWK	Chilliwack, B. C.	684
CHWO	Oakville, Ont.	693
CJAD	Montreal, Que.	697
CJAT	Trail, B. C.	685
CJAV	Port Alberni, B. C.	685
CJBC	Toronto, Ont.	695
CJBQ	Belleville, Ont.	690
CJBR	Rimouski, Que.	698
CJCA	Edmonton, Alta.	683

Call Letters	City	Page
CJCB	Sydney, N. S.	690
CJCH	Halifax, N. S.	689
CJCS	Stratford, Ont.	694
CJDC	Dawson Creek, B. C.	684
CJEM	Edmundston, N. B.	687
CJET	Smith Falls, Ont.	694
CJFP	Riviere-Du-Loup, Que.	698
CJFX	Antigonish, N. S.	689
CJGX	Yorkton, Sask.	701
CJIB	Vernon, B. C.	686
CJIC	Sault Ste. Marie, Ont.	694
CJKL	Kirkland Lake, Ont.	692
CJLS	Yarmouth, N. S.	690
CJMS	Montreal, Que.	697
CJMT	Chicoutimi, Que.	696
CJNB	North Battleford, Sask.	700
CJOB	Winnipeg, Man.	687
CJOC	Lethbridge, Alta.	683
CJON	St. John's, Nfld.	689
CJOR	Vancouver, B. C.	685
CJOY	Guelph, Ont.	691
CJQC	Quebec City, Que.	698
CJRH	Richmond Hill, Ont.	693
CJRL	Kenora, Ont.	691
CJRW	Summerside, P. E. I.	696
CJSO	Sorel, Que.	699
CJSP	Leamington, Ont.	692
CJVI	Victoria, B. C.	686
CKAC	Montreal, Que.	697
CKBB	Barrie, Ont.	690
CKBC	Bathurst, N. B.	687
CKBI	Prince Albert, Sask.	700
CKBL	Matane, Que.	697
CKBM	Montmagny, Que.	697
CKBW	Bridgewater, N. S.	689
CKCH	Hull, Que.	696
CKCK	Regina, Sask.	700
CKCL	Truro, N. S.	690
CKCQ	Quesnel, B. C.	685
CKCR	Kitchener, Ont.	692
CKCV	Quebec City, Que.	698
CKCW	Moncton, N. B.	688
CKCY	Sault Ste. Marie, Ont.	694
CKDA	Victoria, B. C.	686
CKDM	Dauphin, Man.	686
CKEC	New Glasgow, N. S.	689
CKEN	Kentville, N. S.	689
CKEY	Toronto, Ont.	695
CKFH	Toronto, Ont.	695
CKGB	Timmins, Ont.	695
CKJL	St. Jermome, Que.	699
CKLB	Oshawa, Ont.	693
CKLC	Kingston, Ont.	691
CKLD	Thetford Mines, Que.	699
CKLG	North Vancouver, B. C.	685
CKLN	Nelson, B. C.	685
CKLS	La Sarre, Que.	697
CKLW	Windsor, Ont.	695
CKLY	Lindsay, Ont.	692
CKMR	New Castle, N. B.	688
CKNB	Campbellton, N. B.	687
CKNW	New Westminster, B. C.	685
CKNX	Wingham, Ont.	695
CKOC	Hamilton, Ont.	691
CKOK	Penticton, B. C.	685
CKOM	Saskatoon, Sask.	701
CKOT	Tillsonburg, Ont.	695
CKOV	Kelowna, B. C.	684
CKOX	Woodstock, Ont.	696
CKOY	Ottawa, Ont.	693
CKPC	Brantford, Ont.	690
CKPG	Prince George, B. C.	685
CKPR	Fort William, Ont.	691
CKRB	St. George De Beauce, Que.	699
CKRC	Winnipeg, Man.	687
CKRD	Red Deer, Alta.	684
CKRM	Regina, Sask.	700
CKRN	Rouyn, Que.	698
CKRS	Jonquiere, Que.	697
CKSB	St. Boniface, Man.	687
CKSF	Cornwall, Ont.	691
CKSL	London, Ont.	692
CKSM	Shawinigan Falls, Que.	699
CKSO	Sudbury, Ont.	694
CKSW	Swift Current, Sask.	701
CKTB	Ste. Catharines, Ont.	694
CKTR	Trois-Rivieres, Que.	699
CKTS	Sherbrooke, Que.	699
CKVD	Val D'Or, Que.	699
CKVL	Montreal, Que.	697
CKVM	Ville-Marie, Que.	700
CKWS	Kingston, Ont.	692
CKWX	Vancouver, B. C.	686
CKX	Brandon, Man.	686
CKXL	Calgary, Alta.	683
CKY	Winnipeg, Man.	687
CKYL	Peace River, Alta.	684
VOAR	St. John's, Nfld.	689
VOCM	St. John's, Nfld.	689

Alberta

CFAC—Calgary—1922—CBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Calgary Bcstg. Co., Ltd.
Bus.-Studio Address....1000 Greyhound Bldg.
Tel.: AM 6-1036..News Services: BN, PUB, CP
Transcription...Thesaurus, World, Associated
Representative .....All-Canada, Weed
Sta. Manager.....A. M. Cairns
Commercial Manager.....D. H. Hartford
Chief Engineer.....E. C. Connor

CFCN—Calgary—1922—CBC

Frequency: 1060 Kc.....Power: 10,000 Watts
Owned-Oper. By.The Voice of the Prairies, Ltd.
Bus.-Studio Address.....712 Twelfth Ave., E.
Tel.: AM 2-1161.....News Services: BUP, BN
Transcription .....SESAC, Lang-Worth
Representative.....Can. Sta. Rep., Oakes
Membership .....CARTB
President, Sta. Manager.....H. G. Love
V. P., Sls. Prom. Mgr.....James A. Love
Operations Mgr.....Gordon L. Carter
Prod. Manager.....Ned B. Corrigall
Chief Engineer.....Robert W. Lamb

CKXL—Calgary—1950

Frequency: 1140 Kc.....Power: 1000 Watts
Owned-Oper. By .....CKXL Ltd.
Address.....210 9th Ave. S.W.
Tel.: AM 6-3026.....News Services: BUP, PN
Representative.....H. C. Stovin. Forjoe
President, Gen. Mgr.....A. R. Mackenzie
Gen. Sales Mgr.....Allan J. Barker
B'cast. Mgr.....Peter J. Edwards

CFCW—Camrose—1954

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Camrose Bcstg. Co.
Address .....Smith Bldg.
Tel.: 3044.....News Service: BN
Representative .....Lorrie Potts
Membership ..... CARTB
Pres., Gen. Mgr.....H. J. Yerxa
Sta. Mgr., Pub. Dir.....Gene Ross
Chief Engineer.....Kenneth Anholt

CBX—Edmonton—1948—CBC

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address....713 MacDonald Hotel
General Manager.....J. Alphonse Ouimet
Sta. Mgr.....D. C. Claringbull
Commercial Manager.....W. E. Powell

CFRN—Edmonton—1934 CBC

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By....Sunwapta Bcstg. Co., Ltd.
Business-Studio Address.....109 CPR Bldg.
Tel.: 2-2101.....News Services: BUP, BN
Transcription Service .....Lang-Worth
Representative....R-R., Can. Sta. Reps., Oakes
Membership .....CARTB
Pres., Gen., Sta. Mgr.....G. R. A. Rice
Commercial Mgr.....A. J. Hopps
Program Director.....Tony Biamonte
Publicity Director.....Corinne Noonan
Chief Engineer.....Frank G. Makepeace

CHED—Edmonton—1954

Frequency: 1080 Kc.....Power: 1,000 Watts.
Owned-Oper. By.....CHED, Ltd.
Address .....10006—107th St.
Tel.: 4-2111.....News Service: BUP, BN
Representative.....Stephens & Towndrow
Membership ..... CARTB, B.B.M.
Gen. Commercial Mgr.....M. D. Dyck
Prog. Dir.....Jerry Forbes
Chief Engineer.....Clint Nichol

CHFA—Edmonton—1949 CBC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Edmonton, Ltd.
Business Address.....10012—109th St.
Tel.: 4-2157.....News Service: AP
Rep. .....Hunt, McGillvra
President.....Andre M. Dechene
Sta. Mgr.....B. J. Gagnon
Prog. Dir.....Jean Caron
Chief Engineer.....Charles Ferland

CJCA—Edmonton—1922

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By....Edmonton Bcstg. Co., Ltd.
Bus.-Studio Address.....Birks Bldg.
Tel.: 4-4131.....News Service: BN
Newspaper Affil. .....Journal
Trans. Serv. .....World
Representative .....All-Canada, Weed
Membership .....CARTB, RAB
Sta. Manager.....Gerry Gaetz
Commercial Manager.....Cameron Perry
Program Director .....Dalt Elton
Promotion Manager.....Mrs. Virginia Bell
Chief Engineer.....Frank Hollingworth

CFGP—Grande Prairie—1937 CBC

Frequency: 1050 Kc.....Power: 10 Kw.
Owned By.....Northern Bcstg. Corp., Ltd.
Address .....Grande Prairie
Tel.: 2311.....News Service: AP
Representative .....All-Canada, Weed
Membership .....CAB
Gen. Manager.....Arthur J. Balfour
Ass't Mgr.....Jack E. Soars
Local Comm. Mgr.....G. Pearcy
Prog. Director.....Norman Hickey
Chief Engineer.....Jim de Roaldes

CJOC—Lethbridge—1926 CBC

Freq.: 1220 Kc...Power: 10 Kw. d., 5 Kw. n.

Owned-Oper. By.....Lethbridge Bcstg., Ltd.
Address.....1015 Third Ave. S.
Tel.: FA 7-3161.....News Service: CP
Trans. Service.....Assoc., Thesaurus, World
Representative .....Weed, ACRF
Membership .....CAB, BBM, WAB
President.....H. R. Carson
Station Manager.....N. Botterill
Comm. Maanger.....J. Budd
Program Director.....Wally Stambuck
Chief Engineer.....Doug Card

CHAT—Medicine Hat—1946 CBC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Monarch Bcstg. Co., Ltd.
Address .....520 First St.
Tel.: 6-2821.....News Service: BN
Representative .....Weed, All-Canada
Membership .....CARTB, WAB
Transcription Library .....World
President.....J. H. Yuill
Gen., Sta. Mgr.....R. J. Buss
Commercial, Prom. Mgr.....Orv Kope
Prog. Dir. .....Ian Carson
Chief Engineer.....Sid Gaffney

CKYL—Peace River—1954

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By.....Peace River Bcstg. Co.
Address .....Radio Bldg.
News Service .....BN
Transcription .....SESAC
Representative .....Hunt, Lorrie Potts
Manager.....W. C. Gliege
Sls. Prom. Mgr.....Dave Lilwall
Engineer .....Bob Guy

CKRD—Red Deer—1949—CBC

Freq.: 850 Kc.....Power: 1000 Watts
Owned-Oper. By....Central Alberta Bcstg. Co.
Business Address.....Foster Block
Telephone 2083
Representative.....Radio Reps., Young
Membership ..... CARTB
President .....Gordon S. Henry
Comm. Mgr.....W. R. Scott
Prom., Pub. Mgr.....J. M. Younie
Program Director.....Ron Henry
Chief Engineer.....Bob Sears

British Columbia

CHWK—Chilliwack—1927 CBC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By....Fraser Valley Bcstrs., Ltd.
Address.....50 Yale Rd., E.
Tel.: 3200.....News Service: BN
Representative .....All-Canada, Weed
Trans. ..... World
Membership ..... CARTB
Gen. Mgr., Pres.....Jack Pilling
Comm. Mgr., Prom. Mgr.....W. G. Teetzel
Prod. Mgr.....J. M. Maclachlan
Chief Eng.....R. Cartmell

CJDC—Dawson Creek—1947

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By..Radio Station CJDC, Ltd.
Business Address.....2nd Ave. & 9th St.
News Services.....BN, PN
Transcription Service .....World
Representative...Radio Representative, Cooke
President .....H. Michaud
Manager .....M. Lavern

CFJC—Kamloops—1926—CBC

Frequency: 910 Kc.....Power: 1 Kw.
Owned.....Inland Bcstrs., Ltd.
Address .....387—Fourth Ave.
Tel.: 1021.....News Service: BN
Newspaper Affil..... Sentinel
Trans. Service..... Thesaurus
Sta. Rep. .....All-Canada, Weed
Membership ..... CARTB

Station Mgr.....Ian G. Clark
Comm. Mgr.....Frank Bond
Chief Engineer .....Fred Webber

CKOV—Kelowna—1931 CBC

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By.....Okanagan Bcstrs., Ltd.
Address .....Box 1481
Tel.: 3331.....News Service: BN
Transcription Service .....World
Representative .....All-Canada, Weed
Membership .....CARTB
President.....Mrs. J. W. B. Browne
Gen. Mgr.....J. H. Browne
Comm. Manager.....J. D. Bews
Promotion Manager.....Ed Boyd
Program Director.....A. G. Hall
Chief Engineer.....A. Vipond

CHUB—Nanaimo—1949

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Operated By.....Standard Bcstg. Co.
Business Address.....Malaspina Hotel
Tel.: 2630.....News Services: BUP, BN
Newspaper Affil.....Vancouver Sun
Transcription Service.....World, Standard
Representative.....Stephens & Towndrow
Sta. Mgr., Prog. Dir.....C. J. Rudd
Nat. Sales Dir.....Sheila Hassell
Prom., Pub. Mgr.....Stan Moncrieff
Chief Engineer.....Ross MacIntyre

CKLN—Nelson—1939—CBC

Frequency: 1240 Kc.....Power: 1000 Watts
Owned-Oper. By..News Publishing Co., Ltd.
Address .....P. O. Box 250
Tel.: 19.....News Service: BN
Newspaper Affiliation.....Nelson Daily News
Representative.....Stovin & Byles
Membership .....CARTB, BCARTB, BBM
President.....Maj. R. H. Green
Gen., Sta. Mgr., Chief Eng.....A. R. Ramsden

CKNW—New Westminster 1944

Frequency: 1320 Kc.....Power: 5000 Watts
Owned By.....Radio NW, Ltd.
Business-Studio Address.....227 Columbia St.
Tel.: LA 2-2711.....News Services: BUP, BN
Transcription .....Associated, Standard
Representative..Forjoe, R-Reps., B'ccst. Reps.
President .....Frank A. Griffiths
Gen., Station Mgr.....W. J. Hughes
Prog. Dir. .....Hal Davis
Sales Prom. Mgr.....Mel Cooper
Chief Engineer.....Leo Haydamack

CKOK—Penticton—1948 CBC

Freq.: 800 Kc.....Power: 1 Kw. d., 500 Wts. n.
Owned-Operated By.....CKOK, Ltd.
Business-Studio Address...125 Nanaimo Ave.
Tel.: 2800.....News Services: BUP, CP
Transcription Service .....Standard
Representative .....Mulvihill, Forjoe
Membership .....BCARTB, WAB, CARTB
Pres., Gen., Mgr.....Maurice P. Finnerty
Comm., Pub. Manager.....Ralph J. Robinson
Sales Prom. Mgr.....Dave L. Roegele
Program Director.....Leland H. Faebish
Chief Engr.....George Cameron

CJAV—Port Alberni—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....CJAV, Ltd.
Address.....735 Third Ave., N.
Tel.: 604.....News Service: BN
Transcription.....Lang-Worth, Capitol, World
Membership ..... CARTB
Rep.....Hunt, Cooke, Stephens & Towndrow
President .....Harold E. Warren
Managing Dir.....Kenneth Hutcheson

CKPG—Prince George—1954 CBC

Frequency: 550 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station CKPG, Ltd.
Address.....1220 Sixth Ave.
Tel.: 140.....News Service: BN
Representative .....All-Canada, Weed
Membership .....CARTB
President.....Frank H. Elphicke
Managing Dir.....Cecil G. Elphicke
Comm. Manager.....R. T. Harkins
Prog. Director.....Ronald E. East
Chief Engineer.....Stan Davies

CKCQ—Quesnel—1957

Frequency: 570 Kc.....Power: 1 Kw.
Owned .....Cariboo Bcstrs.
Address .....Box 699
News Service .....BN
Representative.....Radio Rep., Cooke
Managing Director.....J. Fred Weber
Sta. Mgr.....Dennis Reid

CFPR—Prince Rupert—1938 CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Canadian Broadcasting Corp.
Address .....343 W. 2nd Ave.
Sta. Mgr.....W. C. Hankinson
Sls. Rep.....H. W. Paulson (Vancouver)

CJAT—Trail—1931—CBC

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Kootenay Bcstg. Co., Ltd.
Business-Studio Address.....Radio Centre
Tel.: 1840.....News Service: BN
Trans. ..... World
Rep.....Weed, All-Canada Radio Facilities
Membership .....RAB
President.....A. S. Mawdsley
General Manager.....John W. Loader
Comm. Mgr.....J. P. Kobluk
Prog. Dir.....Ken Hughes
Chief Engineer.....Jack Molyneux

CBU—Vancouver—1947—CBC

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....701 Hornby St.
Telephone .....MA 6121
Dir. for Brit. Col.....Kenneth Caples
Comm. Mgr. (Toronto).....Walter E. Powell

CJOR—Vancouver—1926 CBC-DOMINION

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....CJOR, Ltd.
Business-Studio Address.....846 Howe St.
Tel.: MA 6464.....News Services: AP, UP
Transcription Service.....Thesaurus
Representative.....Stovin & Byles, Ltd.
Membership .....CARTB, BCARTB
Pres., Sta. Mgr., Gen. Mgr..George C. Chandler
Prom. Mgr., Pub. Dir.....Hudson W. Olson
Prog. Director.....Vic Waters
Commercial Mgr.....Don Laws
Chief Engineer.....Art Chandler

CKLG—North Vancouver 1955

Frequency: 1070 Kc.....Power: 10,000 Watts
Owned-Oper. By....Lions Gate B'casting., Ltd.
Address.....143 E. 11th, North Vancouver
Tel.: YO 1101.....News Service: AP
Transcription Service.....SESAC, Muzak
Reps.....Don Cooke, Lorrie Potts
President.....W. Clarke Gibson

Station Mgr.....John N. Hunt
Comm. Manager.....James Crawford
Prog. Director.....Rudy Hartman
Prom., Pub. Mgr.....Lyndon Grove

CFUN—Vancouver—1922

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio CFUN Ltd.
Address.....812 Robson St.
Tel.: MA 1271.....News Service: UP
Representative.....Nat. Broadcast Sales
Membership.....CARTB
President.....R. R. Keay
Gen. Mgr.....J. L. Sayers
Comm. Manager.....Fin Anthony
Pub., Prom. Mgr.....Al Macnab
Prog. Director.....Jim Thom
Chief Engineer.....Dave Rogers

CKWX—Vancouver—1923 MBS

Frequency: 1130 Kc.....Power: 50,000 Watts
Owned-Oper. By.....CKWX Radio, Ltd.
Business-Studio Address.....1275 Burrard St.
Tel.: TA 5131.....News Services: CP, BUP
Transcription Service.....World
Representative.....All-Canada, Weed
Membership.....RAB, CARTB
President.....Arthur Holstead
General Manager.....Frank H. Elphicke
National Sls. Manager.....Clare Copeland
Program Manager.....John Ansell
Plng., Res. Director.....MacIntosh MacDonald
Assistant Manager.....Sam G. Ross
Prom. Manager.....Phil J. Baldwin
Chief Engineer.....Charles Smith

CJIB—Vernon—1947—CBC

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Operated By.....Interior Bcstrs., Ltd.
Business Address.....3330 Barnard Ave.
Tel.....3900
Rep.....Radio Representatives, Forjoe
Trans.....Langworth
Pres.....C. H. Pitt
Sta. Manager.....A. G. Seabrook
Commercial Mgr.....Ann Gaustin
Program Director.....Jack Pollard
Chief Engineer.....Laurie Wright

CJVI—Victoria—1941—CBC

Frequency: 900 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Island Bcstg. Co., Ltd.
Business-Studio Address.....817 Fort Street
Tel.: 2-8221.....News Services: BN, TTS
Transcription Service.....Associated, World
Representative.....Weed, All-Canada
Membership.....CARTB, RAB
President.....J. M. Taylor
Sta. Gen. Mgr.....W. M. Guild
Sls. Prom. Mgr.....Hugh Curtis
Comm. Mgr.....Fred G. Usher
Prog. Dir.....Walter Cownden
Chief Engineer.....Joe Sommers

CKDA—Victoria—1950—CBC

Frequency: 1280 Kc.....Power: 10 Kw.
Owned-Oper. By.....Capital Bcstg. System
Address.....1450 Douglas St.
Tel.: 4-9311.....News Services: BUP, CP
Representative.....Radio Reps.
Membership.....CAB, CARTB
Pres., Gen. Mgr.....David M. Armstrong
Mgr., Nat'l Sls.....David G. Hill

Manitoba

CFAM—Altona—1957

Frequency: 1290 Kc.....Power: 1000 Watts
Owned.....Southern Manitoba Bcstg. Co.
Address.....Altona
Tel.: 285.....News Service: CP
Representative.....Donald Cooke, Inc.
Membership.....CARTB
Pres., Gen. Mgr.....A. J. Thiessen
Comm. Mgr., Prog. Dir.....Dennis Barkman
Chief Engineer.....John J. Pauls

CKX—Brandon—1928—CBC

Freq.: 1150 Kc.....Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By....Western Manitoba Bcstrs.
Address.....2940 Victoria Ave.
Tel.: 5393.....News Service: BN
Transcription Service.....SESAC
Representative.....Hunt, Messner
Membership.....CARTB, WAB
Pres., Gen. Manager.....J. B. Craig
Commercial Manager.....E. D. Holland
Prog. Dir.....Frank Bird
Chief Engineer.....E. Humphrey Davies

CKDM—Dauphin—1950—CBC

Frequency: 730 Kc.....Power: 1000 d.; 250 n.
Owned.....Dauphin Bcstg. Co., Ltd.
Address.....3rd Ave., N. E.
Tel.: 3230.....News Service: BN
Trans. Service.....World Library
Representative...Radio-Rep., Young, Messner
Membership.....CARTB
President.....A. T. Warnock
Gen., Sta. Manager.....Michael Hopkins
Comm. Maanger.....J. M. Henderson
Prom. Dir.....Brian Skinner
Chief Engineer.....G. O. Woodward

CFAR—Flin Flon—1937—CBC

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Arctic Radio Corp., Ltd.
Address.....75 Hill St.
Tel.: 4422.....News Service: BN
Repersentative.....Young Can., Laurie Potts
Membership.....CARTB
Station Manager.....C. H. Witney
Program Director.....E. Smallwood

CFRY—Portage La Prairie 1956

Frequency: 1570 Kc.....Power: 250 Watts

Owned.....Portage-Delta Bcstg. Co.
Address .....Hotel Portage
News Service .....BN
Representative .....Lorrie Potts
Pres., Mgr.....R. D. Hughes
Comm. Mgr.....Dolores Kustra

CKSB—St. Boniface—1946 CBC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned.....Radio-St. Boniface Ltd.
Address .....607 Langevin St.
Tel.: CH 7-4865.....News Service: BN
Trans. Service .....SESAC
Representative .....McGillvra, Hunt
Membership .....CARTB
President .....Celestin Champagne
Gen., Prom. Mgr.....Roland Couture
Commercial Mgr.....Raoul Normandeau
Program Dir.....Denis Belair
Chief Engineer .....Yves Savignac

CBW—Winnipeg—1948—CBC

Frequency: 990 Kc.....Power: 50,000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business Address.....541 Portage Ave.
Tel.: SP 4-2541.....News Services: PN, BUP
Gen. Mgr.....J. A. Ouimet
Reg. Director.....J. R. Finlay
Prog. Dir.....A. E. Parr
Reg. Engineer.....R. D. Cahoon
Comm. Sls. Rep.....R. L. Horley
Publicity Dir.....C. E. l'Ami

CJOB—Winnipeg—1946

Freq.: 680 Kc....Power: 5 Kw., d.; 2500 W., n.
Business-Studio Address.....Lindsay Bldg.
Tel.: WH 2-3674.....News Services: CP, BUP
Transcription Service .....Thesaurus
Membership .....CARTB, WAB
Representative .....R-Reps., Adam Young
President.....J. O. Blick
Commercial Manager.....R. M. MacLennan
Office Manager.....Frances Sprague
Sales Prom. Mgr.....R. Moody
Prog. Director.....George C. Davies
Chief Engineer.....R. V. Durie

CKRC—Winnipeg—1934 CBC-DOMINION

Frequency: 630 Kc.....Power: 5000 Watts
Owned....Transcanada Communications, Ltd.
Bus.-Studio Address.....300 Carlton St.
Tel.: WH 2-2201..News Services: BUP, BN, CP
Representative .....Weed, All-Canada
Gen., Sta. Mgr.....William A. Speers
Commercial Manager.....R. F. Tait
Program Director.....Robert Bye

CKY—Winnipeg—1949—CBC

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....Station CKY, Ltd.
Business Address.....432 Main St., N.
Tel. .....WH 31-531
Transcription .....Associated
Representative .....Stovin, Forjoe
Membership .....RAB, CARTB
President, Sta. Mgr.....Lloyd E. Moffatt
Comm. Manager.....D. McDermid
Program Director.....Jack R. Stewart
Chief Engineer.....Andy Malowanchak

New Brunswick

CKBC—Bathurst—1955

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Bathurst Broadcasting Co., Ltd.
Address.....455 Golf Street, West Bathurst
News Service .....CP
Transcription .....Lang-Worth, SESAC
Representative .....Lorrie Potts
Membership ..... CARTB
President, Sta. Mgr.....J. Leo Hachey
Comm., Sales Prom. Mgr.....R. J. Gallagher
Prog., Pub. Dir.....Ray Bourque
Chief Engineer .....Phil Paquet

CKNB—Campbellton—1939 CBC-DOMINION

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By..Restigouche Bcstg. Co., Ltd.
Business Address.....110 Water St.
Tel.: 3-4415.....News Service: BN
Representative .....Hardy, Weed
Membership .....BBM
Mgn. Director.....Dr. Charles H. Houde
Manager ..... Bob Richards

CJEM—Edmundston—1944 CBC

Frequency: 570 Kc.....Power: 1000 Watts
Owned-Oper. By.....Edmundston Radio, Ltd.
Address.....91 Canada Rd.
Tel.: RE 5-3351.....News Service: BN
Transcription Service .....SESAC
Representative .....Stovin, Young
Gen. Mgr.....Jack Brilliant
Station, Comm. Mgr.....Georges Guerrette

CFNB—Fredericton—1923 CBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned.....James S. Neill & Son, Ltd.
Address .....York St.
Tel.: GR 5-5501.....News Services: UP, R.P.
Transcription Service .....Standard
Representative .....All-Canada, Weed
Membership .....CARTB
President .....J. Stewart Neill
General Manager.....D. Malcolm Neill

Prog. Director.....H. L. McFee
Sales Prom. Mgr.....A. H. Fisher
Sta., Comm. Manager.....J. T. H. Fenety
Chief Engineer.....Glenn D. Love

CBAF—Moncton—1953—CBC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....Georges & Archibald Sts.
General Manager.....Alphonse Ouimet
Sta. Mgr.....J. E. R. Teasdale
Commercial Mgr.....W. E. Powell
Prog. Dir.....C. Jennings

CKCW—Moncton—1934—CBC

Frequency: 1220 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Moncton Bcstg., Ltd.
Address .....K of P Bldg.
Tel.: EV 4-9111.....News Services: BUP, CP
Transcription Service .....Lang-Worth
Rep.....Canadian Station Reps., Stovin
Membership ..... RAB
Pres., Gen. Mgr.....F. A. Lynds
Sta. Mgr.....T. Tonner
Program Director .....Robert Reid
Prom. Mgr., Pub. Dir.....Gene Alton
Chief Engineer .....Keith MacConnell

CKMR—New Castle—1949 CBC

Frequency: 790 Kc.....Power: 1000 Watts
Owned.....Miramichi Bcstg. Co., Ltd.
Address .....Castle St.
Tel.: 690.....News Services: BUP, CP
Representative .....J. Hunt
Membership .....CARTB
President .....L. W. Flett
Sta. Mgr., Chief Eng.....R. J. Wallace
Publicity Director.....Fred Haining

CBA—Sackville—1939—CBC

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address .....100 Sackville St., Halifax, N. S.
Regional Director.....W. E. S. Briggs
Regional Prog. Dir.....S. R. Kennedy
Comm. Rep.....Don LeBlanc
Press & Info. Rep.....A. W. Wilson

CFBC—Saint John—1946 CBC-DOMINION

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By....Fundy Bcstg. Co., Ltd.
Address .....Carleton St.
Tel.: OX 2-3301.....News Services: BUP, RP
Representative.....Young, Nat'l Bcst. Sales
Trans. ..... Thesaurus
Membership ..... CARTB
President.....A. M. A. McLean
General Manager .....Hugh T. Trueman
Sales Manager.....Vincent Saunders
Program Supervisor.....D. H. Armstrong
Prom. Mgr.....Marita McNulty
Chief Engineer.....H. M. Stout

CHSJ—Saint John—1947 CBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By...New Brunswick Bcstg. Co.
Business-Studio Address.....14 Church St.
Trans. .....World
Membership ..... CARTB
Newspaper Affil. .....Journal, Globe
Representative.....All Canada, Weed & Co.
General Manager.....George A. Cromwell
Comm. Mgr.....James Morrow
Station Manager.....Earl McCarron

Newfoundland

CBY—Corner Brook—1949 CBC

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Representative.....C. V. Hierlihy
Gen. Mgr. (CBC).....J. Alphonse Ouimet
Comm. Mgr.....W. E. Powell
Prog. Dir.....Charles Jennings

CBG—Gander—1949—CBC

Frequency: 1450 Kc.....Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address ..... Gander
General Manager.....J. A. Ouimet
Sta. Mgr.....A. W. Barrett
Comm. Mgr.....W. E. Powell
Prog. Dir.....Charles Jennings

CBT—Grand Falls—1949 CBC

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address .....Grand Falls
Tel.: 2102.....News Services: AP, INS, UP
Gen. Mgr. .....J. Alphonse Ouimet
Station Manager.....John J. Grace
Press & Info. Dept., Prom. Mgr...Ron C. Fraser
Comm. Manager.....G. D. Halley
Prog. Director.....R. G. O'Brien
Area Engineer.....E. D. Witherstone

CBN—St. John's—1949—CBC

Frequency: 640 Kc.....Power: 10,000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address.....Box E 5372

Telephone 7181
General Manager (CBC)...J. Alphonse Ouimet
Commercial Mgr. (CBC).....W. E. Powell
Dir. for NFLD.....W. F. Galgay
Prog. Director.....Charles Jennings

CJON—St. John's—1951

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By.....Nfld. Bcstg. Co., Ltd.
Address.....Prince of Wales St.
Tel.: 7105.....News Services: AP, CP
Reps. .....Weed
Membership .....CARTB
Pres.....Geoffrey W. Stirling
General Manager.....Don Jamieson
Sta. Mgr.....George MacDonald
Commercial Manager.....Hal Duffitt
Sales Prom. Mgr.....Mary Myler
Publiicty Director.....Ada Meyers
Chief Engineer.....Oscar Hierlihy

VOAR—St. John's—1929

Frequency: 1230 Kc.....Power: 100 Watts d.
Owned.....Seventh-day Adventists Corp.
Address.....106 Freshwater Rd.
Tel. 6760
President .....W. A. Nelson
General Manager.....G. O. Adams
Chief Engineer.....George Rabbitts

VOCM—St. John's—1936

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By....Colonial Bcstg. System
Business Address.....McBride's Hill
News Service .....BN
Transcription Service.....Thesaurus
Membership ..... CARTB
Representative .....Young-Canadian
Pres., Ch. Eng.....W. B. Williams
Managing Director.....H. N. Butler
Station Mgr.....J. V. Butler
Commercial Manager.....M. Shulman
Program Director.....J. M. Murdoch

Nova Scotia

CJFX—Antigonish—1943
CBC-DOMINION

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Atlantic Bcstrs., Ltd.
Address.....St. Ninian St.
Tel. 580
Rep.....Mulvihill, Canadian Sta. Reps.
Membership .....CARTB
Gen., Sta. Mgr.....J. Clyde Nunn
Sales Prom. Mgr.....Charles O'Brien
Program Dir.....Bruce Rafuse
Chief Eng.....Gordon MacDougall

CKBW—Bridgewater—1947
CBC

Frequency: 1000 Kc.....Power: 1000 Watts
Owned-Oper. By.....Acadia Bcstg. Co., Ltd.
Address .....Bridgewater
Tel.: LI 3-2401.....News Services: BN, CP
Representative.....Radio Reps., Don Cooke
Membership .....CARTB
President.....C. J. Morrow
General Manager.....John F. Hirtle
Sta. Mgr., Comm. Mgr.....James A. MacLeod
Sales Mgr.....Lester L. Rogers
Program Director.....A. Maxwell Ramey
Chief Engineer.....Douglas B. Hirtle

CBH—Halifax—1947—CBC

Frequency: 1330 Kc.....Power: 100 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....100 Sackville St.
News Service .....CP, BUP
Regional Director.....W. E. S. Briggs
Reg. Prog. Dir.....J. A. MacEwen
Comm. Rep.....Don LeBlanc
Press & Infor. Rep.....A. W. Wilson

CHNS—Halifax—1926—CBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By...Maritime Bcstg. Corp., Ltd.
Bus.-Studio Address.....10 Tobin St.
Tel.: 3-8318.....News Services: CP, BUP
Transcription Service..Thesaurus, Lang-Worth
Representative .....All-Canada, Weed
Gen., Station Manager.....Gerald Redmond
Commercial Manager.....Douglas Grant
Program Manager.....John A. Funston
Chief Engineer.....Arthur H. Greig

CJCH—Halifax—1944

Frequency: 920 Kc.....Power: 5000 Watts
Owend-Operated By.....CJCH, Ltd.
Bus.-Studio Address.....741 Robie St.
Tel.: 5-5443.....News Service: BN
Transcription Service.....World, SESAC
Representative.....Mulvihill, Young Can.
Station Manager.....E. Finlay MacDonald
Comm. Manager.....Howard E. Gerard
Sls. Prom. Manager.....Clair Chambers
Prod. Director.....Len J. Chapple
Chief Engineer.....A. Reginald MacWilliams

CKEN—Kentville—1947

Frequency: 1350 Kc.....Power 1000 Watts
(See CFAB, Windsor)

CKEC—New Glasgow—1953
CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Hector Bcstg. Co.
Address.....130 George St.
Tel.: 2-4200.....News Service: CP
Transcription .....Lang-Worth

Representative .....Donald Cooke
Membership .....CARTB
Pres., Gen. Mgr.....James M. Cameron
Prog. Dir.....W. Ellis
Chief Engineer.....Lew Wright

CBI—Sydney—1948—CBC

Freq.: 1140 Kc.....Power: 5000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....247 Charlotte St.
Station Manager.....F. G. Cooke
Comm. Mgr.....Don LeBlanc
Press & Info. Rep.....A. W. Wilson

CJCB—Sydney—1929—CBC

Freq.: 1270 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Cape Breton Bcstrs., Ltd.
Business-Studio Address.....Radio Bldg.
Tel.: 5596.....News Service: PN
Transcription Service..Thesaurus, Lang-Worth
Representative .....All-Canada, Weed
Membership ..... RAB
Pres.....J. Marven Nathanson
Gen., Sta. Mgr.....Norris L. Nathanson
Commercial Manager.....M. Grant
Prog. Dir.....Lloyd W. Taylor
Sales Prom. Mgr.....T. C. Robertson
Chief Engineer.....A. E. Vernon

CKCL—Truro—1947

Frequency: 600 Kc.....Power: 1,000 Watts
Owned-Operated By.Colchester Bcstg. Co. Ltd.
Business Address.....7 Pleasant St.
Tel.: 4491.....News Service: BUP
Transcription Service.....World, Library
Representative .....Radio Time Sales
Membership .....CARTB, BBM
President, General Mgr.....J. Arthur Manning
Comm. Mgr., Pub. Dir.....H. C. Deryk Upton
Program Director .....Jack Armstrong
Chief Engineer.....E. S. Bernasconi

CFAB—Windsor—1944

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Evangeline Bcstg. Co., Ltd.
Address .....Radio Centre
Tel.: 2111.....News Service: BN
Transcription Service .....World
Representative .....Lorrie Potts
Membership .....CARTB, BBM, AAB
President.....F. J. Burns
General Manager.....J. A. C. Lewis
Comm. Mgr.....Mrs. E. J. MacMillan
Promotion Mgr.....J. F. Crossan
Program Director.....Willard Bishop
Chief Engineer.....A. M. Bishop

CJLS—Yarmouth—1934
CBC-DOMINION

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Gateway Bcstg. Co., Ltd.
Address.....222 W. Main St.
Tel.: 500.....News Service: CP
Transcription Service.....United, Lang-Worth
Representative .....All-Canada, Weed
Gen., Comm. Mgr.....D. L. Smith

Ontario

CKBB—Barrie—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Barrie Bcstg. Co. Ltd.
Address ..... Box 67
Tel.: PA 6-6466.....News Service: BN
Membership .....CARTB
Representative .....Young, Mulvihill
Pres. .....Ralph T. Snelgrove
Sta. Mgr.....Robert Hunter
Comm. Mgr.....Edward Delaney
Program Director.....Jack Ruttle
Chief Engr.....Jack Mattenley

CJBQ—Belleville—1946—CBC

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By....Quinte Bcstg. Co., Ltd.
Address .....Box 399
News Service .....BN
Transcription Service.....World, SESAC
Representative .....Young, Stovin
Membership ..... CARTB
President.....A. MacLean Haig
Station Manager.....W. H. Stovin
Commercial Manager.....J. H. MacDonald
Program Director.....L. Jourard
Sls. Prom. Manager.....T. Hookings
Chief Engineer.....J. B. Buchanan

CFJB—Brampton—1953

Frequency: 1090 Kc.....Power: 250 W. d.
Owned-Oper. By.....CFJB, Ltd.
Address.....2 Ellen St.
Tel.: BU 6-2137.....News Services: BN, BUP
Trans. Service.....World, Lang-Worth
Membership .....CARTB
Rep. .....Radio Time Sales
President.....D. M. Dickson
Sta. Mgr.....John Fox
Chief Eng.....Robert McBean

CKPC—Brantford—1923—CBC

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By....Telephone City Bcst., Ltd.
Address.....525 Colborne St.
Tel.: 3-2664.....News Service: BUP
Transcription Service .....World
Membership ..... CARTB
Representative .....Lorrie Potts
Pres., Gen. Mgr.....Mrs. F. M. Buchanan
Station Manager.....R. Buchanan
Comm., Prom. Mgr.....Russ Waters
Prog. Dir.....Arnold Anderson
Chief Engineer.....J. Featherston

CFJR—Brockville—1926
CBC-NBC-CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By....Eastern Ontario Bcstg. Co., Ltd.
Business-Studio Address...Revere Hotel Bldg.
Tel.: DI 2-4628.....News Service: PN
Representative .....Stoven, Canadian Reps.
Trans. .....Langworth
Pres., Gen. Mgr., Pub. Dir.....Jack R. Radford
Asst. Sta. Mgr.....Thomas Statham
Comm. Mgr.....Keith Pelton
Program Director.....Jim Chapman
Chief Engineer.....Sid Penstone

CFCO—Chatham—1926
CBC—DOMINION

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....John Beardall
Business Address.....Box 550
Tel.: EL 2-3000.....News Service: BUP
Membership .....CARTB
Transcription Service .....Lang-Worth
Manager .....John Beardall

CKSF—Cornwall—1945—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Standard-Freeholder, Ltd.
Business-Studio Address.....36 Pitt St.
Telephone 4800
Representative .....Stovin, McGillvra
Membership .....CARTB
Station Manager.....Fred H. Pemberton
Prod. Director.....Carl Fisher

CFOB—Fort Frances—1944
CBC-DOMINION

Frequency: 800 Kc.....Power: 1000 Watts
Owned By.....Border Bcstg., Ltd.
Business-Studio Address.....242 Scott St.
Tel.: 200.....News Services: BUP, CP
Transcription Service .....World
Rep.....Cooke, Radio Reps., Bcst. Reps.
Manager .....Don Fawcett

CKPR—Fort William—1931
CBC

Freq.: 580 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....H. F. Dougall Co., Ltd.
Bus.-Studio Address..Radio Hall, Victoria Ave.
Tel.: 3-3477.....News Service: BN
Trans. Ser. .....Thesaurus
Rep.....Radio Reps., Can. Sta. Reps., Stovin
Membership ..... CARTB
Pres., Gen. Mgr.....H. F. Dougall
Sta., Comm. Mgr.....George Jeffrey
Program Director.....J. P. Friesen
Pub. Dir., Sales Prom. Mgr.....Jack Masters
Chief Engineer.....W. T. Ross

CFTJ—Galt—1954

Frequency: 1110 Kc.....Power: 250 Watts
Owned-Oper. By.....Galt B'casting Co., Ltd.
Address.....3 Ainslie St.
Tel.: 4318.....News Service: BN
Representative.....Radio Time Sales
Membership ..... CARTB, CCBA
Pres., Gen. Mgr.....John V. Evans
Chief Eng.....Paul Kemper

CJOY—Guelph—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....CJOY, Ltd.
Business Address.....Bond Bldg.
Tel.: TA 4-0670.....News Service: BN
Representative .....Radio Reps., Cooke
Membership ..... CARTB, RAB
Pres., Sta. Mgr.....Wallace Slatter
General Mgr. .....Frederick T. Metcalf
Program Director.....J. D. LeBlanc
Commercial Mgr. .....J. Jackson
Chief Engineer.....J. Milligan

CHML—Hamilton—1926
CBC

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By...Maple Leaf Bcstg. Co., Ltd.
Business-Studio Address.....848 Main St., E.
Tel.: LI 9-2411.....News Service: BN
Program Director.....William E. Hall
Membership .....CARTB, RAB
Rep.....Stephens & Towndrow
President.....Kenneth D. Soble
General Manager.....Tom Darling
Commercial Manager.....W. D. Whitaker
Prog. Dir.....William E. Hall
Sales Prom. Mgr., Pub. Dir.....Babs Corbett
Chief Engineer.....Hugh Potter

CKOC—Hamilton—1922—CBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned.....Wentworth Radio Bcstg. Co., Ltd.
Business-Studio Address.....32 John St., N.
Tel.: JA 7-4483.....News Services: BUP, BN
Transcription Service..... World
Representative .....All-Canada, Weed
Membership .....CARTB, BBM
President.....H. R. Carson
V. P., General Manager.....W. T. Cranston
Comm. Mgr., Asst. Mgr.....J. N. Inkster
Promotion Mgr.....K. D. Wright
Program Director.....T. J. Garner
Chief Engineer.....Leslie Horton

CJRL—Kenora—1938—CBC

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Oper. By....Lake of Woods B'cast, Ltd.
Address .....Johnson Block
Tel.: 8936.....News Service: BN
Representative .....Stovin, Byle
Membership .....RAB
President .....Stuart King
Station Manager.....William Wylie
Program Director.....M. Cooke

CKLC—Kingston—1953
CBC-DOMINION

Frequency: 1380 Kc.....Power: 5 Kw.

Owned-Oper. By..St. Lawrence Bcstg. Co., Ltd.
Address.....99 Brock St.
Tel.: LI 2-4927.....News Service: AP
Transcription Service .....World
Membership .....CARTB
Representative .....Stovin, Forjoe
Sta., Gen. Manager.....T. D. French
Comm. Manager.....J. F. French
Prog. Director.....C. J. Bermingham
Chief Engineer.....Barry M. Ogden

CKWS—Kingston—1942—CBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By....Frontenac Bcstg. Co., Ltd.
Address .....170 Queen St.
Tel.: LI 2-4977.....News Service: BN
Newspaper Affil.....Kingston Whig Standard
Trans. .....Langworth
Rep.....Natl. Bcst. Sales, Weed
Membership .....CARTB
President.....Senator W. R. Davies
Gen. Manager.....Harvey Freeman
Station Manager.....Wally Rewegan
Prog. Director.....Allan Brooks
Pub. Director.....Ross Evans
Chief Engineer.....Bert Cobb

CJKL—Kirkland Lake—1934 CBC

Frequency: 560 Kc.....Power: 5000 Watts
Owned.....Kirkland Lake Bestg., Ltd.
Address.....22 Govt. Rd. West
Tel.: 27.....News Service: BN
Trans.....World, All Canada
Representative.....Natl. Bcst. Sales, Weed
Membership .....CARTB
President .....Irma Brydson
Station Manager.....K. C. Billings
Comm. Mgr., Prom. Mgr.....Dave Clark
Prog. Dir.....Don O'Neil
Chief Engineer.....C. L. Spence

CKCR—Kitchener—1929 CBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Opr. By.....K.-W. Bcstg. Co., Ltd.
Business-Studio Address.....125 King St. W.
Tel.: SH 3-3628.....News Service: AP
Transcription Service.....SESAC, World
Rep. .....McGillvra
Membership .....CARTB, CCBA
Pres., Gen. Mgr.....James C. Mitchell
Comm. Mgr.....Jack G. Liddle
Sales Prom. Mgr.....G. J. Schus
Sta. Mgr.....Ken W. Mackinnon
Publicity Dir.....Jim Shearon
Chief Engineer .....Ion Hartman

CJSP—Leamington—1954

Frequency: 710 Kc.....Power: 250 W., d.
Owned-Operated By...Sun Parlor Bdctrs., Ltd.
Address.....23 Erie St., N.
Tel.: 2780.....News Services: CP, BN
Representative ..... Best
Trans. .....Lang-Worth
Pres., Comm. Mgr.....A. A. Bruner
Sales Manager.....J. L. Moore

CKLY—Lindsay—1955

Frequency: 910 Kc.....Power: 1 Kw.
Owned-Operated By....Greg-May Bcstg. Ltd.
Address.....249 Kent St. W.
Tel.: FA 4-3585.....News Service: BN
Transcription ..... Lang-Worth
Membership .....CARTB
Representative .....Lorrie Potts
Gen. Mgr.....E. Neill Gregory
Comm. Mgr.....C. A. Gregory
Sta. Mgr.....Lucile Birchard

CFPL—London—1933—CBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper....London Free Press Printing Co.
Address.....442 Richmond St.
Tel.: 2-5201.....News Services: AP, BN
Newspaper Affil.....London Free Press
Transcription .....Lang-Worth, World
Representative .....Weed, All-Canada
Membership .....CARTB, RAB, BPA
President.....Walter J. Blackburn
Gen. Mgr. .....Murray T. Brown
Comm., Station Mgr.....Douglas C. Trowell
Prog. Dir.....Ward M. Cornell
Sls. Prom. Mgr., Pub. Dir.....Harvey M. Clarke
Chief Engineer.....Glen A. Robitaille

CKSL—London—1956

Frequency: 1290 Kc.....Power: 5 Kw.
Owned .....London Bcstrs.
Address.....343 Richmond St.
Tel.: 2-4181.....News Service: BN
Representative .....Young Canadian
Gen. Mgr.....J. Lyman Potts
Comm. Mgr.....Fred Ursel

CHVC—Niagara Falls-Welland 1947

Frequency: 1600 Kc.....Power: 5,000 Watts
Owned-Oper. By.....Radio Station CHVC, Ltd.
Business Address.....Rainbow Bridge
Tel.: EL 8-7151.....News Service: BUP
Representative .....Cooke, Lorrie Potts
President.....B. Howard Bedford
Prog. Director.....A. W. Blakely
Sales Prom. Mgr.....Dan Ford
Chief Engineer.....T. E. Amis

CFCH—North Bay—1931 CBC

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Northern Bcstg.
Address.....Frazer Ave. & 1st St.
Tel.: 240.....News Service: BN
Transcription Service..... World
Rep.....Natl. Bcst. Sales, Weed
Membership ..... CARTB

President.....P. A. Campbell
Station Manager.....Keith Packer

CHWO—Oakville—1956

Freq.: 1250 Kc.....Power: 1 Kw. d., 500 W. n.
Owned .....CHWO Radio
Address .....Radio Bldg.
Tel.: VI 5-2821.....News Service: BN
Representative.....Radio & TV Sales Inc.
Pres., Gen. Mgr.....Howard C. Caine

CFOR—Orillia—1945—CBC

Freq.: 1570 Kc.....Power: 10 Kw. d.; 1 Kw. n.
Owned-Oper. By.....Radio Station CFOR
Bus.-Studio Address.....241 West St., N.
Tel.: FA 4-3511.....News Service: BN
Transcription Service .....World
Rep.....Stephens & Towndrow
Owner, Sta. Mgr.....Gordon E. Smith
Comm. Manager.....William Pratt
Program Director.....Pete McGarvey
Chief Engineer.....George Slinn

CKLB—Oshawa—1949

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Oper. By...Lakeland Bcstg. Co., Ltd.
Business-Studio Address.....16 Centre St.
Tel. .....RA 3-3415
Transcription Service .....World
Rep.....Lorrie Potts, John N. Hunt, McGillvra
Membership .....CARTB, BBM, CCBA
Pres., Gen. Mgr., Prom. Mgr...Alfred H. Collins
Comm., Sta. Mgr.....Gordon G. Garrison
Program Director.....Fred M. Oliver
Chief Engineer.....W. C. Marchand

CBO—Ottawa—1924—CBC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address....Chateau Laurier Hotel
Telephone.....(Toronto) WA 3-5461
Gen. Mgr.....J. O. Ouimet
Station Manager.....Charles P. Wright
Comm. Mgr.....W. E. Powell
Prog. Dir.....Charles Jennings

CFRA—Ottawa—1947

Frequency: 560 Kc.....Power: 5000 Watts
Owned .....CFRA, Ltd.
Address.....150 Isabella St.
Tel.: CE 3-6241.....News Services: BUP, BN
Transcription Service .....Lang-Worth
Representative...Stephens & Towndrow, Weed
Pres., Gen., Sta. Mgr.....Frank Ryan
Comm. Mgr.....George M. Gowling
Program Director.....Terry Kielty
Program Manager.....Tom Foley
Publicity Director.....Don MacKinnon
Chief Engineer.....Harold Peerenboom

CKOY—Ottawa—1924—CBC

Freq.: 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....CKOY, Ltd.
Address .....635 Richmond Rd.
Tel.: PA 2-2650.....News Services: BUP, CP
Transcription Service.....Capitol, Thesaurus
Representative.....Cooke, Natl. Bcst. Sales
President .....Irving Cameron
Station Mgr.....Jack Daly
Commercial Manager.....Don Hamilton
Prog. Dir.....Keith Sterling
Pub. Dir.....Ann Hammell
Chief Engineer.....Ken Puttock

CFOS—Owen Sound—1940 CBC

Frequency: 560 Kc.....Power: 1000 Watts
Owned.....Grey & Bruce Bcstg. Co., Ltd.
Address..... .....270 9th St. E.
Tel.: 1940.....News Service: BN
Newspaper Affil. .....Sun-Times
Rep.....Horace N. Stovin, Can. Sta. Reps.
Membership .....CARTB
President .....C. J. McTavish
Station Manager.....William N. Hawkins
Program Director.....D. Danard
Publicity Director .....L. Phillips
Chief Engineer..... Garritt Stauffer

CHOV—Pembroke—1942 CBC-DOMINION

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By....Ottawa Valley Bcstg. Co.
Address .....319 Pembroke St.
Tel.: RE 2-3657.....News Services: BUP, CP
Transcription Service.....Thesaurus, SESAC
Representative .....Stovin
Pres., Gen. Mgr.....E. G. Archibald
Program Director.....William K. Kutschke
Comm., Prom. Manager....Ramsay F. Garrow

CHEX—Peterborough—1942 CBC-DOMINION

Frequency: 980.....Power: 5000 Watts
Owned.....Kawartha Bcstg. Co., Ltd.
Business-Studio Address.....Box 627
Tel.: RI 2-7708.....News Service: BN
News. Affil.....The Examiner
Representative .....Natl. Bcst. Sales, Weed
Membership .....CARTB
Transcription ..... Lang-Worth
President.....W. R. Davies
Gen. Mgr.....H. C. Freeman
Station Manager.....N. J. Weatherwax
Chief Engineer.....A. Crump

CFPA—Port Arthur—1944 CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph H. Parker
Address .....87 N. Hill St.
Tel.: 4-2404.....News Service: BN
Trans. Service.....Standard, SESAC
Rep.....Lorrie Potts, A. J. Messner, Weed, Hunt
Membership .....CARTB
President, Gen. Mgr.....Ralph H. Parker

CJRH—Richmond Hill—1957

Frequency: 1300 Kc.....Power: 500 W., d.

Owned.....Radio Richmond Hill
Address.....50 Yonge St.
Tel.: EM 3-8986.....News Service: BN
Pres., Comm. Mgr.....John O. Graham
V.P., Sta. Mgr.....Stewart H. Coxford

CKTB—Ste. Catharines—1930 CBC

Frequency: 620 Kc.....Power: 1000 Watts
Owned.....Niagara District Bcstg. Co., Ltd.
Business-Studio Address.....12 Yates St.
Tel.: MU 4-1174.....News Service: CP
Transcription Service .....Standard, World
Representative.....McGillvra, P. Mulvihill
Membership .....CARTB
President.....W. B. C. Burgoyne
Gen., Sta. Mgr.....Mary C. Burgoyne
Comm. Manager.....V. A. Lococo
Sales Prom. Mgr., Pub. Dir.....Roy Bonisteel
Prog. Dir.....Jack Dawson
Chief Engineer.....W. H. Allen

CHLO—St. Thomas-London 1948—CBC

Frequency: 680 Kc.....Power: 1000 Watts
Owner.....Station CHLO, Ltd.
Address.....133 Curtis St., St. Thomas
Tel.: 3696 (S.T).....News Service: BUP
Representative.....Stephens & Towndrow
Membership .....CARTB, CCBA, BBM
President.....G. C. Nichols
General Manager.....E. M. Smith
Comm. Mgr.....George Harper
Ass't Mgr., Prom. Mgr., Pub. Dir...P. K. Dickens
Program Director.....W. G. Moyer
Chief Engineer.....W. R. Onn

CHOK—Sarnia—1946—CBC

Freq.: 1070 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Sarnia Bcstg., Ltd.
Address.....148½ Front St. N.
Tel.: DI 4-1121.....News Service: BN
Transcription Service .....Lang-Worth
Representative.....Cooke, Mulvihill
Membership .....CARTB, CCBA
Pres., Gen. Mgr.....Claude R. Irvine
Station Manager.....Karl E. Monk
Commercial Manager....Arthur H. J. O'Hagan
Program Director.....George Ludgate
Chief Engineer.....Robert F. Cooke

CJIC—Sault Ste. Marie—1934 CBC

Frequency: 1050 Kc.....Power: 250 Watts
Owned-Oper. By.....Hyland Radio-TV Ltd.
Address.....119 East St.
Tel.: 3-1121.....News Service: PN
Representative.....Lorrie Potts, McGillvra
Membership .....CARTB
President.....J. G. Hyland
Gen. Manager.....E. Vance
Comm. Mgr.....Wilf Belec

CKCY—Sault Ste. Marie—1955

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Algonquin Radio & TV
Address.....254 Queen St., E.
Tel.: AL 3-2393.....News Service: BUP
Representative .....Young Canadian
Trans. .....World
President.....C. P. Greco
Manager.....F. A. Bestall

CFRS—Simcoe—1956

Frequency: 1560 Kc.....Power: 250 W., d.
Owned.....Simcoe Bcstg. Co.
Address.....John & Grove Sts.
Tel.: GA 6-3240.....News Service: BN
Representative.....Radio & TV Sales
Pres., Gen. Mgr.....Ted M. Fielder
Comm. Mgr.....Richard T. Maxwell

CJET—Smith Falls—1955

Frequency: 1070 Kc.....Power: 1000 Watts
Owned.....Rideau Broadcasting Ltd.
Address .....Box 1070
Tel.: 1070.....News Service: BN
Representative..... Lorrie Potts, McGillvra
Membership ..... CARTB
President, Gen. Mgr.....Jark Pollie
Comm. Mgr.....Don Slater
Chief Engineer.....Fred Roney

CJCS—Stratford—1924 CBC-DOMINION

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....CJCS, Ltd.
Address.....125 Ontario St.
Tel.: 1675.....News Service: BN
Representative.....All Canada, Weed
Membership .....CARTB
Pres., Gen. Manager.....Frank M. Squires
Sta., Comm. Mgr.....S. E. Tapley
Prog., Pub. Director.....William Inkol
Chief Engineer.....John Grigg

CFBR—Sudbury—1957 CBC

Owned.....Sudbury Bcstg. Co.
Address..... 166 Elm St. W.
Tel.: OS 5-6416.....News Service: BN
Representatives .....Hunt, Young
President.....F. Baxter Ricard
General Manager.....Rene Riel
Chief Engineer.....Henry Albert

CHNO—Sudbury—1947—CBC

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sudbury Bcstg. Co., Ltd.
Business Address.....166 Elm St., W.
Tel.: OS 5-6416.....News Service: BN
Rep.....Renaud, Hunt, Can. Sta. Reps.
President, General Mgr.....F. B. Ricard
Station, Commercial Manager.....Peter Scott
Chief Engineer.....Henry Albert

CKSO—Sudbury—1935—CBC

Frequency: 790 Kc.....Power: 5000 Watts

Owned-Operated By.....CKSO, Radio, Ltd.
Bus.-Studio Address.....Box 400
Tel.: OS 4-0711.....News Services: PN, BUP
Representative.....All-Canada, Weed
President.....G. M. Miller, Q.C.
General Manager.....W. J. Woodill
Nat. Comm. Mgr.....Ralph Connor

CKOT—Tillsonburg—1955

Frequency: 1510 Kc.....Power: 1 Kw., d.
Owned-Oper. By..Tillsonburg Bcstg. Co., Ltd.
Address.....20 Baldwin St.
Tel.: 1500.....News Service: BN
Representative.....Radio Reps.
General Manager.....John Lamers
Comm. Mgr.....Jack Campbell
Prog. Dir., Chief Eng.....A. Ken Orton

CFCL—Timmins—1951—CBC

Frequency: 580 Kc.....Power: 1 Kw. d n.
Owned.....J. Conrad Lavigne
Address.....Box 620
Tel.: 577.....News Service: BN
Trans. Service.....SESAC
Representative.....Interprov. Bcstg.
Membership.....CARTB
President.....J. Conrad Lavigne
Gen. Mgr.....Rene Barrette
Comm. Mgr.....Ted Meunier
Program Dir.....Raymond Lemay
Chief Engineer.....Roch Demers

CKGB—Timmins—1933—CBC

Freq.: 680 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Timmins Bcstg. Ltd.
Bus.-Studio Address.....Cedar St., South
Tel.: 680.....News Service: BN
Transcription Service.....World
Rep.....Natl. Bcst. Sales, Weed, All-Canada
Membership.....CARTB
President.....K. R. Thomson
Dir. of Bcstg.....H. C. Freeman
Comm. Mgr.....Gino Cicci

CBL—Toronto—1927—CBC

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
Telephone.....WA 3-5461
General Manager (CBC)...J. Alphonse Ouimet
Dir. of Radio.....J. M. Kannawin
Commercial Manager (CBC).....W. E. Powell
Program Director (CBC).....Charles Jennings

CFRB—Toronto—1927—CBS

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.Rogers Radio Bcstg. Co., Ltd.
Address.....37 Bloor St. W.
Tel.: WA 4-5711.....News Services: BUP, BN
Transcription Service.....Thesaurus
Representative.....All-Canada
President.....Harry Sedgwick
Station Manager.....Lloyd Moore
Commercial Manager.....Waldo Holden
Program Director.....Wes McKnight
Sls. Prom. Mgr., Pub. Dir.....Ken Marsden

CH[illegible]—Toronto—1945

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....York Bcstrs., Ltd.
Address.....250 Adelaide St. W.
Tel.....UN 1-4441
Representative.....R. & TV Sales
Membership.....RAB
President, Gen. Mgr.....Allan F. Waters
Pub. Dir.....Phil Stone
Comm. Mgr.....Wes Armstrong
Prog. Dir.....Phil Ladd
Chief Engineer.....George Jones

CJBC—Toronto—1943—CBC

Frequency: 860 Kc.....Power: 50 Kw.
Owned.....Canadian Broadcasting Corp.
Address.....354 Jarvis Street
Telephone.....WA 3-5461
Representative.....Horace N. Stovin
General Manager.....Dr. Ira Dilworth
Director of Radio.....J. M. Kannawin
Commercial Manager.....W. E. Powell
Asst. Dir. of Radio.....R. de Boer
Regional Engineer.....H. R. Hilliard

CKEY—Toronto—1944

Frequency: 580 Kc..Power: 5 Kw. d., 1 Kw. n.
Owned By.....Radio Sta. CKEY
Bus.-Studio Address.....444 University Ave.
Tel.: EM 8-3881..News Services: BUP, INS, AP
Representative.....Natl. Bcst. Sales, Cooke
President, Gen. Mgr.....Jack K. Cooke
Station Manager.....Hal Cooke
Commercial Manager.....Jack Turrall
Program Director.....Don Insley

CKFH—Toronto—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Foster Hewitt Bcstg., Ltd.
Address.....1 Grenville St.
Tel.: WA 3-0921.....News Service: CP
Transcription Service.....Associated, SESAC
President.....Foster Hewitt
Sales Manager.....Keith Davey
Sales Prom. Mgr.....Bill Hewitt
Chief Engineer.....Gerald Wilson

CHVC—Welland—1947

(See Listing Niagara Falls, Ont.)

CBE—Windsor—1950—CBC

Frequency: 1550 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....Security Bldg.
Telephone.....CL 4-5116
Manager.....K. A. Murray
General Mgr. (CBC).....J. Alphonse Ouimet
Commercial Manager (CBC).....W. E. Powell
Sta. Mgr. (CBC).....K. A. Murray

CKLW—Windsor—CBC

(See U. S. Listing, Detroit, Mich.)

CKNX—Wingham—1926

Frequency: 920 Kc.....Power: 1000 Watts

Owned .....CKNX, Ltd.
Address .....Carling Terrace
Tel.: WI 158.....News Service: CP
Representative....Lorrie Potts, Can. Sta. Reps.
Membership .....CARTB
Pres.....W. T. Cruickshank
Sta. Manager.....J. J. Cruikshank
Program Dir.....John Langridge
Chief Engineer.....S. C. Reid

CKOX—Woodstock—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oxford Bcstg. Co.
Business Address.....290 Dundas St.
Tel.: LE 7-3414.....News Service: BUP
Transcription Service .....SESAC
Representative.....Lorrie Potts, Hunt
President, Gen.-Station Mgr.....Monty J. Werry
Program Director.....William Tonner
Chief Engineer.....Paul Hunter

Prince Edward Island

CFCY—Charlottetown—1924
CBC

Frequency: 630 Kc.....Power: 5 Kw.
Owned-Oper. By.....Island Radio Bcstg. Co.
Business-Studio Address.....85 Kent St.
Tel.: 7347.....News Service: BN
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
Membership .....CARTB
President.....Mrs. K. S. Rogers
Sta. Mgr., Comm. Mgr.....R. F. Large
Promotion Manager.....M. E. Large

CJRW—Summerside—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Gulf Bcstg. Co., Ltd.
Business-Studio Address.....218 Water St.
Tel.: 2201.....News Service: UP
Representative .....Radio Reps.
Transcription Service .....World
Membership .....CARTB
Pres., General Manager.....R. C. Schurman
Program Director.....L. E. Huestis
Chief Engineer.....Angus MacKie

Quebec

CFGT—Alma—1953—CBC

Frequency: 1270 Kc.....Power: 1 Kw.
Owned-Oper. By....Radio Lac. St. Jean, Ltee.
Address.....112 St. Joseph St.
News Service .....CP
Transcription .....SESAC
Membership ..... CARTB
General Manager.....Jean Jacques Fortin
Commercial Mgr.....Eric Gagnon
Program Dir.....France Fortin

CHAD—Amos—1942—CBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Radio Inc.
Business Address.....P. O. Box 70
Tel.: RO 2-7741.....News Service: BUP
Rep. .....Weed
Membership .....CARTB-ACRTF
Pres., Gen. Mgr.....David A. Gourd
Sta. Mgr.....Jean Perreault
Comm., Prom., Pub. Mgr..George A. Chartrand
Chief Eng.....Jean G. Langevin

CBJ—Chicoutimi—1933—CBC

Frequency: 1580 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address .....Ottawa
General Manager.....J. A. Ouimet
Station Manager.....V. Fortin
Chief Engineer.....J. Roberts

CJMT—Chicoutimi—1954

Frequency: 1450 Kc.....Power: 250 Watts
Owned ..... CJMT Ltd.
Address .....365 Racine Street, E.
News Service ..... CP
Representative ..... Renaud
Membership ..... CARTB
Sta. Mgr.....J. Marcel Houle

CHRD—Drummondville—1954

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Radio Drummond Ltee.
Address.....248 Lindsay St.
Tel.: 2-5458.....News Service: CP
Representative ..... Renaud
Mgr., Comm. Dir.....Benoit Vanier

CHEF—Granby—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Granby Bcstg. Co., Ltd.
Address .....13 Centre
Tel.: FR 2-3301.....News Service: CP
Representative.....Radio Time Sales
Membership .....CARTB
Gen., Sta. Mgr.....Marcel Provost
Prog. Dir.....Ray-Marc Dube

CKCH—Hull—1933—CBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned .....Syndicat D'Oeuvres Soc. Limit.
Business Studio Address...121 Notre-Dame St.

Tel. .....PR 7-2771
News. Affil.....Le Droit
Transcription .....SESAC
Representative .....Weed
President .....Wilfrid Carr
Sta. Manager.....J. P. Lemire
Comm. Manager.....Henry Allard
Publicity Dir.....S. Lanctot
Chief Engineer.....J. L. Guerette

CKRS—Jonquiere—1947

Frequency: 590 Kc.....Power: 1000 Watts
Owned.....Radio-Saguenay Ltd.
Address.....735 St.-Hubert St.
Tel.: LI 2-4551.....News Service: BN
Representative.....Hardy, Young
General Manager.....Tom Burham
Station Manager.....Guy Boivin

CKLS—La Sarre—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owner.....Radio La Sarre, Inc.
Operated By..Northern Radio-Radio Nord, Inc.
Representative .....Renaud, Weed
News Service .....BUP
Pres., Gen. Mgr.....David Armand Gourd
Sales Mgr.....George A. Chartrand

CKBL—Matane—1948

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Oper. By....Le Cie De Radio Diffusion
Address.....144 St. Jerome Ave.
Tel.: 355.....News Service: CP
Representative .....Hardy, Young
Transcription .....Associated
Pres., Gen., Sta. Mgr.....Rene Lapointe
Vice President.....Octave Lapointe

CKBM—Montmagny—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Alleghanys, Inc.
Address.....8, Rue St. Thomas
Tel.: 801.....News Service: BN
Membership .....CARTB
Representative.....Radio & TV Sales
President, Prog. Dir.....Henri Deschenes
Gen., Comm., Sls. Prom. Mgr...Andre Mercier
Chief Engineer.....Marcel Coulombe

CBF—Montreal—1937
CBC-ABN-MBS-NBC

Frequency: 690 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address .....1425 Dorchester St., W.
Telephone .....UN 6-2571
General Mgr.....J. A. Ouimet
Dir., Sound Bcstng.....Benoit Lafleur
Commercial Mgr.....W. E. Powell
Program Dir.....Jean-Marie Dugas

CBM—Montreal—1936—CBC

Frequency: 940 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....1425 Dorchester St.
Tel. .....UN 6-2571
Gen. Mgr.....J. Alphonse Ouimet
Dir., Sound Bcstng.....Benoit Lafleur
Comm. Mgr.....W. E. Powell
Prog. Dir.....D. E. McGill

CFCF—Montreal—1919
ABN-CBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Marconi Co.
Bus.-Studio Address.4824 Cote des Neiges Rd.
Tel.: RE 1-1101...News Services: BUC, CP, UP
Transcription Service .....Standard
Representative .....Weed, All-Canada
Membership .....RAB
General Manager.....R. E. Misener
Comm. Mgr.....Keith Dancy
Program Director.....Vin Dittmer
Chief Engineer.....J. Creighton Douglas

CJAD—Montreal—1945—CBS

Frequency: 800 Kc.....Power: 10,000 Watts
Owned-Operated By.....CJAD, Ltd.
Business-Studio Address....1191 Mountain St.
Tel.: UN 6-6821.....News Services: BUP, CP
Trans. Service.....SESAC, Thesaurus, Capitol
Rep.....Can. Sta. Reps., Radio Time Sales
Membership ..... CARTB
Pres., Gen. Mgr.....J. Art Dupont
Sta. Mgr.....H. T. McCurdy
Comm. Mgr.....Berthe Poulet
Prog. Dir.....Ned Conlon
Sales Prom. Manager.....R. L. Laurion
Chief Engineer.....Aurele Boisvert

CJMS—Montreal—1954

Frequency: 1280 Kc.....Power: 5000 Watts
Owned.....CJMS Radio, Inc.
Address.....188 Dorchester St., E.
Tel.: UN 1-3456.....News Service: BN
Rep.....Horace N. Stovin, Moricelli & Co.
Membership ..... CARTB
Pres., Gen. Mgr.....Fernand Guay
Sta. Manager.....W. Morielli
Program Director.....Albert Brie
Chief Engineer.....Jean Garceau

CKAC—Montreal—1921—CBS

Freq.: 730 Kc.....Power: 10 Kw. n., 5 Kw. d.
Owned-Oper. By.....La Cie De Publication
Studio Address.....980 St. Catherine St., W.
Tel.: UN 6-7301.....News Service: BN
Representative.....Weed, I.B.S. Canada
News. Affil.....La Presse
Membership ..... CARTB
Pres. .....Mrs. A. Du Tremblay
Sta. Manager.....Phil Lalonde
Program Director.....Ferdinand Biondi
Comm. Mgr. .....G. Bourassa
Pub. Dir.....Paul Gelinas
Chief Engineer.....Leonard Spencer

CKVL—Montreal—1946

Frequency: 850 Kc.....Power: 10,000 Watts
Address.....211 Gordon Ave.
Tel.: PO 6-2311.....News Services: BUP, PN
Newspaper Affil.....Radiomonde Ltd.

Rep.....Radio & TV Sls., Inc., Cooke
Transcription .....Lang-Worth, United
President .....Jack Tietolman
Station Manager .....Corey Thomson

CHNC—New Carlisle—1933 CBC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By...Gaspesia Radio Bcstg. Co.
Tel.: 63 & 64.....News Service: BN
Membership.....CARTB, ACRTF, BBM
Representative .....Hardy, Young
President.....Dr. Charles A. Dumont
General Mgr.....Dr. Charles Houde
Sta., Comm. Manager.....J. R. Peloquin
Chief Engineer.....Bruce MacDonald

CBV—Quebec City—1934 CBC

Frequency: 980 Kc.....Power: 5,000 Watts
Owned.....Canadian Bcstg. Corp.
Address .....Palais Montclam
Telephone .....LA 5-8155
Manager .....Rene Dussault
Commercial Mgr.....Mauric.e Valiquette

CHRC—Quebec City—1926

Frequency: 800 Kc.....Power: 10,000 Watts
Owned-Operated By.....CHRC, Limitée
Business-Studio Address.....39 St. John St.
Tel.: LA 2-8177.....News Services: UP, BN
Transcription Service .....Standard
Representative .....Can. Sta. Reps., Hardy
Membership .....CARTB-BBM
President .....Herve Baribeau
General Manager.....Henri Lepage
Comm. Mgr.....Aurele Pelletier
Program Director.....Magella Alain
Chief Engineer.....Arsene Nadeau

CJQC—Quebec City—1949 CBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....The Goodwill Bcstrs. of Quebec
Address.....405 Blvd. Hamel
News Service.....BN
Transcription Service.....World, Lang-Worth
Representative.....Radio Time Sales
Gen., Sta. Mgr.....H. Burnside

CKCV—Quebec City—1926 CBC-Dominion

Frequency: 1280 Kc.....Power: 5 Kw.
Owned-Operated By.....CKCV, Ltd.
Bus.-Studio Address.....978 St. John St.
Tel.: LA 2-1585.....News Service: BN
Membership .....CAB
Rep. .....Weed, Interprov.
President .....Gaston Pratte
Gen. Mgr.....Paul Lepage
Comm., Sales Prom. Mgr.....J. G. Bernier
Prog. Dir.....Michel Gariepy
Chief Engineer.....Lucien Gobeil

CJBR—Rimouski—1937 CBC

Frequency: 900 Kc.....Power: 10,000 Watts
Owned.....Cen. Pub. Service Corp., Ltd.
Address .....6 St. John St.
Tel.: RA 3-2217.....News Service: BN
Transcription Service .....SESAC
Membership .....CARTB, BBM
Newspaper Affil.....Le Progres Du Golfe
Rep. .....IBS, Ltd.
President .....Jacques Brillant
Station Manager.....André Lecomte
Commercial Manager.....Robert Cote
Pub. Dir.....L. P. Cliche
Sls. Prom., Prog. Dir.....S. Burgess
Chief Eng.....Ronald Tennett, Marcel Vallee

CJFP—Riviere-Du-Loup 1947—CBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio-Temiscouata Ltee
Address.....322 rue Lafontaine
Tel.: 2727.....News Service: BN
Representative .....IBS, Young
Membership .....ACRTF
Pres., Gen. Mgr.....Armand Belie
Sta. Mgr., Pub. Dir.....Henri Bourdeau

CHRL—Roberval—1949

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Roberval Inc.
Address .....C. P. 930
Tel.: 450.....News Service: BN
Representative .....Jos. A. Hardy
Membership .....CAB
President .....Georges Gagnon
Station Mgr.....J. Wilfrid Mondoux

CKRN—Rouyn—1937—CBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Northern Radio Nord, Inc.
Address.....P. O. Box 70
Tel.: RO 2-7741.....News Service: BUP
Representative .....Weed
Membership .....CARTB-ACRTF
Pres., Gen. Mgr.....David A. Gourd
Station Mgr.....Guy Lauzon
Comm. Mgr.....G. Chartrand
Chief Engineer.....Guy Langevin

CHGB—Ste. Anne de La Poc 1938—CBC

Freq.: 1350 Kc.....Power: 1 Kw. d., 250 W. n.
Owned .....CHGB, Ltd.
News Service .....UP
Transcription Service.....SESAC, Lang-Worth
Representative .....Renaud, McGillvra
Membership .....CAB, BBM
General Mgr.....G. Thomas Desjardins
Station Mgr.....P. E. Hudon
Sales Prom. Mgr.....A. Freve

CKRB—St. George De Beauce 1953

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio-Beauce, Inc.
Representative ..... Renaud
Tel.: 751.....News Service: BN
Representative .....IBS, Ltd.
Membership .....CARTB, ACRTF
Managing, Comm. Dir..Charles A. Thibaudeau

CKJL—St. Jerome—1956

Frequency: 900 Kc.....Power: 1 Kw.
Owned .....Radio Laurentides
Address .....Hotel Lapointe
Tel.: JE 8-8383.....News Service: BN
Representative .....Lorrie Potts
Manager .....Jean Lalonde

CKSM—Shawinigan Falls 1951

Frequency: 1220 Kc.....Power: 1000 Watts
Owned.....Shawinigan Falls Bcstg.
Address .....Box 69
Tel.: LE 6-4494.....News Service: BN
Representative ..... Hardy
Gen. Mgr., Pub. Dir.....Allen Rogerson
Comm. Mgr.....Emilien Beaulieu
Prog. Dir.....Alain Chartier
Chief Engineer.....Ernest Brunelle

CHLT—Sherbrooke—1937 CBC

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Oper. By.....La Tribune Ltee.
Business-Studio Address.....221 Dufferin St.
Tel.: LO 9-2525.....News Service: CP
Representative .....Hardy, Young
President .....Paul Desruisseaux
General Manager.....J. Alphee Gauthier
Sta. Mgr., Comm. Mgr.....Jean Louis Gauthier
Prog. Dir.....Viateur Bernard
Chief Eng.....M. Lyonnais

CKTS—Sherbrooke—1946 CBC-DOMINION

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper.....Telegram Printing & Pub. Co.
Business-Studio Address.....221 Dufferin St.
Tel.: LO 9-2525.....News Service: CP
Representative .....Hardy, Young
President.....C. B. Howard
Commercial Mgr.....Morris C. Austin
General Manager.....J. L. Gautlier
Prog. Dir.....Dick Varney
Pub. Dir.....Gordon Beerworth
Chief Eng.....Marcel Girard

CJSO—Sorel—1945

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Richelieu, Ltee
Business Studio Address.....72 du Roi St.
Tel.: 3318.....News Service: BN
Representative.....J. A. Hardy Co. Ltd.
Membership ..... CARTB
President.....J. Arthur Villeneuve
Gen. Mgr., Pub. Dir.....Maurice Boulianne
Comm. Manager.....Maurice Berube
Program Director.....Claude Rochon
Sls. Prom. Manager.....L. Brouillard
Chief Engineer.....Joseph Cardin

CKLD—Thetford Mines—1950 CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Megantic Ltee.
Address .....Ave Labbe
Tel. .....FE 5-7533
Representative ..... Hardy
Newspaper Affil.....Canadian Press
Pres., Sta. Manager.....Henri Lagueux
Comm. Mgr.....Will Dugre
Sls. Prom. Manager.....Lise Cote
Prog. Director.....R. Buri
Chief Eng.....Georges Lord

CHLN—Three Rivers—1927

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By....Radio Trois-Rivieres, Inc.
Bus.-Studio Address.....522 Bonaventure St.
Tel.: FR 4-3556.....News Service: BUP
Representative .....IBS, Young
President.....Hon. Jacob Nicol
Station Manager.....Léon Trépanier
Program Dir.....Maurice Dansereau
Comm., Prom., Pub. Dir.....Maurice Duval
Chief Engineer.....Oric Lefebvre

CKTR—Trois-Rivieres—1954

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By.....CKTR, Ltd.
Address ..... 543 Gervais St.
Tel.: FR 5-4855.....News Service: CP
Representative.....Cooke, Radio & TV Sales
Pres., Gen., Sta. Mgr.....J. Fernand Rufiange
Commercial Manager.....Charles Couture

CKVD—Val D'Or—1939—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Northern Radio-Radio Nord, Inc.
Address.....P. O. Box 70
Representative .....Renaud, Weed
Membership ..... CARTB
President.....David A. Gourd
Station Manager.....Claude Renard
Sls. Prom. Mgr., Comm. Mgr.....G. Chartrand
Chief Engineer.....Jean Guy Langevin

CFDA—Victoriaville—1951

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By...Radio Victoriaville Limitee
Address ..... Victoriaville
Tel.: PL 2-5545.....News Service: BN
Representative.....Radio & TV Sales
Membership .....CARTB
President .....Dr. C. A. Gilbert

Gen., Sta., Comm. Mgr.....Roger Gilbert
Sales Prom. Mgr.....Real Vaudrevil
Prog. Dir.....J. Maurice Bilodeau

CKVM—Ville-Marie—1950
CBC

Frequency: 710 Kc.....Power: 1000 Watts
Owned-Oper. By...Radio-Temiscaminque, Inc.
Address.....Ste. Anne St.
News Service .....CP
Representative.....Young Canadian, Hardy
Membership ..... CARTB
President.....Herve LeBlanc
Sta. Mgr., Pub. Dir..... .....Guy Burelle
Comm. Mgr.....G. Trepanier

Saskatchewan

CFRG—Gravelbourg—1952
CBC

Frequency: 710 Kc., d., 1230 Kc., n.
Power: 5 Kw., d., 250 W., n.
Owned-Oper. By.....Radio Gravelbourg, Ltd.
Address .....Edifice Villeneuve
Tel.: 155.....News Service: BUP
Representative .....Hunt
Gen., Sta., Comm. Mgr.....Dumont LePage
Sales Prom. Mgr.....Joseph E. DeGagne
Chief Engineer.....Marc Riou

CHAB—Moose Jaw—1922
CBC-DOMINION

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHAB, Ltd.
Bus.-Studio Address.....127 Main N.
Tel.: OX 2-6464.....News Service: BUP
Representative .....Stovin, Weed
Membership .....CARTB
Pres., General Manager.....Sid Boyling
Business Dir.....Jack Johnson
Prog. Dir.....Martha Fidler
Asst. Mgr., Sls. Mgr.....Nev Skingle
Chief Engineer.....M. Pickford

CJNB—North Battleford
1946

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By.Northwestern Bcstg. Co., Ltd.
Address .....Box 484
News Service .....BN
Transcription Service.....Standard
Representative .....Stovin
Membership .....CARTB
Gen., Sta. Mgr.....Harry Dekker

CKBI—Prince Albert—1934
CBC

Frequency: 900 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Central Bcstg. Co., Ltd.
Address .....10th St. West
Tel. 7421
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
General Manager.....E. A. Rawlinson
Asst. Mgr.....F. F. Rawlinson
Commercial Manager.....Gerald Prest
Prog. Dir.....J. J. Cennon

CBK—Regina—1939

Frequency: 540 Kc.....Power: 50 Kw.
Owned.....Canadian Bcstg. Corp.
Address.....1840 McIntyre St.
Tel.: LA 3-6641.....News Service: CP, BUP
Sta. Mgr.....R. H. Roberts

CKCK—Regina—1922—CBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned....Trans Canada Communications Ltd.
Address.....1853 Hamilton St.
Tel.: LA 2-8525.....News Services: BUP, BN
Transcription Service .....World
Representative .....Weed, All-Canadian
Membership .....CARTB, RAB
Representative .....All-Canada, Weed
President .....Clifford Sifton
General Manager.....Harold A. Crittenden
Asst. Mgr.....Don Dawson
Commercial Manager.....Roy Malone
Program Dir.....Jim Grisenthwaite
Chief Engineer.....E. A. Strong

CKRM—Regina—1926—CBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.Western Communications Ltd.
Business-Studio Address.....2060 Halifax St.
Tel.: LA 3-5661.....News Services: BUP, CP
Membership ..... CARTB
Representative.....Radio Reps. Ltd.
President.....Dr. E. A. McCusker
Gen. Manager.....W. E. Collier
Commercial Manager.....H. C. Dane
Prom. Mgr.....Joyce Gilfillian
Program Director.....B. R. Hill
Merchandising Mgr.....D. Beisel
Chief Eng.....L. Cozine

CFNS—Saskatoon—1952
CBC

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio-Prairies-Nord, Ltd.
Address .....1902 Broadway
Tel.: 93-776.....News Service: BN
Rep. .....Hunt, McGillvra
Membership ..... CARTB
Sta. Mgr.....Charles Papen
Comm. Mgr.....J. DeGagne

Prog. Dir.....M. A. Papen
Chief Engineer .....J. Lacroix

CFQC—Saskatoon—1923
CBC-DOMINION

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By....A. A. Murphy & Sons, Ltd.
Bus.-Studio Address.....216 1st Ave., N.
Tel.: 2-6611.....News Services: BUP, PN
Trans. Service.....Lang-Worth, World
Representative .....Young, Oakes
President.....A. A. Murphy
Gen. Manager.....Vernon Dollin
Comm. Mgr.....E. C. Bourassa
Program Director.....Roy Currie
Chief Engineer.....Lyn Hoskins

CKOM—Saskatoon—1951

Frequency 1420 Kc.....Power: 5000 Watts
Owned..Saskatoon Community Bcstg. Co., Ltd.
Address .....Empire Hotel
Telephone .....CH 2-1271
Transcription Service.....Thesaurus, Capitol
Representative .....Stovin, Weed
Membership .....CARTB
Pres., Gen. Mgr.....R. A. Hosie
Sls. Prom. Manager.....K. Burgess
Commercial Mgr.....G. D. Tunnicliffe
Sls. Prom. Manager.....Pat Murphy
Program Director.....G. E. Walburn
Publicity Director.....Patricia Baudru
Chief Engineer.....Maynard Greer

CKSW—Swift Current—1956

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Frontier City Bcstg.
Address.....134 Central Ave.
News Service .....BN
Trans. .....Thesaurus
Representative .....Radio Reps.
Pres., Gen. Mgr.....Douglas Scott
Sta. Mgr.....Wilf Gilbey
Comm. Mgr.....Bill Friest

CFSL—Weyburn—1957

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Soo Line Bcstg. Co.
Address .....Co-op Block
News Service .....BUP
Representative.....Nat'l Bcst. Sls.
Gen. Mgr.....Keith D. Baker
Comm. Rep.....W. W. Barber

CJGX—Yorkton—1927—CBC

Freq.: 940 Kc....Power: 1000 W. d., 10 Kw. n.
Owned-Oper. By.....Yorkton Bcstg. Co., Ltd.
Address .....171 McDermot Ave., Winnipeg
Tel.: 3-2258.....News Service: BN
Rep.....Stovin, Adam Young
Membership .....CARTB
President .....Dawson Richardson
Gen. Mgr.....F. K. Tully
Sta. Mgr.....J. M. Shortreed
Comm. Mgr.....G. G. Gallagher
Prom. Mgr., Pub. Dir.....J. C. Goodman
Prog. Dir.....M. G. Phillips

To Broadcasters

AP

Means

Added Profits
Added Prestige

The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

New Factors Loom To Strengthen All Foreign Language Broadcasting



By RALPH N. WEIL
General Manager
WOV

FOREIGN language radio has new reasons each year to forge ahead and intensify service. The reasons? The steady number of emigres from non-English speaking lands to the United States. When you add steady immigration, year by year, to an already definable segment of population you certainly have something worthy of note, and in many cases really BIG.

It is an odd corollary, however, that except for the newer groups (which often are not the largest) the growth goes on relatively unheralded. In fact it's apt to take a splashing of ice cold statistics and facts to make otherwise informed business minds aware of the value of some foreign language markets.

I'd like to be able to table here figures on some of the major foreign language groups across the nation, but current figures on this scale are not presently available. So I can't do that. But I can give an excellent example, with current figures, of the language situation I know best, having dealt happily with it for years; that is Italian in New York City and its environs.

If you were asked to guess how many people from Italy have settled in New York in the past 10 years would you come close? Well, the 10 year figure is 118,330 with 47,600 of them arriving during the last two years!

Very few would have pegged it. Perhaps it is because it is a characteristic of recent and current Italian immigration that it requires no new social adjustments for the overall community. Italians arriving to become new Americans routinely become part of the largest single foreign language group in the country's largest city. They are not pioneering. They are expanding a community segment that has long numbered over 2,000,000 and has long enjoyed relative prosperity. These figures were revealed by a Pulse study released this winter. It also showed the New York City Italian population gain to be definitely net, with the immigration rate outweighing the death rate.

What does this steady immigration mean to radio? To the economic life of the community?

Well, metaphorically speaking, one of the first things the new arrival does is turn on the radio. When he finds the station that speaks his language and speaks it properly he settles his dial right there. Literally he then stays tuned to "his" station the rest of his life! He'll work at learning the language of the land, and good for him, I say. But . . . he continues to need your language broadcasting. The economic health of the community needs your language broadcasting.

Well handled foreign language radio broadcasting is vital to a region where recent and future immigration is part of the population pattern. This is a case where service offered is service utilized . . . and appreciated. Properly coordinated language broadcasting becomes the voice of ultimate authority as far as its listeners are concerned.

One old rule for successful language operation holds perpetually true. Don't translate, transpose.

An obvious example of where mere translation would fall far short of doing the whole job is news. Your language audience has the normal hunger for news. The listener craves the usual; domestic news, world affairs. But he has an additional yearning, word of the original homeland. Now, I'm sure we all agree that the stress of keeping up with the content of this era's news is tough enough in itself. Your recent newcomer would be sunk if he had to try to cope with it in the language of the land. Even your long resident, foreign-born listener is grateful daily to "his" station for eliminating the extra strain he'd experience trying to cope with the import of the news and the nuances of idiom in his newer language.

Day by day service to groups that grow year by year, through the use of the mother tongue that hits the ears and mind of the language listener as emotionally right—that is foreign language radio's strength. That is how it does its job of serving and entertaining effectively. And that too is how it peps up the economic health of the community.

RADIO

INTERNATIONAL

AM STATIONS OF LATIN AMERICA

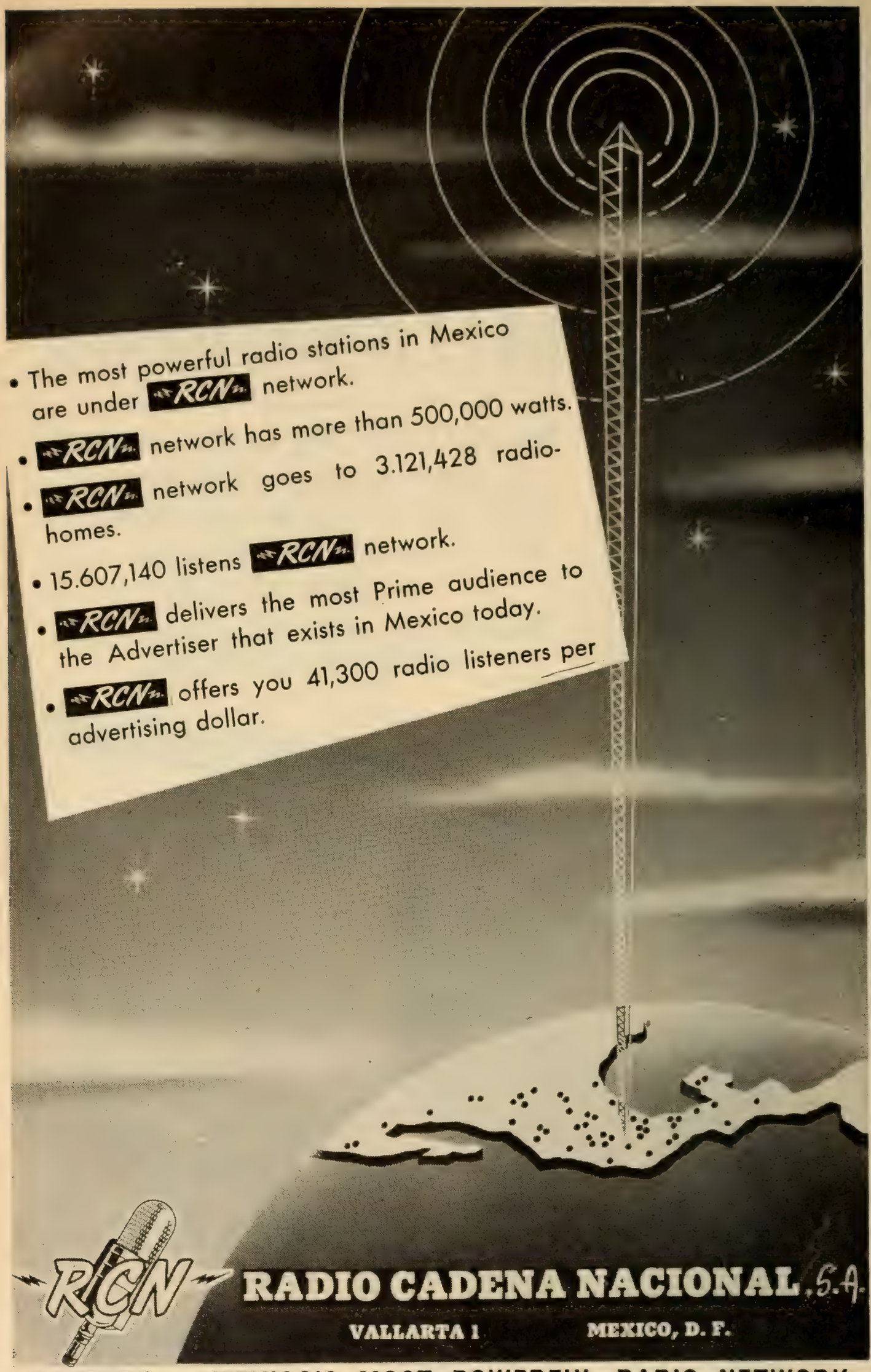
INTERNATIONAL BROADCAST STATIONS OF U. S. AND CANADA

RADIO PROGRAMAS de MEXICO, S.A.

RADIO CADENA NACIONAL, S.A. MEMBER STATIONS

ANNUAL

1958



RCN — MEXICO'S MOST POWERFUL RADIO NETWORK

STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Acambaro, Gto.	XEGW	1270	
Acapulco, Gro.	XEBB	600	
Acapulco, Gro.	XECI	1340	
Acapulco, Gro.	XEDO	1600	Heriberto Guizar Castro
Acapulco, Gro.	XEKJ	1400	Ramon Ortego Escobedo
Agua Prieta, Son.	XEAQ	1490	Manuel Rodriguez
Agua Prieta, Son.	XEFH	1310	Jesus Rodriguez Verdugo
Aguascalientes, Ags.	XEBI	790	Pedro C. Rivas
Aguascalientes, Ags.	XEDC	1560	
Aguascalientes, Ags.	XEIY	1170	
Aguascalientes, Ags.	XERO	1490	Radio Hidrotermopolitana
Aguascalientes, Ags.	XEYZ	1450	Luis Chavez Calvillo
Apatzingan, Mich.	XECJ	770	
Apatzingan, Mich.	XEGV	1240	
Boca del Rio, Ver	XEOD	1090	
Campeche, Camp.	XEA	1370	Casanoba Brito
Cananea, Son.	XEFQ	980	Pedro L. Diaz
Celaya, Gto.	XENC	1540	El Heraldo del Bajio
Celaya, Gto.	XEY	1360	
Chetumal, Q.R.	XEOS	960	
Chihuahua, Chih.	XEBU	620	Roberto O. Stevenson
Chihuahua, Chih.	XEBW	1280	Radioemisora del Norte
Chihuahua, Chih.	XEFI	580	Pregon, Del Est, de Chih.
Chihuahua, Chih.	XEM	1390	Pedro Meneses, Jr.
Chihuahua, Chih.	XERA	1490	Red Nacional Radiomisora, S.A.
Ciudad Acuma, Coah	XEKD	1010	
Ciudad Camargo, Chih.	XEHA	570	Hugo Pinera Limas
Ciudad Camargo, Chih.	XEOH	1270	
Ciudad Cuauhtemoc, Chih.	XEQZ	1560	
Ciudad Cuauhtemoc, Chih.	XEPL	560	
Ciudad Cuauhtemoc, Chih.	XEER	990	
Ciudad del Carmen, Cam	XEUJ	1460	
Ciudad Delicia, Chih.	XEAY	660	
Ciudad Delicias, Chih.	XEBN	1240	
Ciudad Delicias	XEJK	1340	Amador Ronquillo Reza
Ciudad Guzman	XEBC	1430	Roberto Chavez Gonzalez
Ciudad Jimenez, Chih.	XEJZ	1320	
Ciudad Juarez, Chih.	XEFV	1240	Dario Cordo Rocha
Ciudad Juarez, Chih.	XEF	1420	Jose Carlos Amaya
Ciudad Juarez, Chih.	XEJ	970	Pedro Meneses, Jr,
Ciudad Juarez, Chih.	XELO	800	Cia Radio de Piedras Negras
Ciudad Juarez, Chih.	XEWG	1490	Carlos Mendez
Ciudad Juarez, Chih.	XEYC	1460	Ysela Fern. Caball. de Yanez
Ciudad Juarez, Chih.	XEP	1300	
Ciudad Ixtepec, Oax	XECA	1480	
Ciudad, Lerdo	XENO	960	
Ciudad Lerdo, Dur.	XEGZ	790	
Ciudad Mante, Tam.	XECM	1450	
Ciudad Miguel Aleman, Tam.	XEHD	1430	
Ciudad Miguel Aleman, Tam	XEHI	1470	
Ciudad Obregon, Son	XESO	1150	
Ciudad Obregon, Son.	XEAP	1290	Emillo Manzanilla
Ciudad Obregon, Son.	XEHX	1460	
Ciudad Obregon, Son.	XEOX	1430	Felipe G. de Leon
Ciudad Reynosa, Tam	XERU	810	
Ciudad Valles, S.L.P.	XETR	1120	Tomas Oliva Banuelos
Ciudad Victoria, Tam.	XEHP	580	
Ciudad Victoria, Tam.	XECP	1450	



To Broadcasters

AP

Means

Added Profits
Added Prestige

The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

Location	Call Letters	Frequency	Owner
Ciudad Victoria, Tam.	XEBJ	1340	Fernando Elizalde
Coatepec, Ver.	(New)	700	
Coatzacoalcos, Ver.	XEGB	840	
Coatzacoalcos, Ver.	XEOM	1340	Daniel Schact Perez
Colima, Col.	XERL	1280	J. Roberto Levy
Cordoba, Ver.	XEAG	1280	Luz Maria Zuniga de Miguel
Cordoba, Ver.	XEDZ	580	
Cordoba, Ver.	XEJD	820	J. Jac. Vda. de Zuniga
Cosamaloapan, Ver.	XEFU	630	
Guassave, Sin.	XEGS	1490	Radio Guassave S.A.
Cuautla, Mor.	XEWF	1400	Fernando Diaz Enriquez
Cuernavaca, Mor.	XEFS	1420	
Cuernavaca, Mor.	XEJC	980	Ed. Jimenez de la Cuesta
Culiacan, Sin.	XEBL	1260	Enrique Maxim Gomez Blanco
Culiacan, Sin.	XECQ	1300	Radio Culiacan, S.A.
Culiacan, Sin.	XEGF	1450	
Culican, Sin.		920	
Culiacan, Sin.	XESA	1360	Pablos y Elizalde
Durango, Dgo.	XECK	1340	
Durango, Dgo.	XEDU	860	Carlos C. Armas
Durango, Dgo.	XEE	1280	Jose Valenzuela
El Sauzal, B.C.	XEDX	1010	
Ensendada, B.C.	XEFY	1450	
Ensenada, B.C.	XEPF	1400	Luis Enrique Encisco
Empalme, Son.	XEBQ	1240	Roberto Gonzalex Mata.
Fresnillo, Zac	XEMA	1340	Jose Miguel Acevedo Moya
Gomez Palacio, Dur.	XEMD	920	
Gomez Palacio, Dur.	XERS	1400	
Gomez Palacio, Dur	XEPM	790	
Guadalajara, Jal.	XEAD	1150	Alejandro Diaz
Guadalajara, Jal.	XEAV	570	Manuel Lopez Diaz
Guadalajara, Jal.	XEBA	840	Jesus D. Gonzales
Guadalajara, Jal.	XEDG	1370	
Guadalajara, Jal.	XEDK	1250	Manuel Lopez Diaz
Guadalajara, Jal.	XEGL	1280	Quirino Francisco Gonzalez
Guadalajara, Jal.	XEHK	960	Franciso E. Fregoso
Guadalajara, Jal.	XEHL	1010	Radiodif de Occidente, S.A.
Guadalajara, Jal.	XEJB	630	State Government
Guadalajara, Jal.	XEJE	1310	Difusoras de Occidente, S.A.
Guadalajara, Jal.	XELT	920	Eduardo Reynoso Gonzalez
Guadalajara, Jal.	XELW	1340	Salvador Galindo de la Torre
Guadalajara, Jal.	XERP	1190	
Guanajuato, Gto.	XEWZ	600	Gonzalo Sanchez Gomez
Guasave, Sin.	XEGS	610	
Guaymas, Son.	XEDR	1490	Sucrs. de Modesto Ortega
Guaymas, Son.	XEFX	800	
Hermosillo, Son.	XEBH	920	Carlos Balderrama
Hermosillo, Son.	XEDL	1250	Eufemia Esquer de Vidal
Hermosillo, Son.	XEDM	1580	Radio Pacifico
Hermosillo, Son.	XEHQ	590	Radio Hermosillo
Hermosillo, Son.	XEOP	960	
Hermosillo, Son.	XEQN	1540	
Hidalgo del Parral, Chih.	XEAT	1250	Sucrs. de Jorge Perez
Hidalgo del Parral, Chih.	XEGD	1520	
Hidalgo, del Parral, Chih.	XEJR	1490	
Hidalgo del Parral, Chih.	XEJS	1150	Olfonso Perez Porras
Huamantla, Tlax.	XEHT	1520	Alf. Macias y Mario Pardo S.
Huauchinango, Puebla	XEGU	1490	
Iguala, Gro.	XEKF	1360	Rafael Campos Marquina
Irapuato, Gto.	XEBO	1330	Alfonso Martinez

Location	Call Letters	Frequency	Owner
Irapuato, Gto.	XEHE	970	
Irapuato, Gto.	XEWE	1420	Felipe Gallardo
Jalapa, Ver.	XEFA	1340	Adolfo Alvarez
Jalapa, Ver.	XEJA	610	Adolfo Alvarez
Jalapa, Ver.	XEJJ	1130	Mariano Caraza
Jalapa, Ver.	XEXB	1400	
Jalapa, Ver.	XEKL	550	Carlos Ferraez Matos.
Jiquilpan, Mich.	XEIX	1290	
La Barca, Jal.	XELB	1090	Ramon Alvarez Lopez
Lagos de Moreno	XEIQ	1110	
La Paz, B.C.	XEAL	1310	
La Paz, B.C.	XENT	790	
La Paz, B.C.	XEPX	550	
La Piedad, Mich.	XELC	1200	
Leon, Gto.	XEKX	1270	
Leon, Gto.	XEFM	1270	
Leon, Gto.	XELG	680	Radio Impuls. del Centro S.A.
Leon, Gto.	XERW	1390	Augustin Obregon Padilla
Leon, Gto.	XERZ	1240	Carlos Obregon Padilla
Linares, N.L.	XER	1260	Radio Linares, S.A.
Los Mochis, Sin.	XECF	1410	Francisco Perez H.
Los Mochis	(New)	650	
Los Mochis, Sin.	XECU	1470	Luis Perez Gomez
Magdalena, Son.	XEDJ	1450	Jesus L. Rochin
Magdalena, Son.	XESY	1320	
Manzanillo, Col.	XECS	1400	
Matamoros, Tam.	XEAM	1310	Manuel L. Salinas
Matamoros, Tam.	XEMS	1420	
Matamoros, Tam.	XEMT	1340	Severo Garza Saenz
Matamoros, Tam.	XEO	970	Can. Maria Gonzalez
Matehuala, S.L.P.	XEFF	1490	
Mazatlan, Sin.	XEDS	1420	Alexjandro A. Schober
Mazatlan, Sin.	XERJ	1320	Oscar Perez E.
Mazatlan, Sin.	XETK	1390	Radio Emisors de Occidente
Mazatlan, Sin.	XEEC	1270	
Merida, Yuc.	XERY	1150	
Merida, Yuc.	XEDY	1450	
Merida, Yuc.	XEFC	1330	Rafael Rivas Franco
Merida, Yuc.	XEME	1270	
Merida, Yuc.	XEMH	1490	Alvaro Barquet Y
Merida, Yuc.	XEMQ	1240	Lazaro Achurra Suarez
Merida, Yuc.	XEQW	550	
Mexicali, B.C.	XECL	990	Alfonso A. Lacarra
Mexicali, B.C.	XEAA	1340	Consuelo Tonnela King
Mexicali, B.C.	XEAO	910	Juan C. Chavez
Mexicali, B.C.	XEWV	940	
Mexicali, B.C.	XED	1050	Carlos Blando
Mexicali, B.C.	XEGE	1570	
Mexicali, B.C.	XESU	790	
Mexico, D.F.	XEB	1220	El Buen Tono S.A.
Mexico, D.F.	XEA1	1320	G.N. Medina y Loc. Ag. Ramos
Mexico, D.F.	XEBS	1410	Hispano Mexicano S.A.
Mexico, D.F.	XEBZ	660	Vocero Mexicano S.A.
Mexico, D.F.	XEDA	1290	Publ. Com. de Mexico, S.A.
Mexico, D.F.	XEDP	1060	Radio Gobernacion
Mexico, D.F.	XEJP	1150	Radio America, S.A.
Mexico, D.F.	XEK	970	Arturo Martinez
Mexico, D.F.	XEL	1260	Herdez S.A.
Mexico, D.F.	XELA	830	Radio Metropolitan S.A.
Mexico, D.F.	XELZ	1440	Maria Cardena de Zetina
Mexico, D.F.	XEMC	1590	Dol. G. Estrada de Ferreiro
Mexico, D.F.	XEMX	1380	Publ. Com. de Mexico S.A.
Mexico, D.F.	XEN	690	Guillermina P. de Del Conde

Location	Call Letters	Frequency	Owner
Mexico, D.F.	XENK	620	Gral. Brig. P.A.F. Proal Pardo
Mexico, D.F.	XEOF	560	
Mexico, D.F.	XEOY	1000	Fomento de Radio, S.A.
Mexico, D.F.	XEPH	590	Cia. Mexico de Radiodif. S.A.
Mexico, D.F.	XEQK	1350	Guillermo Morales B.
Mexico, D.F.	XEQR	1030	Corp. Mexicana de Radio, S.A.
Mexico, D.F.	XESM	1470	Salvador San Martin
Mexico, D.F.	XEQ	940	Radio Panamericana, S.A.
Mexico, D.F.	XERCN	1110	Radio Central de Mexico
Mexico, D.F.	XERC	790	Radio Popular de Mexico
Mexico, D.F.	XERH	1500	"A.R.S.E." S.A.
Mexico, D.F.	XEUN	860	Universidad National de Mexico
Mexico, D.F.	XEW	900	Cadena Radiodifusora, S.A.
Minatitlan, Ver.	XEDW	1260	Oucrs de Hector Silva Canto
Monclova, Coah.	XEKN	1390	
Monclova, Coah.	XEMF	1260	Alfonso L. Bres.
Monclova, Coah.	XEMW	970	
Monterrey, N.L.	XEAR	1480	Alfonso Flores Lopez
Monterrey, N.L.	XEAW	1280	Jesus D. Gonzalez
Monterrey, N.L.	XEDD	1560	
Monterrey, N.L.	XEFB	630	Emis. Inc. de Monterrey, S.A.
Monterrey, N.L.	XEFZ	1140	
Monterrey, N.L.	XEG	1050	La Voz de Norte-America. S.A.
Monterrey, N.L.	XEGQ	1590	
Monterrey, N.L.	XEH	1420	Radio Taranava, S. de R.L.
Monterrey, N.L.	XERR	570	
Monterrey, N.L.	XEJM	1450	
Monterrey, N.L.	XEMR	1370	Enrique Serna Martinez
Monterrey, N.L.	XENL	860	
Monterrey, N.L.	XEOK	920	Carlos Roa Montes De Oca
Monterrey, N.L.	XET	990	El Pregonere del Norte
Monterrey, N.L.	XEEO	690	
Morelia, Mich.	XECR	1340	
Morelia, Mich.	XELQ	570	Francisco Laris Iturbide
Morelia, Mich.	XEGP	1580	
Morelia, Mich.	XESF	1300	Jose Martinez Ramirez
Morelia, Mich.	XEI	1400	Tiburcio Ponce
N. Casas Grandes, Chih.	XETX	1010	Laureano Molinar Contreras
Naco, Son.	XETM	1350	Jesus Manuel Franco
Navajoa, Son.	XEAJ	1400	
Navajoa, Son.	XEGL	1270	Fausto M. Gomez
Navajoa, Son.	XEHG	980	
Nogales, Son.	XECG	1240	
Nogales, Son.	XEHF	1370	Gaston Mascarenas
Nogales, Son.	XENS	1590	
Nogales	XEXW	1300	
Nuevo Laredo, Tam.	XEAS	1410	Jose Maria Villarreal
Nuevo Laredo, Tam.	XEFE	790	Ruberto Villarreal
Nuevo Laredo, Tam.	XERG	1090	Reynoldo Garza Alvarez
Nuevo Laredo, Tam.	XEBK	1340	Juan Manuel Cortes
Neuvo Laredo, Tam.	XEDF	960	Rafael Tijerina Carranza
Nuevo Laredo, Tam.	XEXO	1140	Julio Santo Coy
Nuevo Laredo, Tam	XENU	1370	
Nuevo Rosita, Coah.	XEJF	1400	
Nueva Rosita, Coah.	XELF	1380	
Nueva Rosita, Coah.	XERN	980	
Oaxaca, Oax	(New)	570	
Oaxaca, Oax.	XEAX	1270	Delia Rodriguez de Marquez
Oaxaca, Oax.	XECE	1240	
Ocotlan, Jal.	XEAN	800	Radio Ocotlan S. de R.L.
Ojinaga, Chih.	XECT	1450	
Orizaba, Ver.	XEPP	1450	Radio Impulsora de Orizaba
Orizaba, Ver.	XETQ	850	Sucrs de Francisco Campos H.

Location	Call Letters	Frequency	Owner
Pachuca, Hgo.	XETK	1420	
Pachuca, Hgo.	XEPK	1180	Radio Publ. de Pachuca
Papantla, Ver.	XEGK	920	
Patzcuaro, Mich.	(New)	600	
Piedras Negras, Coah.	XEMJ	920	Jesus L. Elizondo
Piedras Negras, Coah.	XEMU	570	Alfonso L. Bres.
Poza Rica, Ver.	XEFO	1480	
Progresso, Yuc.	XEGO	620	
Progreso, Yuc	XECN	1400	
Puebla, Pue.	XECD	1170	Roberto Canedo
Puebla, Pue.	XEHR	1090	Manuel R. Canale
Puerta Vallarta, Jal.	XEEJ	650	
Queretaro, Qro.	XEJX	1250	Radio Emisora Queretaro
Queretaro, Qro.	XENA	1520	Ramon Rodriquez Familiar
Quertaro, Que.	XEDI	1570	
Reynosa, Tam.	XEFP	1240	
Reynosa, Tam.	XEGH	620	
Reynosa, Tam.	XEOR	1390	Cond. S. Vda. de Gonzalez
Reynosa, Tam.	XERT	590	Ignacio Magallon
Rio Bravo, Tam.	XEFD	1170	
Rio Bravo, Tam.	XEFL	1110	
Rio Verde, S.L.P.	XEEM	660	
Rosarito, B.C.	XERB	1090	Interamericana de Radio, S.A.
Sabinas, Coah.	XEBX	610	Radiodif. Coahuila, S.A.
Sabinas, Coah.	XESH	1460	
Saguayo, Mich.	XEGC	1450	Alberto Barragan Degollado
Salamanca, Gto.	XENP	1430	
Salamanca, Gto.	XERX	1560	Ernesto Bravo Vargas
Salina Cruz, Oax.	XEEA	1330	
Saltillo, Coah.	XEDE	1400	Enrique Martinez y Martinez
Saltillo, Coah.	XESJ	1250	Froylan Mier Narro
Saltillo, Coah.	XEXU	1490	
San Andres Tuxtla, Ver.	XEPA	980	
San Andres Tuxtla, Ver.	XERM	1370	
San Andres Tuxtla, Ver.	XELN	1510	
San Andres Tuxtla, Ver.	XEDQ	1400	
San Andres Tuxtla, Ver.	XEGA	1300	
San Miguel Allende, Gto.	XESQ	1280	
San Luis Potosi, S.L.P.	XEBM	920	Benjamin Briones
San Luis Potosi, S.L.P.	XECZ	1430	Radiodif, Mexicano
San Luis Potosi, S.L.P.	XEPO	1260	Alejandro Espinosa Pitman
San Luis Potosi, S.L.P.	XEWA	540	Cadena Radiodif. Mex. S.A.
San Luis Potosi, S.L.P.	XEXQ	1460	
San Luis Potosi, S.L.P.	XESL	1340	Guadalupe Delgado Ramirez
San Luis Potosi, S.L.P.	XEEQ	750	
San Luis Rio Colorado, Son.	XECB	1450	Carlos Flando
San Pedro Tlaquepaque, Jal.	XESP	1400	Herminio Macias Alonso
Santa Ana, Son.	XEAB	1400	Alfredo Marin Castro
San Francisco del Oro, Chih.	XEHB	770	
Santa Barbara, Chih.	XESB	1400	Domingo Salayandia Najera
Santa Barbara, Chih.	XEES	820	
Santa Rosalia, B.C.	XEAH	560	
Santa Rosalia, B.C.	XESR	1320	
Tala, Jal.	XEAF	550	
Tampico, Tam.	XECA	1460	Difusora Portena S. de R.L.
Tampico, Tam.	XEFW	810	Flores y Martinez
Tampico, Tam.	XES	1240	Radio Televisora de Tampico
Tampico, Tam.	XETO	1400	Radio Tiempo S. de R.L. de C.V.
Tampico, Tam.	XETU	980	Impuls. Moderna Del Radio, S.A.
Tampico, Tam.	XELE	1300	
Teapa, Tab.	XEUI	1320	

Location	Call Letters	Frequency	Owner
Tapachula, Chi.	(New)	850	
Tapachula, Chis.	XETS	630	Napolean Correa
Tecate, B.C.	XEAK	560	
Tecate, B.C.	XEKT	1590	
Tecuala, Nay.	XEFG	1450	
Tehuacan, Pue.	XEDB	1520	
Tehuacan, Pue.	XEWJ	1420	Jaime Retif Del Morel
Tehuacan, Pue.	XEGY	1080	
Tehuantepec, Oax	XEDS	600	
Tepic, Nay.	XERK	1450	Dario Mondragon
Tepic, Nay.	XEXT	980	State Government
Tepie, Nay	XEEF	620	
Tepie, Nay	XEEU	810	
Teziutlan, Pue.	XEFJ	1330	
Tijuana, B.C.	XEAC	690	Jorge I. Rivera
Tijuana, B.C.	XEAU	1470	Manuel Acuna Varela
Tijuana, B.C.	XEAZ	1270	Fernando Sanchez Mayans
Tijuana, B.C.	XEBE	800	
Tijuana, B.C.	XEBG	1550	Octavio B. Lelevier
Tijuana, B.C.	XEC	1310	Luis Enrique Encisco
Tijuana, B.C.	XEGM	950	Gustavo Faist Fernandez
Tijuana, B.C.	XEMO	860	Fernando Frederico Ferreira
Tijuana, B.C.	XEXX	1420	Jose J. Clark, Fern. Fed. Ferrel
Toluca, Mex.	XECH	1490	Rodolfo Llamas
Tonala, Jal.	XEHJ	760	
Torreon, Coah.	XEBP	1310	La Voz de la Laguna, S.A.
Torreon, Coah.	XEDN	600	Difusora del Norte, S.A.
Torreon, Coah.	XETB	1350	Radio Laguna, S.A.
Torreon, Leon	XEOB	1490	
Torreon, Coah.	XETC	1240	
Tuxpan, Nay.	XEUX	1340	Salvador Hrena Benitez
Tuxpan, Ver.	XETL	1390	Calixte Almazan
Tuxtla Gutierrez	XEON	710	Enrique Balero Arambula
Tuxtla Gutierrez, Chi.	XEUE	1360	
Uruapan, Mich.	XEFN	1130	
Uruapan, Mich.	XEUF	610	Ignacio Navarro
Valle Hermosa, Tam.	XEVH	1310	
Veracruz, Ver.	XECW	1490	
Veracruz, Ver.	XEHV	1310	Sucrs. de Juan A. Palavicini
Veracruz, Ver.	XELL	1430	Carlos Ferraez Matos
Veracruz, Ver.	XELR	610	
Veracruz, Ver.	XETF	1250	Sucr. de Jose Rodr. Lopez
Veracruz, Ver.	XEU	960	Fernado Pazos SOSA
Villa Acuna, Coah.	XEAE	1600	
Villa Acuna, Coah.	XEDH	1340	Oscar Gonzalez Galindo
Villa Acuna, Coah.	XERF	1570	Cia Radio-Dif. de Coahuila, S.A
Villahermosa, Tab	XEUS	1080	
Villahermosa, Tab.	XETZ	1380	
Villahermosa, Tab.	XEUH	1500	
Villahermosa, Tab.	XEVV	970	
Zamora, Mich.	XEQL	860	
Zacapu, Mich.	XEZU	1270	Guillermo Calzada Cervantes
Zacatecas, Zac.	XELK	1280	Macia y Acevedo
Zacatecas, Zac.	XEXZ	1150	Manuel Llamas Felix
Zamora, Mich.	XEGT	1490	Radio Zamora S. de R.L.
Zamora, Mich.	XEZM	650	La Voz del Comercio de Zamora
Zapopan, Jal.	(New)	880	
Zapopan, Jal.	XECO	760	
Zapopan, Jal.	XEDV	700	
Zihuatanejo, Gro.	XESZ	1450	
Zitacuaro, Mich.	XELX	1460	
Zitacuaro, Mich.	XETA	810	Gabriel Saenz Gutierrez

STATIONS OF CUBA

Location	Call Letters	Frequency	Owner
Artemisa	CMAD	1240	Manuel Domingues Motolongo
Bayamo	CMKX	1390	Aistides Gervet Villafane
Bayamo	CMDD	1200	
Caibaiguan	CMHY	1590	
Camaguey	CMJE	680	Satellite CMBC Havana
Camaguey	CMJF	1340	Radio Camaguey
Camaguey	CMJC	1270	Cadena Camagueyana de Radic
Camaguey	CMJL	920	Circuito CMQ S.A.
Camaguey	CMJW	1440	Andres Moran Cisneros
Camaguey	CMJA	1060	Rafael Valdes Jiminez
Camaguey	CMJR	1030	Org. Insular de Radio, S.A.
Camaguey	OMJN	960	
Camaguey	CMJG	1000	Cadena Oriental de Radio, S.A.
Camaguey	CMJK	1160	Jones, Castrillon y Cia
Cardenas	CMGE	1470	Genaro Sabater Fox
Ciego de Avila	CMJH	1370	Luis Marauri Mendoza
Ciego de Avila	CMJD	1190	Union Radio S.A.
Ciego de Avila	CMJP	580	
Ciego de Avila	CMJS	1580	
Ciego de Avila	CMJO	1470	Bonifacio Idelfonso Morales
Cienfuegos	CMHN	680	
Cienfuegos	CMHF	1040	
Cienfuegos	CMHJ	1350	Union Radio S.A.
Colon	CMGM	1440	
Cruces	CMHK	1220	Virgilio Villanueva Bravo
Encrucijada	CMHE	1090	Virgilio R. Diaz Quintanilla
Florida	CMJI	1400	Dr. Osvaldo Moran Artega
Fomerito	CMHX	1480	Eugenio Perez Mena
Guantanamo	CMKH	1140	Cadena Oriental de Radio S.A.
Guantanamo	CMKI	1400	Union Radio S.A.
Havana	CMOA	1590	Juan Fernandez Duran
Havana	CMZ	1560	Ministry of Education
Havana	CMOX	1490	
Havana	CMCM	1460	Cia. Transradio Columbia S.A.
Havana	CMCQ	890	Andres Martinez
Havana	CMBX	1390	Alberto Alvarez Ferrera
Havana	CMBG	1360	
Havana	CMCB	1330	Radio Reloj S.A.
Havana	CMCO	1230	Edelberto Perez Rubio
Havana	CMK	1190	Faust Montiel
Havana	CMBK	1150	Radio Publicidad Tropico S.A.
Havana	CMBY	1120	Pages y Cia.
Havana	CMBS	1090	Enrique Artalejo Fernandez
Havana	CMCI	1260	Cadena Oriental de Radio S.A.
Havana	CMCX	1060	Circuito Occidental de Radio S.A.
Havana	CMCG	1420	
Havana	CMBQ	1010	Radio Continental CMBQ S.A.
Havana	CMCK	980	Cia. Radiodif. COCO y CMCK S.A
Havana	CMBF	950	Radio Universal S.A.
Havana	CMCF	910	J. Ulloa y Cia.
Havana	CMCY	590	
Havana	CMBL	860	Radio Cadena Suaritos
Havana	CMBZ	830	Manuel y Guillermo Salas
Havana	CMCH	790	Radio Cadena Habana S.A.
Havana	CMBC	690	
Havana	CMCD	760	La Voz del Aire
Havana	CMCA	730	Radio Publicidad Tropico S.A.

Location	Call Letters	Frequency	Owner
Havana	CMW	550	A. Gil y M. Troncoso
Havana	CMQ	630	Cirquito CMQ S.A.
Havana	CMCU	660	Radio Garcia Serra S.A.
Havana	CMBD	1520	
Holguin	CMDL	1150	
Holguin	CMKJ	600	
Holguin	CMDC	1290	Cadena Oriental de Radio S.A.
Holguin	CMKO	1220	Manuel Angulo Ferran
Holguin	CMKF	1050	Manuel J. de Gongova
Holguin	CMKD	970	Cadena Oriental de Radio
Holguin	CMKJ	730	Circuito CMQ S.A.
Holguin	CMKP	670	Satellite CMBC Havana
Holguin	CMKM	560	Union Radio S.A
Jabotibonico	CMJJ	540	
Jobellanos	CMGN	960	
Mantanzas	CMGF	930	Manuel Domingues Motolongo
Manzanillo	CMDF	1590	
Matanzas	CMGU	1340	
Matanzas	CMGL	1400	Cadena Oriental de Radio S.A.
Moron	CMJX	1230	Dr. Pable Castellanos Caballero
Nuevitas	CMJQ	1300	Juan Filiguieras Cabaleiro
Palma Soriano	CMKZ	1430	Maria Dominguez Dousseu
Pinar del Rio	CMAF	680	
Pinar del Rio	CMAB	740	Simeon Ferro Martinez
Pinar del Rio	CMAL	1340	Radioccidenta S.A.
Pinar del Rio	CMAQ	920	Circuito CMQ S.A.
Pinar del Rio	CMAR	1170	Manual Diaz Autran
Pinar del Rio	CMAW	800	Pedro Redondo Fernandez
Puerto Padre	CMKY	1350	Pedro Zacca Cheda
Sagua la Grande	CMHO	1310	
Sagua La Grande	CMHR	1570	
San Cristobal	CMAC	1030	
Sancti Spiritus	CMHT	990	Juan B. Santana Padron
Sancti Spiritus	CMHB	780	Union Radio S.A.
San Luis	CMKQ	1400	Raul de Arms Trompeta
Santiago de Cuba	CMDB	680	Synchronized with CMBC Camaguey
Santiago de Cuba	OMKN	930	
Santiago de Cuba	CMKC	770	Radio Orientale S.A.
Santiago de Cuba	CMKL	800	Cadena Oriental de Radio S.A.
Santiago de Cuba	CMKU	850	Circuito CMQ S.A.
Santiago de Cuba	CMKW	1000	Reloj Del Aire S.A.
Santiago de Cuba	CMDZ	1120	
Santiago de Cuba	CMKR	1090	Jaime Nadal
Santiago de Cuba	CMKB	1170	Union Radio S.A.
Sagua la Grande	CMHA	1280	Justiniano Valdes Aguado
Santiago de Cuba	CMDA	1320	
Santa Clara	CMHQ	640	Circuito CMQ S. A.
Santa Clara	CMHW	810	
Santa Clara	CMHZ	970	
Santa Clara	CHMM	1130	
Santa Clara	CMHG	670	Synchronized with Camaguey
Santa Clara	CMHD	890	Union Radio S.A.
Santa Clara	CMHC	1410	
Sancti Spiritus	CMHL	1450	
Sancti Spiritus	CMHP	1250	
Victoria de las Tunas	CMKG	1490	Ramon Espinosa Perez
Victoria de las Tunas	CMDQ	840	
Victoria de last Tunas	CMGE	1240	Humberto Anteres Pena
Victoria de Las Tunas	CMKT	1520	Alfr. O. Sanchez Moregon

STATIONS OF HAITI

Location	Call Letters	Frequency	Owner
Port-au-Prince	4VW	1300	Ricardo Widmaier
Port-au-Prince	4VGM	1470	Frank C. Magloire

STATIONS OF DOMINICAN REPUBLIC

Location	Call Letters	Frequency	Owner
Bani	H13V	1310	Manuel Bello Hijo
Barahona	H13A	1360	
Ciudad Trujillo	H1T	1400	Francisco A. Sanabia
Ciudad Trujillo	H1Z	1350	Frank Hatton
Cuidad Trujillo	H12H	1490	Raf. E. Tavarez L.
Cuidad Trujillo	H1N	1220	Partido Dominicano
Ciudad Trujillo	H1G	950	Andres Cordero Puello
Ciudad Trujillo	H1L	790	Joaquin C. Pellicer
Ciudad Trujillo	H13T	620	J. Arismendi Trujillo
Puerto Plata	H19U	1240	Luis A. Pelegrin
San Cristobal	H12R	1440	Luis Alberti
San Francisco de Macoris	H14C	1250	Manuel R. Peralta
San Pedro de Macoris	H11J	610	
Santiago	H14B	1330	Abraham Vanderhorst
Santiago	H16T	1380	J. Arismendi Trujillo
Santiago	H18B	1050	Jacinto L. Sanchez
Santiago	H19Z	820	Luis F. Moscoso C.
Santiago	H11N	1220	Expedi Pou

STATIONS OF BAHAMAS & JAMAICA

Location	Call Letters	Frequency	Owner
BAHAMAS			
Nassau	ZNS	1540	Bahamas Government
JAMAICA			
Kingston	ZQI	720	Jamaica Bcstg. Co.
Mandeville		580	
Montego Bay		1180	
Point Galina		560	

RADIO CADENA NACIONAL, S.A.

Main Office: Vallarta #1
Mexico 4, D. F.-Mexico
P. O. Box 7892
Cable: RCN — Phone: 46-96-48
Monterrey Office: Edif. Alanis Tamez 509
Padre Mier y Cap. E. Carranza
Monterrey, N. L., Mexico

—PERSONNEL—

President and General Manager.....Rafael Cutberto Navarro
Manager.....Lic. Pedro De Koster
Public Relations.....Luis Gurza y Villarreal
Traffic Dept.....Enrique Bernal Servín
Publicity Dept.....Hector Ramirez Diaz

RADIO PROGRAMAS DE MEXICO, S.A.

Institucion Mexicana de Radio
General Offices: Bucareli 109
Phones:
General Offices: 36-29-01 — 12-65-44 — 13-91-14
P. O. Box 1324
Mexico City, Mexico

—PERSONNEL—

President & General Manager.....Clemente Serna Martinez
Vice President.....Antonio Eufracio Ontiveros
Vice President.....Horacio Niño Medina
Vice President.....Dr. Luis de la Rosa
Manager.....Javier Salcido
Sales Executive.....Lic. Jose Sanchez Navarro
Asst. to Pres., Gen. Manager.....Homero Rios D.
Audio & Recording Supervisor.....Ing. Dario Mondragon

RADIO CADENA NACIONAL, S.A.
MEMBER STATIONS

Location	Call Letters	Frequency Kcs.
Acapulco, Gro.	XEBB	600
Acuna, Coah	XERF	1570
Aguascalientes, Ags.	XERO	1490
Agua Prieta, Son.	XEFH	1310
Agua Prieta, Son.	XEAQ	1490
Cd. del Carmen, Camp	XECC	1340
Cd. Juarez, Chih.	XEJ	970
Cd. Juarez, Chih.	XEFV	1240
Cd. Juarez, Chih	XEWG	1490
Cd. Obregon, Son.	XEAP	1290
Cd. Valles, S.L.P.	XECV	610
Cd. Victoria, Tamps.	XEHP	580
Culiacan, Sin.	XECQ	1300
Chihuahua, Chih.	XEM	1390
Durango, Dgo.	XEDU	860
Ensenada, B. C.	XEDX	1010
El Mante, Tamps.	XECM	1450
Guadalajara, Jal.	XEHL	1010
Guadalajara, Jal.	XEBA	840
Guadalajara, Jal.	XEAD	1150
Hermosillo, Son.	XEDL	1250
Jalapa, Ver.	XEJJ	1550
Jimenez, Chih.	XEJZ	1320
Leon, Gto.	XELG	680
Leon, Gto.	XERZ	1240
Los Mochis, Sin.	XECU	1470
Manzanillo, Col.	XECS	960
Matamoros, Tamps.	XEO	970
Matamoros, Tamps.	XEMT	1340
Mazatlan, Sin.	XERJ	1320
Merida, Yuc.	XEMH	1490
Merida, Yuc.	XEZ	600
Mexicali, B.C.	XECL	990
Mexico, D. F.	XERCN	1110
Miguel Aleman, Tamps.	XEHI	1470
Monterrey, N. L.	XET	990
Monterrey, N. L.	XEJM	1450
Monterrey, N. L.	XEG	1050
Morelia, Mich.	XESF	1300
Nogales, Son.	XECG	1240
Nvo. Laredo, Tamps.	XEK	960
Nva. Rosita, Coah.	XENR	980
Oaxaca, Oax.	XEOA	570
Pachuca, Hgo.	XEPK	1420
Parral, Chih.	XEJS	1150
Puebla, Pue.	XECD	1170
Reynosa, Tamps.	XEOR	1390
Saltillo, Coah.	XEKS	1330
Sahuayo, Mich.	XEGC	1450
San Luis Potosi, S.L.P.	XEPO	1310
Tampico, Tamps.	XEFW	810
Tapachula, Chis.	XEKQ	670
Tehuantepec, Oax.	XEKZ	600
Tepic, Nay.	XEXT	980
Tijuana, B. C.	XEBG	1550
Toluca, Mex.	XECH	1490
Torreon, Coah.	XEBP	1310
Torreon, Coah.	XETJ	570
Tuxtla Gutierrez, Chis	XEUE	1360
Veracruz, Ver.	XETF	1250
Zacatecas, Zac.	XEXZ	1150

U. S. AND CANADIAN INTERNATIONAL STATIONS

Station Operator and Location	*Call Letters*	*Power*
Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.	WDSI-1	50 kw.
	-2	50 kw.
	-3	50 kw.
Columbia Broadcasting System, Inc., Wayne, N. J.	WDSI-5	50 kw.
	-6	50 kw.
Columbia Broadcasting System, Inc., Delano, Calif.	KCBR-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
The Crosley Broadcasting Corporation, Mason, Ohio	WLWO-1	150 kw.
	-2	150 kw.
	-3	150 kw.
	-4	150 kw.
	-5	150 kw.
	-6	150 kw.
General Electric Company, Schenectady, N. Y.	WGEO-1	100 kw.
	-2	50 kw.
	-3	25 kw.
National Broadcasting Co., Inc., Bound Brook, N. J.	WBOU-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	50 kw.
	-5	50 kw.
	-6	50 kw.
National Broadcasting Co., Inc., Dixon, Calif.	KNBH-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
*World Wide Broadcasting Corp., Scituate, Mass.	WRUL-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	20 kw.
	-5	50 kw.

*These are non-Government transmitters and are licensed by the FCC. Other stations are Government controlled and used exclusively for Voice of America broadcasts.

CANADIAN BROADCASTING CORP. INTERNATIONAL SERVICE

Two transmitters at Sackville, N. B. of 50 kw. each, operating under the following call letters:

Call Letters	*Frequency (kc.)*	*Call Letters*	*Frequency (kc.)*
CHAC	6160	CKLX	15090
CHLA	21710	CKNA	5970
CHLS	9610	CKNC	17820
CHOL	11720	CKNK	11945
CKCS	15320	CKOB	6090
CKCX	15190	CKRA	11760
CKEX	11900	CKRP	21600
CKLO	9630	CKRZ	6060
CKLP	9585	CKXA	11705

Radio Markets Ranked by Spot Volume, 1956 In Groups of Ten Markets:

			Total	%	Cumulative Total	Cumulative %
1.	New York	$18,161,000				
2.	Chicago	9,826,000				
3.	Los Angeles	5,847,000				
4.	Detroit	5,544,000				
5.	Philadelphia	5,045,000				
6.	Boston	3,308,000				
7.	San Francisco	3,264,000				
8.	St. Louis	2,929,000				
9.	Pittsburgh	2,773,000				
10.	Cincinnati	2,553,000	$59,250,000	40.75	$59,250,000	40.75
11.	Washington	2,180,000				
12.	Cleveland	2,076,000				
13.	Minneapolis-St. Paul	2,058,000				
14.	Kansas City	1,864,000				
15.	Dallas-Ft. Worth	1,765,000				
16.	Buffalo	1,508,000				
17.	Houston	1,489,000				
18.	Atlanta	1,479,000				
19.	Baltimore	1,428,000				
20.	Des Moines	1,357,000	17,204,000	11.83	76,454,000	52.58
21.	Seattle	1,257,000				
22.	Denver	1,231,000				
23.	Hartford	1,195,000				
24.	Milwaukee	1,148,000				
25.	Albany	1,117,000				
26.	New Orleans	1,112,000				
27.	Indianapolis	1,111,000				
28.	Louisville	1,060,000				
29.	San Antonio	1,011,000				
30.	Portland, Ore.	984,000	11,226,000	7.72	87,680,000	60.30
31.	Columbus, O.	979,000				
32.	Memphis	965,000				
33.	Omaha	908,000				
34.	Charlotte	903,000				
35.	Nashville	817,000				
36.	Providence	813,000				
37.	Rochester	776,000				
38.	Miami	745,000				
39.	Richmond	722,000				
40.	San Diego	683,000	8,311,000	5.72	95,991,000	66.02

			Total	%	Cumulative Total	Cumulative %
41.	Toledo	$644,000				
42.	Birmingham	624,000				
43.	Tulsa	603,000				
44.	Oklahoma City	576,000				
45.	Sacramento	548,000				
46.	Syracuse	525,000				
47.	Spokane	488,000				
48.	Fresno	484,000				
49.	Norfolk	457,000				
50.	Wheeling	456,000	$5,405,000	3.75	$101,396,000	69.74
51.	Shreveport	454,000				
52.	Ft. Wayne	435,000				
53.	Honolulu	421,000				
54.	Wichita	416,000				
55.	Worcester	410,000				
56.	Tampa-St. Petersburg	400,000				
57.	Akron	391,000				
58.	Grand Rapids	379,000				
59.	Youngstown	377,000				
60.	Dayton	376,000	4,059,000	2.79	105,455,000	72.53
61.	Salt Lake City	368,000				
62.	Peoria	336,000				
63.	Phoenix	323,000				
64.	Flint	306,000				
65.	Davenport-Rock Island	289,000				
66.	Jacksonville	285,000				
67.	New Haven	277,000				
68.	Allentown	271,000				
69.	Knoxville	268,000				
70.	Canton	266,000	2,989,000	2.05	108,444,000	74.58
71.	Albuquerque	260,000				
72.	Harrisburg	246,000				
73.	Springfield, Mass.	238,000				
74.	Scranton	236,000				
75.	Charleston, W. Va.	220,000				
76.	Duluth	215,000				
77.	Little Rock	214,000				
78.	Stockton	213,000				
79.	El Paso	189,000				
80.	Wilmington, Del.	184,000	2,215,000	1.52	110,659,000	76.10
81.	Chattanooga	183,000				
82.	Wilkes-Barre	170,000				
83.	Beaumont	169,000				
84.	Baton Rouge	168,000				
85.	South Bend	159,000				
86.	Bakersfield	158,000				
87.	Huntington	154,000				
88.	Mason City	145,000				
89.	Mobile	145,000				
90.	Utica-Rome	144,000	1,595,000	1.10	112,254,000	77.20

Today's Community Service Radio Uses Creative Transcription Aids



By
DICK LAWRENCE
General Manager
World Broadcasting
System

RADIO, today, has been through a major creative crisis, and has won its battle. Now, the emphasis has shifted from a sort of detached, "national" approach to high-rated radio programming to one that has its roots in the community, and its emphasis on "community service."

The radio outlets which have been coming to the fore today are those which have been building a unique identity for themselves, both in the way they serve their listeners and their advertisers of all types.

Basically, of course, the shift has been in the direction of the music-and-news format. This would be the simple answer—provided there was only one station in each market. But, a glance through this Annual will show you this is far from the case.

Consequently, stations come to us with a problem which we have now heard repeated many, many times. "What can we do," they ask, "to create something different, something that will give us a style of our own that will attract our share of the audience? And what can we do to help our growing number of local advertisers?"

Since we have been in the radio business for many years now, we saw the trend to localized programming developing, even before it became the dominant factor in national radio advertising.

Our first major step was in the direction of the service which we of World Broadcasting furnish to our station affiliates.

From the ground up, we completely redesigned our "music library" thinking, gradually building it into a creative programming and sales tool. The emphasis then, as it is now, was on selling and production services.

One good example of this is our growing list of open-end jingles, designed to give local advertisers and stations top-quality musical commercials — the kind of unique jingles usually associated only with giant national advertisers who have the full resources of composing, vocal, arranging and lyric talent to draw upon.

These jingles, with sponsor or product names inserted by the local announcer in the jingle lyrics, make for effective, hard-hitting radio selling. And, we have jingles for literally hundreds of products and classifications of advertisers which can be transformed into revenue producers for our station affiliates.

Then there is the realm of "program aids," and other production tools with which a station can add the touch of "big production" to locally produced radio programs. We have developed, and continue to develop, special musical signatures and program lead-ins which deliver production values of the highest calibre. In short, there is not a type of local show you can name — news, weather, sports, music, farm information—for which we cannot deliver a custom-designed series of recorded aids — materials to give a station a special "personality" and identity in its community.

We have created service-type features, ranging from weather jingles to tune-in builders. We have packaged special programs for the seasonal (and sales) highlights of the year, featuring top-name personalities.

And, we've launched — with tremendous response—such sparkling merchandising innovations as our "Sound-O" game, based on radio sound effects and their identification by listeners to win prizes supplied by local merchants.

On top of all this, we continue to provide top-flight musical artists in outstanding transcriptions for local use, including such names as Peggy Lee, Doris Day, David Rose, Harry James, the Sauter-Finnegan and Victor Young Orchestras, and scores of others. Here, again, we are not just delivering "records." We are building production values to add to stations' prestige and personality, providing stations with the tools with which they can build audiences, and attract more and more advertisers.

RADIO

REGIONAL NETWORKS

GROUP STATION OPERATIONS

PERSONNEL
BRANCH OFFICES
STATIONS

ANNUAL

1958

REGIONAL NETWORKS AND GROUP STATION OPERATIONS

ABC Television Western Regional Network

ABC-TV Center, Hollywood 27, Calif.
Phone: NOrmandy 3-3311

V. P. West Div.....Earl Hudson
Sales Manager.....Vince Francis

STATIONS

KABC-TV, Los Angeles, Calif.; XETV, San Diego, Calif.; KEYT, Santa Barbara, Calif.; KVEC-TV, San Luis Obispo; KBAK-TV, Bakersfield, Calif.; KJEO-TV, Fresno, Calif.; KSBW-TV, Salinas, Calif.; KGO-TV, San Francisco, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KVAL-TV, Eugene, Ore.; KGW-TV, Portland, Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KBTV, Denver, Col.; KTVK, Phoenix, Ariz.; KVOA-TV, Tucson, Ariz.; KELP-TV, El Paso, Tex.; KSHO-TV, Las Vegas, Nev.; KKTV, Colorado Springs, Col.; KSWS-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KIDO-TV, Boise, Idaho; KFBC, Cheyenne, Wyoming; KID-TV, Idaho Falls, Idaho; KXLF-TV, Butte, Montana; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Montana; KULA, Honolulu, Hawaii; KENI-TV, Anchorage, Alaska; KFAR-TV, Fairbanks, Alaska; KOVR-TV, Sacramento-Stockton, Calif.; KOLO-TV, Reno, Nev.; KTWO-TV, Casper, Wyo.

ABN Western Division Radio Network

1539 N. Vine St., Hollywood 28, Calif.
Phone: NOrmandie 3-3311

Dir., Western Div.....Harry Woodworth
Sales Service Mgr.....Sheila Manes
Program Director.....Dresser Dahlstead
Publicity & Promotion.....Robert Palmer, Virginia West
Chief Engineer.....Ralph Denechaud

STATIONS

KPMC, Bakersfield; KTIP, Porterville; KROP, Brawley; KARM, Fresno; KABC (O&O), Los Angeles; KFIV, Modesto; KFBK, Sacramento; KSYC, Yreka; KITO, San Bernardino; KWTC, Barstow; KYOR, Blythe; KREO, Indio; KBAB, San Diego; KGO (O&O), San Francisco; KTMS, Santa Barbara; KWG, Stockton, all California; KVOS, Bellingham; KING, Seattle; KGA, Spokane; KPKW, Pasco; KTEL, Walla Walla; KPQ, Wenatchee, all Wash.; KASH, Eugene; KGW, Portland; KWRC, Pendleton; KODL, The Dalles, all Oregon; KBAR, Burley; KIFI, Idaho Falls, both Idaho; KENO, Las Vegas, Nev.; KOY, Phoenix; KCNA, Tucson, both Ariz.; KFUN, Las Vegas; KRSN, Los Alamos; KTRC, Santa Fe; KRTN, Raton; KHAM, Albuquerque, all New Mexico; KFBC, Cheyenne, Wyo.; KSID, Sidney, Neb.; KIXX, Provo, Utah; KVOD, Denver; KGHF, Pueblo, both Colo.; KULA, Honolulu, T. H.; KENI, Anchorage; KFAR, Fairbanks; KJNO, Juneau; KABI, Katchikan, all Alaska stations available as a group only.

Air Trails Network

121 N. Main St., Dayton 2, Ohio
Phone: BAldwin 2-3773

President .....Charles Sawyer
Exec. V.P., Gen. Mgr.....J. P. Williams
Vice Pres.....Alex Buchan

WING, Dayton, WCOL-FM-AM, Columbus, WIZE Springfield, all Ohio; WKLO, Louisville, Ky.; WEZE, Boston, Mass.

Alabama Community Network

Station WAVU, Albertville, Ala.
General Manager.....Pat M. Courlington

STATIONS

WCRI, Scottsboro; WCRL, Oneonta; WAVU, Albertville, Ala.

Alaska Broadcasting System

831 Securities Building, Seattle 1, Wash.
Phone: SEneca 6333

General Manager.....Wm. J. Wagner

STATIONS

KFQD, Anchorage, Alaska; KFRB, Fairbanks, Alaska; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KIBH, Seward, Alaska; KIFW, Sitka, Alaska.

All Islands Radio Network

Station KGU, Honolulu, Hawaii
Manager.....William O. Paine

STATIONS

KGU, Honolulu; KTOH, Kauai; KMVI, Maui; KIPA, Hilo.

Arizona Broadcasting System

1101 No. Central Ave., Phoenix, Ariz.
Phone: Alpine 4-4161

Pres., Gen. Mgr.....Richard O. Lewis
Commercial Manager.....E. W. Harvey

BRANCH OFFICES

Box 2911, Tucson, Ariz.
Phone: Main 3-2555

President .....Clinton McKinnon

520 Main St., Safford, Ariz.
Phone: 15

General Manager.....Paul Merrill

Box 1677, Flagstaff, Ariz.
Phone: 948

Pres., Gen. Mgr.....Chas. Saunders

E. Gurley St., Prescott, Ariz.
Phone: 244

Pres., Gen. Mgr. ..... Harold Ritter
Box 373, Winslow, Ariz.
Phone: 1010
Gen. Mgr. ..... Chuck Mizner
Box 352, Yuma, Ariz.
Phone: Sunset 3-3305
Gen. Mgr. ..... M. R. Lower
Hwy. 60-70, Globe, Ariz.
Phone: 41
Mgr. ..... Willard Shoecraft

STATIONS

KVOA, Tuscon; KYUM, Yuma; KYCA, Prescott; KWJB, Globe; KGLU, Safford; KCLS, Flagstaff; KVNC, Winslow; KTAR, Phoenix, all Arizona.

Arizona Network

840 N. Central Ave., Phoenix, Ariz.
Phone: ALpine 8-8181
Pres., Gen. Mgr. ..... John L. Hogg
Comm. Mgr. ..... James W. Ross

STATIONS

KTUC, Tucson; KSUN, Bisbee; KVNA, Flagstaff; KVNC, Winslow; KAWT, Douglas; KVOY, Yuma; KNOT, Prescott.

Arkansas Network

1001 Spring St., Little Rock, Ark.
General Manager ..... T. K. Barton
Commercial Mgr. ..... Ernest Howard

STATIONS

Comprising KARK, Little Rock, and all other stations in Arkansas.

Arrowhead Network

WEBC Bldg., Duluth 2, Minn.
Manager ..... Walter C. Bridges

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis.; WISC, Madison, Wis.

The Bartell Group

Box 105, Madison 1, Wisconsin
Phone: CEdar 3-0733
President ..... Gerald A. Bartell
Managing Dir. ..... Lee Bartell
Comm. Mgr. ..... Morton J. Wagner

STATIONS

WYDE, Birmingham, Ala.; KRUX, Phoenix, Oriz.; KCBQ, San Diego, Calif.; WAKE, Atlanta, Ga.; WILD, Boston, Mass.; WOKY, Milwaukee, Wis.

Bernard Country-Western Group

730 Fifth Ave. (Suite 1901), New York 19, N. Y.
Phone: CIrcle 6-7242
President ..... Charles "Chuck' Bernard
Asst. to President ..... Rita Hughes
Sales Prom. Mgr. ..... Joseph Antelo
Art Director ..... Leonard Kessler

BRANCH OFFICES

New Howard Hotel, 8 N. Howard St.
Baltimore 1, Md.
Phone: LE 9-1680
Exec. in Chg. ..... Miss L. Wentworth
601 Merchandise Mart, 2201 Grand Ave.
Kansas City 6, Mo.
Phone: BA 1-5175
Exec. in Chg. ..... Miss M. Marian
Room 624, 1000 Main St., Dallas, Texas
Phone: RI 2-3605
Exec. in Chg. ..... Stu Barondess

STATIONS

KVSM, San Francisco; KPIK, Colorado Springs; KLAK, Denver; WARL, Washington, D. C.; WOOO, DeLand-Daytona Beach; WMIE, Miami; WHBO, Tampa; KCKN, Kansas City; WBMD, Baltimore; KEVE, Minneapolis-St. Paul; KWEM, Memphis; KCUL, Fort Worth-Dallas; KRCT, Houston; KSOP, Salt Lake City; WCMS, Norfolk, Va.; WEXL, Detroit; WHFC, Chicago; WQJK, Jacksonville; WPFA, Pensacola.

Blue Ridge Network

c/o WBAW, Seneca, S. C.
National Rep. ..... Hil F. Best

STATIONS

WBAW, WSNW, Seneca; WSSC, Sumter, all South Carolina; WLFA, Lafayette, Ga.

Broadcast Advertising, Inc.

8 Newbury Street, Boston 16, Mass.
Phone: Kenmore 6-0854
President ..... James Murley
Manager ..... J. J. Manning
Program Director ..... E. P. Gieringer
Merchandising Director ..... F. P. Russell

STATIONS

"Ken & Carolyn's Kitchen" Pgm.

WGAN, Portland, Maine; WGUY, Bangor, Maine; WHDH, Boston, Mass.; WTAG, Worcester, Mass.; WSPR, Springfield, Mass.; WHAY, Hartford, Conn.; WEAN, Providence, R. I.

NATIONAL REPRESENTATIVE

Avery-Knodel, Inc.

"The Marjorie Mills Hour" Pgm.

WVDA, Boston, Mass.; WAAB, Worcester, Mass.; WCSH, Portland, Maine; WLBZ, Bangor, Maine, WJAR, Providence, R. I.; WTIC, Hartford, Conn.

NATIONAL REPRESENTATIVE

Weed & Company

Kenyon Brown Stations

KWFT, Wichita Falls, Tex.; KLYN, Amarillo, Tex.; KBYE, Oklahoma City, Okla.; KGLC, Miami, Okla.; KFEQ-AM-TV, St. Joseph, Mo.

Paul Bunyan Network

Paul Bunyon Bldg., Traverse City, Mich.
Phone: WIndsor 7-7675

PERSONNEL

Pres., Gen. Mgr. ..... Les Biederman
Comm. Mgr. ..... Robert Detwiler

STATIONS

WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord; WTCM, Traverse City; WPBN-TV, Traverse City, all Mich.

Cactus State Network

President .....Jack Hawkins
National Rep.....Hil F. Best Co.

STATIONS

KIUN, Pecos; KRIG, Odessa; KCMR, -Mc Camey; KVLF, Alpine, all Tex.

California Farm Network

Headquarters: 2223 Fulton St., Berkeley, Calif.
Phone: TH 3-9600

Manager.....Milton L. Levy
Radio Dir.....Bill Adams

KFI, Los Angeles; KFBK, Sacramento; KMJ, Fresno; KERN, Bakersfield; KHUB, Watsonville; KXO, El Centro; KRE, Berkeley; KBEE, Modesto; KATY, San Luis Obispo; KWG, Stockton, all Calif.

California Northern Group

c/o Station KSYC, Yreka, Calif.
Phone: VIctor 2-4158

President.....D. M. Comstock

STATIONS

KSYC, Yreka; KBLF, Red Bluff; KSUE, Susanville; KRDG, Redding.

California Radio Network

3401 Russell St., Riverside, Calif.
Phone: OVerland 6-0260

Gen. Mgr.....Dale R. Peterson

STATIONS

KPRO Riverside; KREO Indio; KYOR Blythe; KROP Brawley, all Calif.

California Rural Network

111 N. LaCienega Blvd., Beverly Hills, Calif.

Exec. in Charge.....Arthur W. Chipman

STATIONS

KPAS, Banning; KBMX, Coalinga; KDAC, Fort Bragg; KOCS, Ontario; KMOR, Oroville; KAFP, Pealuma; KBLF, Red Bluff; KRNO, San Bernardino; KROG, Sonora; KTKR, Taft; KTUR, Turlock; KWSO, Wasco, all Calif.

California-Oregon TV Trio

Box 1021, Eureka, Calif.
Phone: HIllside 3-3123

President.....William B. Smullin
Manager.....Donald H. Telford

STATIONS

KBES-TV, Medford, Ore.; KOTI-TV, Klamath Falls, Ore.; KIEM-TV, Eureka, Calif.

Capital Radio Network

c/o Station WCEN, Mt. Pleasant, Mich.

General Manager.....Russell W. Holcomb

STATIONS

WCEN, Mt. Pleasant; WBRN, Big Rapids; WFBC, Fremont, all Mich.

Cascade Broadcasting Co.

P.O. Box 702, Yakima, Washington
Phone: GLencourt 2-9111

President.....A. W. Talbot
General Manager.....Thomas C. Bostic
Gen. Sales Mgr.....Herchel R. Cary
Promotion Mgr.....Ed Morrissey

STATIONS

KLEW-TV, Lewiston, Idaho; KBAS-TV, Ephrata; KEPR, Kennewick-Pasco-Richland; KEPR-TV, Pasco; KIMA, KIMA-TV, Yakima, all Wash.

CBS Television Pacific Network

1313 North Vine St., Los Angeles 28, Calif.
Phone: WEbster 8-3000

General Manager.....Clark B. George
Comm. Mgr.....Robert D. Wood
Prog. Director.....Donald M. Hine
Dir. Sls., Prom. & Pub.....Austin Heywood
Ch. Eng.....Herbert W. Pangborn

STATIONS

KTVA, Anchorage, Alaska; KTVF, Fairbanks, Alaska; KOOL-TV, Phoenix, Ariz.; KOLO-TV, Tucson, Ariz.; KIVA, Yuma, Ariz.; KBAK-TV, Bakersfield, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KFRE-TV, Fresno, Calif.; KXNT, Los Angeles, Calif.; KBET-TV, Sacramento, Calif.; KSBW-TV, Salinas-Monterey, Calif.; KFMB-TV, San Diego, Calif.; KPIX, San Francisco, Calif; KSBY-TV, San Luis Obispo, Calif.; KKTV, Colorado Springs, Colo.; KLZ-TV, Denver, Colo.; KREX-TV, Grand Junction, Colo.; KGMB-TV, Honolulu, Hawaii; KBOI, Boise, Idaho; KID-TV, Idaho Falls, Idaho; KLIX-TV, Twin Falls, Idaho; KLEW-TV, Lewiston, Idaho; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Mont.; KSMO-TV, Missoula, Mont.; KLAS-TV, Las Vegas, Nev.; KOLO-TV, Reno, Nev.; KGGM-TV, Albuquereque, N. M.; KBES-TV, Medford, Ore.; KOTI-TV, Klamath Falls, Ore.; KOIN-TV, Portland, Ore.; KROD-TV, El Paso, Tex.; KVOS-TV, Bellingham, Wash.; KIRO-TV, Seattle, Wash.; KXLY-TV, Spokane, Wash.; KIMA-TV, Yakima, Wash.; KEPR-TV, Pasco, Wash.; KFBC-TV, Cheyenne, Wyo.; KSL-TV, Salt Lake City, Utah.

CBS Radio Pacific Network

6121 Sunset Blvd., Hollywood 28, California
Phone: Hollywood 9-1212

Gen. Manager.....Fred Ruegg
Commercial Mgr.....Maurie Webster
Sales Promotion Mgr.....Phil Hillman
Program Director.....Robert P. Sutton
Chief Engineer.....Ted Denton
Director of Press Info.....Lloyd Brownfield

BRANCH OFFICES

CBS Radio Spot Sales Offices: 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345. Gordon F. Hayes, Gen. Sales Mgr.; Sheraton-Palace Hotel, San Francisco, Calif., YU 2-7000. Byron Nelson, Sales Mgr.; 932 Fisher Bldg.; Detroit, Mich., TR 2-5500. Ralph H. Patt, Jr., Sales Mgr.; 630 N. McClurg Court, Chicago 11, Ill., WH 4-6000, Thomas H. Peterson, Sales

Mgr.; 805 Peachtree St. N.E., Atlanta 5, Ga., EL 0727, George Swearingen, Sales Mgr.; Ninth & Sidney Sts., St. Louis 2, Mo.; PR 3-1120, Eugene R. Mqers, Sales Mgr.; Columbia Square, Los Angeles28, HO 9-1212, Roland McClure, Sales Mgr.

STATIONS

KNX, Los Angeles, Calif.; KCBS, San Francisco, Calif.; KFRE, Fresno, Calif.; KFMB, San Diego, Calif.; KROY, Sacramento, Calif.; KMBY, Monterey, Calif.; KCMJ, Palm Springs, Calif.; KERN, Bakersfield, Calif.; KHUM, Eureka, Calif.; KOIN, Portland, Ore.; KFIR, North Bend, Ore.; KERG, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KRNR, Roseburg, Ore.; KIRO, Seattle, Wash.; KXLY, Spokane, Wash.; KEPR, Kennewick, Wash.; KIMA, Yakima, Wash.; KOLO, Reno, Nev.; KVCV, Redding, Calif.; KHSL, Chico, Calif.

Columbia New England Radio Network

c/o WEEI, 182 Tremont St., Boston 11, Mass.
Phone: HUbbard 2-2323

Gen. Mgr.....Thomas Y. Gorman
Comm. Mgr.....Robert Sinnett
National Rep.....CBS Radio Spot Sales

STATIONS

WEEI, Boston, Mass.; WTAG, Worcester; WHYN, Springfield-Holyoke, Mass.; WDRC, Hartford; WBRY, Waterbury, Conn.; WPRO, Providence, R. I.; WKNE, Keene; WGIR, Manchester; WKXL, Concord, all N. H.; WGAN, Portland; WGUY, Bangor, both Maine; WCAX, Burlington, Vt.

Colorado Network

P. O. Box 279, Montrose, Colo.
Phone: 599

Pres., Gen. Mgr.....George O. Cory
Net, Dir., Sales Mgr.....LeRoy Okerlund
Sales Coordinator.....Gerry Case

SALES OFFICE

1022 Midland Savings Bldg., Denver 2, Colo.
Phone: TAbor 5-2291

Net. Dir., Sales Mgr.....LeRoy Okerlund

STATIONS

KRAI, Craig, Colo.; KSLV, Monte Vista, Colo.; KUBC, Montrose-Delta, Colo.; KVOD, Denver, Colo.

The Connecticut State Network

440 Meadow St., Waterbury, Conn.
Phone: PLaza 5-1121

President.....Samuel R. Elman
Vice-President .....Charles Bell
Directors .....Ed Waller,
Julian Schwartz, John Ellinger, Donald Lasser, Edward Taddie.

STATIONS

WATR, Waterbury; WHAY, New Britain; WNHC, New Haven; WTOR, Torrington; WSTC, Stamford; WNAB, Bridgeport; WICH, Norwich.

Corinthian Broadcasting Corporation

630 Fifth Avenue, New York 20, N. Y.
Phone: PLaza 7-0630

President.....C. Wrede Petersmeyer
Sec.-Treas.....Robert F. Bryan
Asst. to Pres.....Johnston F. Northrop
Dir. Programming.....Robert H. Salk
Dir. Research.....Charles H. Smith
Dir. Engineering.....George G. Jacobs

STATIONS

WISH-AM-TV, Indianapolis, Ind.; WANE-AM-TV, Fort Wayne, Ind.; KOTV, Tulsa, Okla.; KGUL-TV, Galveston, Tex.

James M. Cox Stations

WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio.

Crosley Broadcasting Corp.

140 W. Ninth St., Cincinnati 2, Ohio
Phone: CHerry 1-1822

Chrmn. of Board.....James D. Shouse
Pres., Gen. Mgr.....Robert E. Dunville
V.P., Television.....John T. Murphy
V.P., Sales.....H. P. Lasker

BRANCH OFFICES

3 E. 54th St., New York 22, N. Y., Phone PLaza 1-5353, H. P. Lasker, V.P. Sales; 360 N. Michigan Ave., Chicago 1, Ill., STate 2-6693, H.Albrecht, V.P. Central Div.

STATIONS

WLW-A (TV), Atlanta, Ga.; WLW-I (TV), Indianapolis, Ind.; WWL-T (TV), WLW (Radio), Cincinnati; WLW-D (TV), Dayton; WLW-C (TV), Columbus, all Ohio.

Dairyland Network

1410 Northwestern Bank Bldg.,
Minneapolis 2, Minn.
Phone: FEderal 8-5689

President.....H. W. Linder

STATIONS

KWLM, Willmar; KWNO, Winona; KMHL, Marshall, Minn.; KTOE, Mankato, Minn.; KDMA, Montevideo, Minn.; KLGR Redwood Falls, Minn.; KFAM, St. Cloud, Minn.

Vic Diehm Assoc. Stations

WVDA Boston, WAZL-AM-FM Hazelton, WIDE Biddeford, Maine; WHOL Allentown Pa., WHLM Bloomsburg Pa.

Dixie Broadcasting System

P. O. Box 1008, Hattiesburg, Miss.
Phone: JUniper 3-1741

President.....Charles W. Holt
Gen. Mgr.....Bob Robinson
Commercial Mgr.....Bill Tyler
Program Director.....Connie Holt
Sales Prom. Mgr.....Carl Welch
Chief Engineer.....Charles Sharpling

STATIONS

WHSY, Hattiesburg, Miss.; WNSL, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Boga-

lusa, La.; WARB, Covington, La.; WHHY, Montgomery, Ala.

Dixie Network

Headquarters: Williams Bldg., Jackson, Tenn.
Phone: 7-9611

President .....A. B. Robinson
V. P., Gen. Mgr.....Jack Cecil
V. P., Chief Engineer.....James Thomas

WDXI Jackson; WENK Union City; WTPR Paris; WDXE Lawrenceburg; WDXL Lexington; WDXN Clarkesville, all Tennessee; WCMA Corinth, Miss.; WDXE Lawrenceberg Tenn.; WDXL Lexington, Tenn.

Don Lee Broadcasting

1313 North Vine Street, Hollywood 28, Calif
Phone: HOllywood 2-2133

President .....Willet H. Brown
General Manager.....Norman Boggs
Sec.-Treas.....A. M. Quinn
Vice-Pres. Station Relations....Norman Ostby
Program Dir.....Tony LaFrano
KHJ Sales Manager.....Terry Mann
Dir. Public Relations.....Bud Coulson
Promotion Director.....Robert Light
News & Special Events.....Les Mawhinney
Chief Engineer.....Robert Bullock

BRANCH OFFICES

1000 Van Ness Avenue, San Francisco, Calif., Wendell Campbell, V.P., Phone: PR 6-0500; 380 Madison Ave., New York, N. Y., James McNamara, Eastern Sales Mgr., Phone: OX 7-3120; National Reps., H-R Representatives; New York, Chicago, San Francisco.

STATIONS

KAFY, Bakersfield, Calif.; KXOC, Chico, Calif.; KXO, El Centro, Calif.; KIEM, Eureka, Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KPRL, Paso Robles, Calif.; KXOA, Sacramento, Calif.; KSBW, Salinas-Monterey, Calif.; KFXM, San Bernardino, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KTMS, Santa Barbara, Calif.; KVEN, Ventura, Calif.; KCOK, Tulare-Visalia, Calif.; KVNI, Coeur D'Alene, Idaho; KRLC, Lewiston, Idaho; KWAL, Wallace, Idaho; KATO, Reno, Nevada; KWIL, Albany, Oregon; KWIN, Ashland, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KUIN, Grants Pass, Oregon; KFJI, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRXL, Roseburg, Oregon; KSLM, Salem, Oregon; KXRO, Alberdeen, Wash.; KPUG, Bellingham, Wash.; KELA, Centralia-Chelhalis, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympic, Wash.; KVI, Seattle-Tacoma, Wash.; KNEW, Spokane, Wash.; KUJ, Walla Walla, Wash.; KWNW, Wenatchee, Wash.; KYAK, Yakima, Wash.; KRDG, Redding, Calif.

ADDITIONAL GROUPS AVAILABLE: KOY, Phoenix, Arizona; KTUC, Tucson, Arizona; KSUN, Bisbee, Arizona; KYMA, Yuma, Arizona; KVNA, Flagstaff, Arizona; CKWX, Vancouver, Canada; KFAR, Fairbanks, Alaska; KENI, Anchorage, Alaska; KJNO, Juneau, Alaska; KABI, Ketchikan, Alaska; KPOA, Honolulu, Hawaii; KILA, Hilo, Hawaii; KAWT, Douglas, Arizona; KVNC, Winslow, Arizona.

National Representative

H-R Reps, N. Y. C., Chicago, San Francisco, Atlanta, Houston, Dallas, New Orleans.

Downeast Network

c/o WPOR, Casco Bank Bldg., Portland, Me.
Phone: SPruce 3-8111

President.....Horace A. Hildreth
Gen. Manager.....Leon P. Gorman, Jr.
Commercial Mgr.....William J. Mullen

BRANCH OFFICES

27 State St., Bangor, Me., Phone: 6446, Lee Gorman, Exec. V.P.; 489 Main St., Presque Isle, Me., Phone: 9-2481, Ted Coffin, Mgr.

STATIONS

WABI, Bangor; WABM, Houlton; WAGM, Presque Isle; WIDE, Biddeford; WPOR, Portland, all Maine.

DuMont Broadcasting Corp.

205 E. 67 St., N. Y., N. Y.
Phone: LE 5-1000

President.....Bernard L. Goodwin
Vice President.....Richard D. Buckley
V.P., WABD Sales.....Bennet Korn
Treasurer .....Paul Raibourn
Asst. Treas.....R. L. Geismar
Secretary .....Arthur Israel
Sta. Mgr. WTTG.....James Bonfils
Dir. Pub. Rel.....David Yarnell
Dir. Advertising.....Kenneth Klein
Chief Engineer.....William D. Kelly
Gen. Counsel, Asst. Sec'y.....Robert Dreyer

Directors: Dr. Allen B. DuMont, Paul Raibourn, Barney Balaban, Armand Erpf, Dr. Thomas T. Goldsmith, Jr., Percy M. Stewart, Bernard Goodwin, Richard Buckley, Edwin Weisl, Col. Robert C. Jones.

DuMont Broadcasting Corporation owns and operates radio station WNEW and TV stations WABD, New York City, and WTTG, Washington, D. C., and the DuMont Tele-Centre in New York.

East Coast Network

c/o WCDJ, Edonton, North Carolina

National Rep.....Interstate United Newspapers, Inc.

STATIONS

WCDJ, Edonton; WMBL, Moorehead City; WOOW, New Bern; WTAB, Tabor City; WHED, Washington, N. C.

East Texas Network

205 Austin St., Center, Tex.
Phone: LYric 8-3305

Gen. Mgr.....Tom E. Foster

KRBA Lufkin; KDET Center; KSIJ Gladewater; KOSF Nacogdoches; KTXJ Jasper; KIVY Crockett; KNET Palestine; KEBE Jacksonville; KWRD, Henderson; KOGT, Orange, all Texas.

Farm & Home Radio

Station KMMJ, Grand Island, Nebr.
Phone: DU 2-2800

President .....Don Searle
Exec. V.P.....Bill Martin
V.P., Sales.....Ken Titus

STATIONS

KFNF, Shenandoah, Iowa; KXXX, Colby, Kans.; KMMJ, Grand Island, Nebr.

John E. Fetzer Stations

590 W. Maple St., Kalamazoo, Mich.
Phone: FI 5-2101

President.....John E. Fetzer
Vice President.....Carl E. Lee

WKZO-AM-TV Kalamazoo, KOLN TV Lincoln, Neb.; WJEF AM-FM Grand Rapids; WMBD AM Peoria Ill. ....

Five-Star Group

c/o Station WREN, Topeka, Kans.
Phone: Central 2-0505

President .....Max Falkenstien
Secy.-Treas. .....Bob Pratt

STATIONS

KOAM, Pittsburg, Kans.; KWBB, Wichita, Kans.; KVGB, Great Bend, Kans.; KGGF, Coffeyville, Kans.; and WREN, Topeka, Kans.

NATIONAL REPRESENTATIVE

George P. Hollingbery Co.

Flambeau Network

Station WLDY, Ladysmith, Wis.

President.....Charles H. Nelson
Secy.-Treas. .....Harold R. Murphy

STATIONS

WLDY, Ladysmith; WIGM, Medford; WPFP, Park Falls; WCHF, Chippewa Falls, Wis.

Florida Select List

WTRL Bradenton; WBRD Fort Lauderdale; WGGG Gainesville; WJVB Jacksonville Beach; WLBE Leesburg; WPLA Plant City; WKXY Sarasota, all Florida.

Friendly Group

428 Market St., Steubenville, Ohio
Phone: ATlantic 2-6265

President.....Jack N. Berkman
Exec. V.P., Gen. Mgr.....John J. Laux
National Sales-TV.....Rod Gibson
National Sales-Radio.....Robert Troup

BRANCH OFFICES

52 Vanderbilt Ave., New York 17, N. Y., Phone: MU 3-6977, Rod Gibson, Exec. in Charge; 211 Smithfield St., Pittsburgh 22, Pa., Phone: GR 1-3288, William G. Rhodes, Exec. in Charge.

STATIONS

KMLB-AM-FM, Monroe, La.; KODE-AM-TV, Joplin, Mo.; WSTV-AM-FM-TV, Steubenville, Ohio; WPIT, Pittsburgh, Pa.; WBOY-AM-TV, Clarksburg, W. Va.; WPAR-AM-FM, Parkersburg, W. Va.

Theodore R. Gamble Stations

140 S.W. Columbia, Portland, Ore.
Phone: CA 8-3333

President.....Ted R. Gamble
Managing Dir., Comm. Mgr..Harry Buckendahl
Program Dir.....Willard A. Mears
Publicity Director.....Robert McGill
Chief Engineer.....Louis S. Bookwalter

KOIN TV-AM-FM, Portland, Ore.

Gannett Stations

40 Franklin St., Rochester, New Yor
Phone: BAker 5-6740

Exec. Vice-President .....Paul Miller
Gen. Business Mgr.....L. N. Bitner
Managing Dir., Radio Group..C. G. Delaney

STATIONS

WHEC AM TV, Rochester, N. Y.; WDAN AM TV, Danville, Ill.; WINR, Binghamton, N. Y. ..

Withers Gavin Stations

Threefoot Building, Meridian, Miss.
Phone: 2-7714

Pres. & Man.....Withers Gavin

STATIONS

WCOC-AM-TV, Meridian, Miss.; WJQS, Jackson, Miss.

Georgia Assn. of Local Stations

Box 66, Atlanta, Ga.

Sales Director.....Tom Carr

STATIONS

Comprises 29 Georgia radio stations.

Georgia Major Market Trio

c/o WAGA, Atlanta, Ga.

National Rep.....The Katz Agency, Inc.

STATIONS

WAGA, Atlanta; WTOC, Savannah; WMAZ, Macon.

Granite State Network

155 Front St., Manchester, N. H.
Phone: NAtional 4-4077

Treasurer.....William Rust, Jr.
Gen. Manager.....Ralph Gottlieb
Comm. Mgr.....Jack King
Pgm. Director.....Wm. Morrissey
Chief Engineer.....Albert Davis

BRANCH OFFICES

419 Boylston St., Boston, Mass.
Phone: LI 2-6481

Exec. in Chg.....Harry Wheeler

477 Madison Ave., New York, N. Y.
Phone: PL 9-1810

Exec. in Chg.....Stephen Machcinski

Prudential Plaza, Chicago Ill.
Phone: MI 2-6190

Exec. in Chg.....William Reilly

317 N. 11th St., St. Louis, Mo.
Phone: MA 1-15020

Exec. in Chg.....Jack Hetherigton

6331 Hollywood Blvd., Los Angeles, Calif.

Exec. in Chg.....William Wallace

593 Market St., San Francisco, Calif.

STATIONS

WKBR Manchester; WTSV, Claremont; and WTSL, Hanover; WTSN, Dover; WMOU, Berlin; WJWG, Conway, all in New Hampshire.

Great Northern Bestg. System

107 First Ave., N.W., Mandan, North Dakota
Phone: 3584

PERSONNEL

President.....M. M. Marget
Sec.-Treas.....M. J. Reichert

STATIONS

KVOX, Fargo-Moorehead, Minn.; KLPM, Minot, N. D.; KOVC, Valley City, N. D.; KDLR, Devils Lake, N. D.; KEYJ, Jamestown, N. D.; KBOM, Mandan-Bismarck, N. D.; KBMW, Wahpeton, N. D.

Great Plains Trio

c/o KDAV, Lubbock, Tex.

National Rep.....Broadcast Times Sales

STATIONS

KDAV, Lubbock; KPEP, San Angelo; KZIP, Amarillo, Tex.

Great Western Network

130 Social Hall Ave., Salt Lake City 11, Utah
Phone: DA 2-5681

General Manager.....G. Bennett Larson
Comm. Mgr.....Del Leeson

STATIONS

KDYL, Salt Lake City; KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KXLF, Butte, Mont.; KXLJ, Helena, KXLK, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KOOK, Billings, Mont.

NATIONAL REPRESENTATIVES

Weed and Company

The Griffin Stations

Box 1618, Muskogee, Oklahoma
Phone: MU 7-6311

President.....James C. Leake

STATIONS

KATV, Pine Bluff, Ark.; KFPW, Little Rock, Ark.; KTUL-AM-TV, Tulsa, Okla. Associated with KWTV, Oklahoma City.

Hearst Stations

959 Eighth Ave., New York 19, N. Y.
Phone: CIrcle 5-7667

V.P., Exec. Dir.....Charles McCabe
V.P., Gen. Mgr.....D. L. Provost

WBAL AM TV Baltimore; WISN AM TV Milwaukee; WCAE Pittsburgh; WTAE (TV), McKeesport, Pa. (50% ownership).

Imperial Broadcasting System, Inc.

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 2-6464

Pres., Gen. Mgr.....Frank K. Danzig
V.P., Gen. Sls. Mgr.....A. Bartlett Ross, Jr.
Office Mgr.....Elaine Metzger
Chief Engineer.....James Gardner

STATIONS

KPRO, Riverside; KREO, Indio; KROP, Brawley; KYOR, Blythe, Calif.

Intermountain Network

146 S. Main St., Salt Lake City 1, Utah
Phone: Empire 4-3561

President.....Lynn L. Meyer
Exec. Vice-Pres.....Jack S. Paige
Eng. Director.....W. D'Orr Cozzens
Chairman of Board.....George C. Hatch

BRANCH OFFICE

5350 W. 20th Ave., Denver, Colo.
Phone: Belmont 7-2734

Vice Pres.....Kenneth E. Palmer

STATIONS

KIMN, Denver, Colo.; KGHF, Pueblo, Colo.; KAFA, Colo. Springs, Colo.; KCRT, Trinidad, Colo.; KBNZ, La Junta, Colo.; KLMR, Lamar, Colo.; KGIW, Alamosa, Colo.; KVRH, Salida, Colo.; KFKA, Greeley, Colo.; KRLN, Canon City, Colo.; KWIK, Pocatello, Idaho; KIFI, Idaho Falls, Idaho; KLIX, Twin Falls, Idaho; KBAR, Burley, Idaho; KGEM, Boise, Idaho; KBMY, Billings, Mont.; KATL, Miles City, Mont.; KPRK, Livingston, Mont.; KOPR, Butte, Mont.; KXLJ, Helena, Mont.; KXLO, Lewistown, Mont.; KOJM, Havre, Mont.; KMON, Great Falls, Mont.; KGEZ, Kalispell, Mont.; KBTK, Missoula, Mont.; KLCB, Libby, Mont.; KNEB, Scottsbluff, Neb.; KSID, Sidney, Neb.; KORK, Las Vegas, Nev.; KRLK, Elko, Nev.; KTNM, Tucumcari, N. M.; KGFL, Roswell, N. M.; KALG, Alamogordo, N. M.; KGRT, Las Cruces, N. M.; KQUE, Albuquerque, N. M.; KSET, El Paso, Texas; KALL, Salt Lake City, Utah; KLO, Ogden, Utah; KOVO, Provo, Utah; KVNU, Price, Utah; KSVC, Richfield, Utah; KVEL, Vernal, Utah; KURA, Moab, Utah; KLUK, Evanston, Wyo.; KVRS, Rock Springs, Wyo.; KOVE, Lander, Wyo.; KVOC, Casper, Wyo.; KWYO, Sheridan, Wyo.; KPOW, Powell, Wyo.; KFBC, Cheyenne, Wyo.; KWRL, Riverton, Wyo.; KWOR, Worland, Wyo.; KRTR, Thermopolis, Wyo.; KRAL, Rawlins, Wyo.

Jefferson Standard Broadcasting Company

1 Jefferson Pl., Charlotte, N. C.
Phone: EDison 3-8833

President.....Joseph M. Bryan
Exec. V.P., Gen. Mgr.....Charles Crutchfield

STATIONS

WBT, WBTV Charlotte, N. C.; WBTW (TV) Florence, S. C.

Knorr Broadcasting Group

15001 Michigan Ave., Dearborn, Mich.
Phone: TIffany 6-8500

Pres., Gen. Mgr.....Fred A. Knorr
Comm Mgr.....John O. Gilbert, II

STATIONS

WKMH, Detroit; WSAM, Saginaw; WKHM, Jackson; WKMF, Flint; WELL, Battle Creek, all Mich.

The Linder Group

Box 393, Willmar, Minn.
Phone: BElmont 5-1340

President.....H. W. Linder

STATIONS

KLGR Redwood Falls, KMHL Marshall, KWLM Willmar, KDMA Montevideo, KTOE Mankato, all Minnesota.

Lobster Network of Maine

212 Middle St., Portland, Maine
SPruce 5-2336

President .....Faust Couture
Gen. Mgr.....Melvin L. Stone

STATIONS

WLOB, Portland; WCOU, Lewiston; WFAU, Augusta; WRUM, Rumford; WGHM, Waterville; WGUY, Bangor; WFST, Caribou; WSME, Sanford, all Maine.

Long Radio Enterprises

P. O. Box 1391, Bay City, Mich.
Managing Director.....J. G. Long

STATIONS

KIOX, Bay City; KVIC, Victoria; KTLW, Texas City, Tex.

Maine Broadcasting System

157 High St., Portland 3, Me.
Phone: SPruce 2-0181

Managing Dir.....William H. Rines
Manager .....Raymond Mercier
Technical Director.....Charles R. Brown

STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO, Augusta; WLAM, Lewiston, all Maine.

J. Elroy McCaw Stations

28 W. 44th St., New York 36, N. Y.

KORC Mineral Wells, Tex.; KTVW (TV) Tacoma, Wash.; WINS New York; KELA Centralia, Wash.; KALE Richland, Wash.; KYA San Francisco, KONA (TV) Honolulu; KTVR, Denver; KONA, Honolulu; KDAY, Santa Monica, Calif.; KPOA, Honolulu; WTAC, Flint, Mich.; WFBL, Syracuse, N. Y.

McClatchy Beeline Stations

21st & Q, Sacramento 4, Calif.
Phone: GIlbert 2-5011

President .....Eleanor McClatchy
Dir. of Sales.....Keith Collins

STATIONS

KFBK, Sacramento; KERN, Bakersfield; KBEE, Modesto; KMJ-AM-TV, Fresno, all Calif.; KOH, Reno, Nev.

Meredith Station Group

17th & Locust Sts., Des Moines, Iowa
Phone: ATlantic 8-8511

President .....Fred Bohen
Vice Pres.....E. T. Meredith
Treas., Radio-TV Dir.....Payson Hall
Asst. Dir. Radio-TV.....C. A. Larson

KCMO AM FM TV Kansas City, KPHO AM TV Phoenix, Ariz., WOW AM TV Omaha, WHEN AM TV Syracuse.

Michigan-Indiana-Ohio Group

700 Buhl Bldg., Detroit 26, Mich.
Phone: WOodward 2-0220

STATIONS

WBBC, Flint; WSGW, Saginaw; WIBM, Jackson, all Mich.; WJVA, South Bend; WIOU, Kokomo, both Ind.; WTOD, Toledo, Ohio.

Midnight Sun Broadcasting Co.

c/o KFAR, Fairbanks, Alaska

Comprises KFAR, Fairbanks; KENI, Anchorage; KJNO, Juneau; KABI, Ketchikan, all Alaska.

The Mid-South Network

WCBI, Columbus, Mississippi
Phone: Fairfax 8-7271

General Manager .....Bob McRaney

STATIONS

WCBI, Columbus; WELO, Tupelo; WMOX-Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point; WAMY, Amory, all Mississippi.

Miracle Valley Radio Network

Station WETZ, New Martinsville, W. Va.
Executive .....John T. Taylor

STATIONS

WMOD, Moundsville; WETZ, New Martinsville; WCEF, Parkersburg, all W. Va.

Montana Metropolitan Markets Group

146 S. Main St., Salt Lake City, Utah
Sales Manager.....Lynn L. Meyer

STATIONS

KBMY, Billings; KMON, Great Falls; KOPR, Butte, Mont.

National Negro Network, Inc.

203 N. Wabash Ave., Chicago 1, Ill.

STATIONS

WBCO, Birmingham; WMOZ, Mobile; WRMA, Montgomery, Ala.; KGHI, Little Rock, Ark.; KWKW, Pasadena; KSAN, San Francisco, Calif.; WOOK, Washington, D. C.; WOBK, Jacksonville; WMBM, Miami Beach; WEBK, Tampa, Fla; WERD, Atlanta; WAUG, Augusta; WPNK, Columbus; WJIV, Savannah, Ga.; WGES, Chicago; WLOU, Louisville, Ky.; WMRY, New Orleans; KENT, Shreveport; WSID, Baltimore; WBMS, Boston; WJLB, Detroit; WRBC, Jackson, Miss.; KPRS, Kansas City; KATZ, St. Louis, Mo.; WLIB, New York, N. Y.; WGIV, Charlotte; WAAA, Winston-Salem, N. C.; WCIN, Cincinnati; WJMO, Cleveland; KBYE, Oklahoma City; WHAT, Philadelphia; WILY, Pittsburgh; WPAL, Charleston; WCOS, Columbia; WESC, Greenville, S. C.; WMFS, Chattanooga; WIVK, Knoxville; WDIA, Memphis; WSOK, Nashville, Tenn.; KWBC, Dallas-Ft. Worth; KCOH, Houston; WRAP, Norfolk; WANT, Richmond, Va.

National Saturation Group

c/o Station WABC, New York, N. Y.
National Rep.....John Blair & Co.

STATIONS

WABC, New York City; WHDH, Boston, Mass.; WFIL, Philadelphia, Pa.; WTRY, Albany-Troy-Schenectady, N. Y.; WNBF, Bing-

hamton, N. Y.; WPRO, Providence, R. I.; WFBR, Baltimore, Md.; WWSW, Pittsburgh, Pa.; WWDC, Washington, D. C.; WWVA, Wheeling, W. Va.; WXYZ, Detroit, Mich.; KFYR, Bismarck, N. D.; WIBC, Indianapolis, Ind.; WCPO, Cincinnati, Ohio; WHB, Kansas City, Mo.; WBNS, Columbus, Ohio; KXOK, St. Louis, Mo.; KFH, Wichita, Kans.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; WQAM, Miami, Fla.; WDSU, New Orleans, La.; WSM, Nashville, Tenn.; WAPI, Birmingham, Ala.; WDBO, Orlando, Fla.; WKLO, Louisville, Ky.; WSAV, Savannah, Ga.; WJAX, Jacksonville, Fla.; WRR, Dallas-Forth Worth, Tex.; WFLA, Tampa-St. Petersburg, Fla.; KLYN, Amarillo, Tex.; Tex.; WOW, Omaha, Neb.; KRMG, Tulsa, KWFT, Wichita Falls, Tex.; KTRH, Houston, Okla.; KIDO, Boise, Idaho; KFXM, San Bernardino, Calif.; KFRE, Fresno, Calif.; KOY Phoenix, Ariz.; KGDM, Stockton, Calif.; KGW, Portland, Oreg.; KING, Seattle, Wash.; KGO, San Francisco.

National Spanish Language Network

Station KWKW, Pasadena, Calif.

PERSONNEL (KWKW)

President.....Marshall S. Neal
General Mgr.....William J. Beaton
Commercial Mgr.....Dan Curtin

STATIONS

XEO-XEOR, Lower River-Grand Valley; KIWW, San Antonio; XEJ, El Paso; KTXN, Austin; KLVL, Houston, all Texas; KIFN, Phoenix; KEVT, Tucson, both Ariz.; KABQ, Albuquerque, N. M.; KWKW, Pasadena; XEXX, San Diego; KGST, Fresno; KED, Calexico, all Calif.

Nevada Network

Station KORK, Las Vegas, Nev.

Executive.....Harry Huey
National Rep.....John E. Pearson Co.

STATIONS

KORK, Las Vegas; KOLO, Reno; KPTL, Carson City; KELY, Ely; KWNA, Winnemucca, Nev.

New England Regional Network

Station WTIC, Hartford, Conn.
Phone: JAckson 5-0801

Chairman.....Paul W. Morency

STATIONS

WTIC, Hartford; WJAR, Providence; WCSH, Portland; WLBZ, Bangor; WRDO, Augusta, Me.

Newhouse Newspaper Stations

224 Harrison St., Syracuse, N. Y.
Phone: 3-7111

WSYR AM TV Syracuse. WTPA Harrisburg, KOIN AM TV Portland, Ore.; WABT, WAPI, Birmingham, Ala.; WHBS, Huntsville, Ala.; KWK AM TV, St. Louis, Mo.

New Jersey Network

Station WVNJ, Newark, N. J.

National Rep.....Broadcast Time Sales

STATIONS

WVNJ, Newark; WTNJ, Trenton; WCAM, Camden; WLDB, Atlantic City, N. J.

North Country Stations of Vermont

Concord Ave., St. Johnsbury, Vt.

General Manager.....E. Dean Finney
Assistant Manager.....Donald Thurston

STATIONS

WTWN, St. Johnsbury; WIKE, Newport; WNIX, Springfield, Vt.

Northern New England Network, Inc.

17 Dunbar St., Keene, N. H.
Phone: Elmwood 2-9230

Executive.....Frank B. Estes
National Rep.....Richard O'Connell

STATIONS

WKNE, Keene; WGIR, Manchester; WWNH, Rochester, N. H.

OK Group

Headquarters: 505 Baronne St., New Orleans.
Phone: TU 5363

President.....Jules J. Paglin
Exec. V.P., Gen. Mgr.....Stanley Ray Jr.

WBOK New Orleans; KYOK Houston; KAOK Lake Charles; WXOK Baton Rouge; WLOK, Memphis; KOPY, Alice, Texas.

Oklahoma Big Five Network

Station KSWO, Lawton, Okla.

President.....Leo R. Morris
National Rep.....John E. Pearson Co.

STATIONS

KOCY, Oklahoma City; KFMJ, Tulsa; KCRC, Enid; KSWO, Lawton; KMUS, Muskogee; KSEO, Durant; KSIW, Woodward; KWHW, Altus; KNED, McAlester; WBBZ, Ponca City.

The Oregon Trail Network

c/o Sta. KBKR, Baker, Oregon

PERSONNEL

General Manager.....Gordon Capps

STATIONS

KSRV, Ontario, Ore.; KBKR, Baker, Ore.; KLBM, LaGrande, Ore.

Ozark Network

Station KICK, Springfield, Mo.

General Manager.....Richard Bradley

STATIONS

KICK, Springfield; KBTN, Neosho; KRMO, Monett; KWPM, West Plains; KALM, Thayer; KLRS, Mountain Grove, KBHM, Branson, Mo.; KMDO, Fort Scott, Kans.

Personality Stations

WJLS Bldg., Beckley, W. Va.

President.....Joe L. Smith, Jr.

STATIONS

WKNA, Charleston; WJLS, Beckley; WKWK Wheeling, W. Va.

John Poole Stations

6540 Sunset Blvd., Los Angeles 28, Calif.
Phone: HOllywood 3-3205

President.....John H. Poole
Gen. Mgr.....David T. Harris

KBIG Avalon, KBIF, Fresno, Calif.

Quality Radio Group

Headquarters: 630 Fifth Ave.,
New York City.
Phone: PL 1-0116

President.....Ward Quaal
Vice-President.....W. H. Summerville
Secretary-Treasurer.....William D. Wagner

KOB Albuquerque; WSB Atlanta; WBZ WBZA Boston-Springfield; WBT Charlotte; WGN Chicago; WLW Cincinnati; WFAA Dallas; WHO Des Moines; WBAP Fort Worth; KPRC Houston; KCMO Kansas City; WSM Nashville; WWL New Orleans; WOR New York; WOW Omaha; WCAU Philadelphia; KDKA Pittsburgh; KEX Portland, Ore.; WRVA Richmond; KSL Salt Lake City; WOAI San Antonio; KIRO Seattle; KVOO Tulsa (all stockholder stations).

The Rahall Group

Box 689, Allentown, Pa.
Phone: HEmlock 3-3166

President.....Joe Rahall
General Manager.....Ogden R. Davies

STATIONS

WKAP, Allentown, Pa.; WFEA, Manchester, N. H.; WTSP, St. Petersburg, Fla.; WWNR, Beckley, W. Va.; WNAR, Norristown, Pa.

RKO Teleradio Pictures, Inc.

(General Teleradio Div.)
1440 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8000

Pres., Board Chrmn., Treas...Thomas F. O'Neil
Vice-Presidents.....Willet H. Brown, Gordon Gray, George N. Steffy, Norman S. Knight, Robert Leder, John B. Poor, Robert Manby, Arnold Kaufman, Walter Branson, Wendell B. Campbell, William Dozier, Raymond Klune, Edward L. Walton
Asst. Secretary.....Patrick J. Winkler

STATIONS

WNAC AM FM TV, Boston; KHJ AM FM TV, Los Angeles; KFRC San Francisco; WOR AM FM TV, New York; WHBQ AM TV Memphis; CKLW-TV, Detroit-Windsor. Also owns and operates Don Lee & Yankee Networks.

Rhode Island Coastal Group

c/o WADK, Newport, R. I.

National Rep.....Walker Representation Co.

STATIONS

WADK, Newport; WERI, Westerly, R. I.

Rollins Broadcasting, Inc.

414 French St., Wilmington 1, Del.
Phone: OLympia 4-8881

President.....O. Wayne Rollins
Dir. of Sales.....Albert R. Lanphear
Dir. Public Rel.....Tim Crow

BRANCH OFFICES
565 Fifth Ave., New York, N. Y.
Phone: OX 7-7040

National Sales.....Graeme Zimmer
6205 S. Cottage Grove, Chicago, Ill.
Phone: NO 7-4124

Midwest Sales.....Wm. Smith
Arcade Bldg., St. Louis, Mo.
Phone: CH 1-6000

Midwest Sales.....Robt. Hetherington

STATIONS

WJWL, Georgetown, Del.; WAMS, Wilmington, Del.; WBEE, Chicago, Ill.; WGEE, Indianapolis, Ind.; KATZ, St. Louis, Mo.; WNJR, Newark, N. J.; WPTZ-TV, Plattsburgh, N. Y.; WRAP, Norfolk, Va.

Rounsaville Radio Stations Network

3165 Mathieson Dr., N.E., Atlanta, Ga.
Phone: CEdar 3-2195

Pres., Gen. Mgr.....Robert W. Rounsaville
Commercial Mgr.....Lee R. Smith
Chief Engineer.....Paul Cram

BRANCH OFFICES
301 Beekman St., Cincinnati, Ohio
Phone: MU 1-7600

Station Mgr.....Ralph Johnson
2549 S. Third St., Louisville, Ky.
Phone: ME 7-3689

Station Mgr.....Art Selley
400 Davidson St., Nashville, Tenn.
Phone: CH 2-0489

Vice-President.....William Wagner
3165 Mathieson Dr., Atlanta, Ga.
Phone: CE 3-2195

Station Mgr.....John Fulton
1036 Mary St., Jacksonville, Fla.
Phone: EX 8-3411

Station Manager.....Carter Jones
Washington Blvd., Tampa, Fla.
Phone: TAmpa 4-1109

Station Mgr.....Joe Starr
McArthur Causeway, Miami Beach, Fla.

Station Mgr.....Arnold Kaufman

WQXI, WQXI-TV Atlanta, Ga.; WLOU, WQXL-TV Louisville, Ky.; WCIN, WQXN-TV Cincinnati, Ohio; WMBM Miami Beach, Fla.; WIOK, Tampa, Fla.; WSOK, Nashville, Tenn.; WOBS, Jacksonville, Fla.

Rural Radio Network

Terrace Hill, Ithaca, N. Y.
Phone: 4-6357

PERSONNEL

Pres.....R. B. Gervan
V.P., Net. Mgr.....H. S. Brown

STATIONS

WRRE-FM, Bristol Center; WRRC-FM, Cherry Valley; WRRD-FM, DeRuyter; WRRA-FM, Ithaca; WFLY-FM, Troy; WRRL-FM, Weathersfield; WNBF, Binghamton; WKBW, Buffalo; WELM, Elmira; WWHG, Hornell; WHCU, Ithaca; WJTN, Jamestown; WMSA, Massena; WACK, Newark; WHLD-AM-FM, Niagara Falls; WHDL-AM-FM, Olean; WEAV, Plattsburgh; WVET, Rochester; WGY, Schenectady;

WHEN, Syracuse; WRUN, Utica; WDLA, Walton; WWNY, Watertown, all New York; WEJL, Scranton, Pa.

Scripps Howard Group

1121 Union Central Bldg., Cleveland, Ohio
Phone: MAin 1-1811

President.....Jack R. Howard

WEWS Cleveland, WCPO AM-FM-TV Cincinnati, WNOX Knoxville; WMC, WMCI-TV, Memphis.

Sooner State Network

Box 1588, Muskogee, Okla.
Phone: MU 2-2488

President .....George Overton

STATIONS

KCRC, Enid; WBBZ, Ponca City; KMUS, Muskogee; KNED, McAlester; KSEO, Durant; KSWO, Lawton; KWHW, Altus; KOCY, Oklahoma City; KSIW, Woodward; KASA, Elk City, all Oklahoma.

Southeastern Key Market Network

P.O. Box 634, Florence, Alabama
Phone: AT 2-7711

President.....Richard B. Biddle
General Manager.....Bill Mapes

STATIONS

ALABAMA: WAVU, Albertville; WRFS, Alexander City; WCTA, Andalusia; WHMA, Anniston; WJMW, Athens; WATM, Atmore; WAUD, Auburn; WYDE, Birmingham; WEBJ, Brewton; WRAG, Carrollton; WKLF, Clanton; WFMH, Cullman; WHOS, Decatur; WXAL, Demopolis; WAGF, Dothan; WIRB, Enterprise; WULA, Eufaula; WWWF, Fayette; WTCB, Flomaton; WOWL, Florence; WZOB, Fort Payne; WHEP, Foley; WGAD, Gadsden; WGEA, Geneva; WGYV, Greenville; WGSV, Guntersville; WJBB, Haleyville; WERH, Hamilton; WBHP, Huntsville; WPBB, Jackson; WWWB, Jasper; WRLD, Lanett; WJAM, Marion; WABB, Mobile; WMFC, Monroeville; WAPX, Montgomery; WCRL, Oneonta; WJHO, Opelika; WAMI, Opp; WOZK; Ozark; WFHK, Pell City; WPNX, Phenix City; WPID, Piedmont; WELR, Roanoke; WWWR, Russelville; WCRI, Scottsboro; WHBB, Selma; WMLS, Sylacauga; WHTB, Talladega; WJDB, Thomasville; WTBF, Troy; WTBC, Tuscaloosa; WTUS, Tuskegee; WETU, Wetumpka.

ARKANSAS: KBBA, Benton; KAGH, Crossett; KXJK, Forrest City; KFFA, Helena; KBLO, Hot Springs; KVSA, McGhee; KVMA, Magnolia; KENA, Mena; KHBM, Monticello; KVOM, Morrilton; KOSE, Osceola; KAMO, Rogers; KWAK, Stuttgart; KTFS, Texarkana; KRLW, Walnut Ridge; KWRF, Warren.

FLORIDA: WBAR, Bartow; WTRL, Bradenton; WONU, Crestview; WDCF, Dade City; WDAT, Daytona; WFNM, De Funiak Springs; WMEG, Eau Gallie; WLCO, Eustis; WFBF, Fernandina Beach; WINK, Fort Myers; WARN, Fort Pierce; WFTW, Fort Walton; WGGG, Gainesville; WQIK, Jacksonville; WZRO, Jacksonville Beach; WRWB, Kissimmee; WDSR, Lake City; WNER, Live Oak; WMMB, Melbourne; WSBB, New Smyrna Beach; WMOP Ocala; WKIS-WORZ, Orlando; WWPF, Palatka; WPFA, Pensacola; WPRY, Perry; WCNH, Quincy; WTRR, Sanford; WKXY, Sarasota; WJCM, Sebring; WSTN, St. Augustina; WRGR, Starke; WMEN, Tallahassee; WALT, Tampa; WNTM, Vero Beach; WIRK, West Palm Beach; WSIR, Winter Haven.

GEORGIA: WAAG, Adel; WJAZ, Albany; WDEC, Americus; WRFC, Athens; WAOK, Atlanta; WAUG, Augusta; WMGR, Bainbridge; WMOG, Brunswick; WCGA, Calhoun; WCLB, Camilla; WLBB, Carrollton; WPNX, Columbus; WCON, Cornelia; WGFS, Covington; WRCD, Dalton; WEAS, Decatur; WMLT, Dublin; WTJH, East Point; WEHB, Fitzgerald; WDUN, Gainesville; WKEU, Griffin; WCEH, Hawkinsville; WBGR, Jesup; WLFA, Lafayette; WTRP, LaGrange; WIBB, Macon; WMGE, Madison; WBIE, Marietta; WMVG, Milledgeville; WMRE, Monroe; WMTM, Moultrie; WBBN, Perry; WLAQ, Rome; WSNT, Sandersville; WFRP, Savannah; WWNS, Statesboro; WSYL, Sylvania; WKTG, Thomasville; WTWA, Thomson; WLET, Toccoa; WJEM, Valdosta; WRPB, Warner Robins; WACL, Waycross; WBRO, Waynesboro; WRLD, West Point.

KENTUCKY: WFLW, Monticello.

LOUISIANA: KTRY, Bastrop; WCLS, Baton Rouge; WHXY, Bogalusa; WARB, Covington; KSIG, Crowley; KDLA, De Ridder; KEUN, Eunice; KFNV, Ferriday; KLFT, Golden Meadow; KDBC, Mansfield; KNOC, Natchitoches; KREH, Oakdale; KRUS, Ruston; KVPI, Ville Platte; KVCL, Winnfield.

NORTH CAROLINA: WABZ, Albemarle; WGWR, Asheboro; WCGC, Belmont; WPNF, Brevard; WBBB, Burlington; WWIT, Canton; WEGO, Concord; WCKB, Dunn; WTIK, Durham; WCDJ, Edenton; WIFM, Elkin; WBBO, Forest City; WFVG, Fuquay Springs; WLTC, Gastonia; WKDX, Hamlet; WHKP, Hendersonville; WKMT, Kings Mountain; WAGR, Lumberton; WMBL, Morehead; WNNC, Newton; WMSN, Raleigh; WREV, Reidsville; WAYN, Rockingham; WSAT, Salisbury; WEYE, Sanford; WTAB, Tabor City; WADE, Wadesboro; WLSE, Wallace; WHCC, Waynesville; WENC, Whitesville.

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TEXAS: KREL, Baytown.

Southern Michigan Network

c/o WTVB, Coldwater, Mich.

General Manager.....James B. Luck

STATIONS

WTVB, Coldwater; WSBE, Hillsdale; WSTR, Sturgis, Mich.

Southern Minnesota Network

c/o KYSM, Mankato, Minn.

National Rep. .....Robert Meeker

STATIONS

KYSM, Mankato; KROC, Rochester; KATE, Albert Lee, Minn.

Southwest Network, Inc.

Box 1799, El Paso, Tex.

Phone: KEystone 2-6551

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Gen. Mgr.....Val Lawrence

Comm. Mgr.....Tom Wiseheart

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KROD, El Paso, Tex.; KAVE, Carlsbad; KWEW, Hobbs; KGFL, Roswell; KSIL, Silver City, New Mex.

Speidel-Fisher Broadcasting Group

WOOK, Greenville, S. C.

National Rep.....Walker Representation Co.

STATIONS

WQOK, Greenville; WOIC, Columbia; WPAL, Charleston, S. C.

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PERSONNEL

Gen. Mgr.....Clair R. McCollough

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V.P. TV Ops.....George B. Storer, Jr.

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Supplemental: KRRV, Sherman; KPLT, Paris; KENS, San Antonio; KBWD, Brownwood; KTRH, Houston; KFDA, Amarillo; KRIO, McAllen; KGVL, Greenville, all Texas.

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Exec. V.P., Gen. Mgr.....Kenneth C. Willson
Office Mgr.....Nina Livingston

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Radio & TV Division
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Phone: EVergreen 2-4700

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Dir. of Natl. Sales.....Edward H. Benedict
Dir. Public Rel., Pgmng.....John D. Scheuer
Dir. of Engineering.....Henry E. Rhea
Business Mgr.....John C. Harlan
Research Mgr.....Richard W. Gideon

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P. O. Box 631, Salem, Ore.
Phone: EM 4-8433

Sales Manager.....Dave Hoss

STATIONS

KSLM, Salem; KFLY, Corvallis; KORE, Eugene, Ore.

Tri-W Network

Station WWWB, Jasper, Ala.

President.....W. W. Bankhead

STATIONS

WWWB, Jasper; WWF, Fayette; WWWR, Russellville, Ala.

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Phone: Geneva 9631

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President.....Louis M. Knopp

STATIONS

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Eighth & Eye Sts., N.W., Washington, D. C.
President .....Richard Eaton

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Vermont State Network

c/o WBTN, Bennington, Vt.
National Rep...Joseph Hershey McGillvra, Inc.

STATIONS

WBTN, Bennington; WIKE, Newport; WSYD, Rutland; WTWN, St. Johnsbury; WNIX, Springfield, Vt.

West Texas Television Network

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Vice President.....W. H. Shipley
Nat. Sales Mgr.....E. A. "Buzz" Hassett

STATIONS

KDUB-TV, Lubbock; KPAR-TV, Abilene-Sweetwater; KEDY-TV, Big Spring, all Texas.

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West Coast Executive.....P. G. Lasky

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1625 "K" St., N.W., Washington, D. C.
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KPIX, San Francisco, Calif.; WOWO, Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WBZ-TV, Boston, Mass.; KYW, Cleveland, Ohio; KYW-TV, Cleveland, Ohio; KEX, Portland, Ore.; KDKA, Pittsburgh, Pa.; KDKA-TV, Pittsburgh, Pa.; WIND, Chicago, Ill.; WJZ-TV, Baltimore, Md.

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Nash Block, Wisconsin Rapids, Wis.
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WRJN, Racine; WCLO, Janesville; WIBU, Poynette; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCF, Baraboo; WSAU, Wausau; WRDB, Reedsburg; KFIZ, Fond du Lac; WGEZ, Beloit, Wisc.

Wyoming Cowboy Network

KFBC, 2923 East Lincolnway, Cheyenne, Wyo.
Phone: 4-4461

STATIONS

..KFBC, Cheyenne; KRAL, Rawlins; KVOC, Casper; KSID, Sidney; KASL, Newcastle.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0800
President .....Norman Knight
Exec. V.P.....George W. Steffy
V.P.....Thomas H. Bateson

STATIONS

WNAC, Boston-Lawrence; WFAU, Augusta, Maine; WIDE, Biddeford, Maine; WALE, Fall River, Mass.; WEIM, Fitchburg-Leominster, Mass.; WHAL, Greenfield, Mass.; WOCB, Hyannis, Mass.; WCOU, Lewiston-Auburn, Maine; WLLH, Lowell, Mass.; WNBH, New Bedford, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WPOR, Portland, Maine; WEAN, Providence, R. I.; WSYB, Rutland, Vt.; WWSR, St. Albans, Vt.; WMAS, Springfield, Mass.; WWCO, Waterbury, Conn.; WAAB, Worcester, Mass.; WABI, Bangor, Me.; WNAB, Bridgeport, Conn.; WPOP, Hartford, Conn.; WABM, Houlton, Me.; WGIR, Manchester, N. H.; WNLC, New London, Conn.; WAGM, Presque Isle, Me.; WTOR, Torrington, Conn.; WARE, Ware, Mass.

Z-Bar-Net

1003 S. Montana, Butte, Mont.
Phone: 29-111
Managing Director.....Ed Craney
Comm. Mgr.....Arne Anzjon

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Phone: MU 3-5830
Eastern Sales Mgr.....Wythe Walker
6381 Hollywood Blvd., Hollywood, Calif.
Phone: HO 9-5408
Western Sales Mgr.....Tracy Moore

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KXLK, Great Falls; KXLL, Missoula, Mont.; KXLF-TV, Butte; KXLJ-TV, Helena, Mont.; KXLF, Butte; KXLJ, Helena.





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RADIO-TELEVISION DAILY

presents the

1958

TWENTY-FIRST ANNUAL EDITION

CHAS. A. ALICOATE
Editor-in-Chief

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EASTMAN FILMS

For

THE BEST IN TELEVISION

W. J. German, Inc.

FORT LEE CHICAGO HOLLYWOOD

The Top 100 TV Advertisers of 1957 And Estimated Expenditures

— GROSS TIME COST ONLY: NETWORK AND SPOT —

Advertiser	*Total TV*	*Network TV*	*Spot TV*
1. Procter & Gamble Company	$72,962,855	$47,046,015	$25,916,840
2. Colgate-Palmolive Company	27,114,793	19,375,713	7,739,080
3. General Foods Corporation	24,604,501	16,156,601	8,447,900
4. Lever Brothers Company	23,940,269	16,297,289	7,642,980
5. American Home Products	22,125,488	18,535,808	3,589,680
6. Brown & Williamson Tobacco Co.	20,082,882	7,093,962	12,988,920
7. Chrysler Corporation	19,526,146	18,915,776	610,370
8. Gillette Company	17,679,627	15,790,837	1,888,790
9. Ford Motor Company	16,459,254	13,023,204	3,436,050
10. R. J. Reynolds Tobacco Co.	16,089,214	13,201,584	2,887,630
11. Bristol-Myers Company	14,620,964	12,489,954	2,131,010
12. General Motors Corporation	14,286,067	12,733,437	1,552,630
13. Sterling Drug, Inc.	13,347,241	4,711,351	8,635,890
14. American Tobacco Company	12,492,559	9,346,629	3,145,930
15. Liggett & Myers Tobacco Co.	12,183,213	8,181,373	4,001,840
16. Miles Laboratories, Inc.	11,440,941	5,048,301	6,392,640
17. Continental Baking Company	10,867,609	677,549	10,190,060
18. Kellogg Company	10,807,295	7,977,785	2,829,510
19. Pharmaceuticals, Inc.	9,525,785	8,585,635	940,150
20. General Mills, Inc.	9,507,062	8,605,872	901,190
21. Philip Morris & Company	8,881,374	3,942,901	4,941,470
22. National Dairy Products	8,388,097	6,644,647	1,743,450
23. Carter Products, Inc.	8,257,725	1,262,465	6,995,260
24. Warner-Lambert Pharma. Co.	8,223,263	2,532,393	5,690,870
25. P. Lorillard & Company	8,212,782	5,194,122	3,018,660
26. National Biscuit Company	8,070,254	2,247,934	5,822,320
27. Revlon, Inc.	7,186,882	7,019,042	167,840
28. Nestle Company	6,660,421	4,130,101	2,530,320
29. American Chicle Company	6,344,167	2,617,367	3,726,800
30. General Electric Company	6,277,085	5,714,855	562,230
31. Quaker Oats Company	5,829,971	4,706,501	1,123,470
32. Standard Brands, Inc.	5,821,096	4,512,346	1,308,750
33. Hazel Bishop, Inc.	5,496,593	5,192,193	304,400
34. Swift & Company	5,482,705	5,196,425	286,280
35. Corn Products Refining Co.	5,408,711	2,930,851	2,477,860
36. Bulova Watch Company	5,284,323	1,233,923	4,050,400
37. Helene Curtis Industries	5,251,312	4,667,982	583,330
38. Coca-Cola Co./Bottlers	5,249,180	1,041,290	4,207,890
39. Campbell-Soup Company	5,210,512	4,965,382	245,130
40. Max Factor & Company	5,177,114	2,886,264	2,290,850
41. Robert Hall Clothes	4,928,930	.....	4,928,930
42. Jos. E. Schlitz Brewing Company	4,757,764	3,005,514	1,752,250
43. International Latex Corp.	4,722,660	.....	4,722,660
44. Westinghouse Electric Corp.	4,580,335	4,501,985	78,350
45. Pillsbury Mills, Inc.	4,351,106	3,805,646	545,460

(Continued on page 739)

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TOP 100 TV ADVERTISERS OF 1957

(Continued from page 737)

Advertiser	Total TV	Network TV	Spot TV
46. Armour & Company	$4,296,612	$2,853,642	$ 442,970
47. Sperry Rand Corporation	4,257,142	4,257,142	.....
48. Adell Chemical Company	4,109,800	.....	4,109,800
49. Scott Paper Company	3,972,447	3,342,257	630,190
50. S. C. Johnson & Son, Inc.	3,927,928	3,889,778	38,150
51. Chesebrough-Ponds, Inc.	3,878,159	3,164,839	713,320
52. The Borden Company	3,859,899	2,810,739	1,049,160
53. Ralston-Purina Co.	3,782,699	2,723,689	1,059,010
54. Best Foods, Inc.	3,766,905	2,641,965	1,124,940
55. Eastman Kodak Company	3,630,185	3,194,715	435,470
56. American Telephone & Telegraph	3,341,329	3,277,929	63,400
57. Pepsi Cola Co./Bottlers	3,250,204	211,554	3,038,650
58. Wesson Oil & Snow Drift	3,223,067	1,604,997	1,618,070
59. Prudential Insurance Co. of America	3,201,984	3,201,984	.....
60. Radio Corp. of America	3,111,236	2,344,036	767,200
61. Standard Oil of New Jersey	3,106,520	173,460	2,933,060
62. The Mennen Company	3,082,078	2,997,548	84,530
63. Charles Antell, Inc.	3,066,630	.....	3,066,630
64. Singer Sewing Machine Co.	3,001,213	1,521,153	1,480,060
65. Shell Oil Company	2,993,100	.....	2,993,100
66. Kimberly-Clark Corporation	2,988,137	2,346,917	641,220
67. H. J. Heinz Company	2,971,863	1,350,073	1,621,790
68. Falstaff Brewing Corporation	2,823,447	627,267	2,196,180
69. Johnson & Johnson	2,819,585	2,526,955	292,630
70. Anheuser-Busch, Inc.	2,792,410	.....	2,792,410
71. Food Manufacturers, Inc.	2,781,640	.....	2,781,640
72. Wildroot Company, Inc.	2,658,810	1,806,230	852,580
73. Carnation Company	2,560,650	2,054,120	506,530
74. Sylvania Electric Products, Inc.	2,551,569	2,501,769	49,800
75. Mutual Benefit Health & Accident Association	2,534,891	937,431	1,597,460
76. United States Steel Corporation	2,514,090	2,514,090	.....
77. E. I. du Pont de Nemours & Co.	2,374,910	1,738,960	635,950
78. Pet Milk Company	2,370,851	2,322,881	47,970
79. Schick, Inc.	2,358,922	2,187,732	171,190
80. Block Drug Company, Inc.	2,358,490	11,090	2,347,400
81. Reynolds Metals Company	2,324,721	2,324,721	.....
82. Purex Corporation, Ltd.	2,291,194	2,062,504	228,690
83. Avon Products, Inc.	2,287,750	.....	2,287,750
84. Seven-Up Co./Bottlers	2,226,353	514,083	1,712,270
85. The Texas Company	2,225,170	233,140	1,992,030
86. Armstrong Cork Company	2,194,989	2,194,989	.....
87. J. A. Folger & Company	2,194,020	.....	2,194,020
88. Sweets Company of America	2,184,366	2,160,936	23,430
89. Beech-Nut Life Savers, Inc.	2,180,520	.....	2,180,520
90. Aluminum Company of America	2,163,673	2,070,723	92,950
91. Nehi Corporation/Bottlers	2,154,430	.....	2,154,430
92. Time, Inc.	2,152,011	2,012,991	139,020
93. Associated Products, Inc.	2,136,093	1,216,863	919,230
94. Goodyear Tire & Rubber Company	2,089,048	2,060,788	28,260
95. Grove Laboratories, Inc.	2,088,979	400,519	1,688,460
96. General Cigar Company, Inc.	2,080,588	1,023,828	1,056,760
97. Gold Seal Company	1,973,719	1,105,479	868,240
98. William Wrigley Jr., Company	1,968,000	.....	1,968,000
99. Harold F. Ritchie, Inc.	1,885,110	.....	1,885,110
100. Florida Citrus Commission	1,876,948	1,099,048	777,900

Source: TvB, quoting Publishers Information Bureau (Network) and N. C. Rorabaugh (Spot).

Local in management . . .
Interrelated in service

The Corinthian stations are first and foremost local in character . . . for *great* stations must be responsive to the needs and tastes of their individual communities. The Corinthian stations each have their own independent *local* management teams in Tulsa, Houston, Fort Wayne and Indianapolis.

The Corinthian stations have *more* than this. They benefit from each other's experience. And have at their disposal the full-time staff services of specialists in the basic areas of broadcasting . . . each outstandingly qualified in his field . . . Corinthian's Director of Programming, *Robert H. Salk;* Director of Sales, *Don L. Kearney*; Director of Engineering, *George G. Jacobs;* and Director of Research, *Charles H. Smith.*

Clearly, you get something *extra* when you buy a Corinthian station.



THE CORINTHIAN STATIONS *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

A Lift for Daytime Televiewing Spear-Headed by Strip Schedules



By
DAVID V. SUTTON
Vice President in Charge
MCA-TV Film Syndication Division

STRONG assists toward revamping and strengthening *local daytime* programming will be made this year, by new uses of syndicated film programs.

Good quality mystery strips, until now used only in the evening times, will furnish a strip of tangy seasoning between the conventional strips of daytime personality shows, panels, giveaways, and soap operas.

Conversations with key people at networks, agencies, advertising departments, and local stations have fortified our belief that the time is ripe for daytime stripping of good mysteries (preferably with an attractive male star).

✲

MCA TV is backing this belief by making available 82 half-hour films starring Ralph Bellamy in a series called "Follow That Man" (originally titled "Man Against Crime") in its network run.

WCBS-TV in New York will strip "Follow That Man" at 5:00 p.m. daily. Stations in the Storer group will also strip the show in the daytime. These spearheading arrangements have just been set during the first days the show has been offered. The stations, of course, are free to play the show in evening periods as well.

✲

MCA TV has had some enlightening experiences during the past year with mystery strips in *early evening* times. In the 6:00-7:00 p.m. times (almost always reserved for kid-shows), we assisted in replacing long-standing kid shows in a great many markets with good mystery shows. Ratings were unbelievably good, and in every instance well balanced family audiences, consisting of more than 60 per cent adults, were achieved. The notorious shortage of sponsors for kid products was not a factor here, for there was no shortage of sponsors of adult type products for the early evening mysteries.

✲

Why are mystery shows attractive to viewers in the daytime hours? Because daytime viewers, largely women, are surely surfeited by now with the same monotonous fare of television standbys. They have given dramatic evidence of their desire for programs with more excitement, more suspense. The good mystery show provides just the change of pace they seem to appreciate. We need not go into the psychological backgrounds of this preference; the universal appeal of mystery-suspense-adventure stories is well known in every field of story-telling—in popular novels, on the screen, on the radio, the stage and of course on television.

✲

The importance of the daytime hours in the rating picture is also not to be overlooked. During this time of day the TV advertiser can reach a selective audience—the woman of the household who traditionally controls the family purse-strings. Too, in many TV homes, the female viewer who turns on her television set for a brief respite from her chores is being exposed to the advertiser's message at a more propitious time, from a marketing point of view. She is very likely to complete her viewing, turn off the set, and go out to the stores. Thus the sponsor's message is fresher in her mind than during evening viewing.

✲

Strong adult audience acceptance of mystery strips in early evening times, concurrence of opinion amongst key people, and immediate action to strip "Follow That Man" in the daytime by WCBS-TV (New York) and Storer stations, convince us that mystery strips will provide a much needed lift in daytime fare. We will do what we can to furnish what is needed.

The Standard of Quality

Wherever Films Are Used

EASTMAN PROFESSIONAL MOTION PICTURE FILMS

THE EASTMAN 16mm PROJECTOR, MODEL 275

THE EASTMAN 16mm CONTINUOUS PROJECTOR, MODEL 300

THE EASTMAN TELEVISION RECORDING CAMERA

Whether you use film to bridge the coast-to-coast gap of time and space . . . to overcome the confinements of studio walls . . . or to pre-test your investment in time and talent, Eastman is always the first choice both for production and projection.

Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N. Y.

Agents for the Sale and Distribution of Eastman Professional Motion Picture Films

W. J. GERMAN, INC.

Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

The Top 100 Network TV Advertisers Of 1957 and Estimated Expenditures

— GROSS TIME COST —

	Advertiser	Estimated Expenditure
1.	Procter & Gamble Co., The	$47,046,015
2.	Colgate-Palmolive Co.	19,375,713
3.	Chrysler Corp.	18,915,776
4.	American Home Products Corp.	18,535,808
5.	Lever Brothers Co.	16,297,289
6.	General Foods Corp.	16,156,601
7.	Gillette Co.	15,790,837
8.	Reynolds, R. J., Tobacco Co.	13,201,584
9.	Ford Motor Co.	13,023,204
10.	General Motors Corp.	12,733,437
11.	Bristol-Myers Co.	12,489,954
12.	American Tobacco Co., The	9,346,629
13.	General Mills, Inc.	8,605,872
14.	Pharmaceuticals, Inc.	8,585,635
15.	Liggett & Myers Tobacco Co.	8,181,373
16.	Kellogg Co.	7,977,785
17.	Brown & Williamson Tobacco Corp.	7,093,962
18.	Revlon, Inc.	7,019,042
19.	National Dairy Products Corp.	6,644,647
20.	General Electric Co.	5,714,855
21.	Swift & Co.	5,196,425
22.	Lorillard, P., & Co.	5,194,122
23.	Bishop, Hazel, Inc.	5,192,193
24.	Miles Labs., Inc.	5,048,301
25.	Campbell Soup Co.	4,965,382
26.	Sterling Drug, Inc.	4,711,351
27.	Quaker Oats Co.	4,706,501
28.	Helene Curtis Industries, Inc.	4,667,982
29.	Standard Brands, Inc.	4,512,346
30.	Westinghouse Electric Corp.	4,501,985
31.	Sperry Rand Corp.	4,257,142
32.	Nestle Co., Inc., The	4,130,101
33.	Philip Morris, Inc.	3,942,901
34.	Johnson, S. C., & Son, Inc.	3,889,778
35.	Armour & Co.	3,853,642
36.	Pillsbury Mills, Inc.	3,805,646
37.	Scott Paper Co.	3,342,257
38.	American Telephone & Telegraph Co.	3,277,929
39.	Prudential Insurance Co. of America	3,201,984
40.	Eastman Kodak Co.	3,194,715
41.	Chesebrough-Ponds Inc.	3,164,839
42.	Schlitz, Joseph, Brewing Co.	3,005,514
43.	Mennen Co., The	2,997,548
44.	Corn Products Refining Co.	2,930,851
45.	Factor, Max, & Co.	2,886,264
46.	Borden Co., The	2,810,739
47.	Ralston Purina Co.	2,723,689
48.	Best Foods, Inc.	2,641,965
49.	American Chicle Co.	2,617,367
50.	Warner Lambert Pharmaceutical Co.	2,532,393
51.	Johnson & Johnson	$ 2,526,955
52.	U. S. Steel Corp.	2,514,090
53.	Sylvania Electric Products, Inc.	2,501,769
54.	Kimberly Clark Corp.	2,346,917
55.	Radio Corp. of America	2,344,036
56.	Reynolds Metals Co.	2,324,721
57.	Pet Milk Co.	2,322,881
58.	National Biscuit Co.	2,247,934
59.	Armstrong Cork Co.	2,194,989
60.	Schick, Inc.	2,187,732
61.	Sweets of America, Inc.	2,160,936
62.	Aluminum Co. of America	2,070,723
63.	Purex Corp. Ltd.	2,062,504
64.	Goodyear Tire & Rubber Co.	2.060,788
65.	Carnation Co.	2,054,120
66.	Time, Inc.	2,012,991
67.	Wildroot Co., Inc.	1,806,230
68.	Du Pont de Nemours, E. I. & Co.	1,738,960
69.	Gerber Products Co.	1,675,361
70.	Wesson Oil & Snowdrift Co., Inc.	1,604,997
71.	Speidel Corp.	1,587,018
72.	Firestone Tire & Rubber Co.	1,549,074
73.	Mogen David Wine Corp.	1,545,590
74.	State Farm Mutual Auto. Ins. Co.	1,543,358
75.	Whirlpool Corp.	1,538,454
76.	Pabst Brewing Co.	1,521,153
77.	Singer Manufacturing Co.	1,481,866
78.	American Gas Assn.	1,462,692
79.	Simoniz Co.	1,409,646
80.	S. O. S. Co., The	1,368,149
81.	Heinz, H. J., Co.	1,350,073
82.	American Dairy Assn.	1,276,135
83.	Goodrich, B. F., Co., The	1,276,110
84.	Carter Products, Inc.	1,262,465
85.	Bulova Watch Co.	1,233,923
86.	Brillo Manufacturing Co., Inc.	1,227,195
87.	Associated Products, Inc.	1,216,863
88.	Kaiser Aluminum & Chemical Corp.	1,210,015
89.	Union Carbide Corp.	1,191,864
90.	American Can Co.	1,150,499
91.	Drackett Co.	1,137,130
92.	Sunbeam Corp.	1,129,882
93.	Greyhound Corp.	1,113,933
94.	Gold Seal Co.	1,105,479
95.	Gulf Oil Corp.	1,100,304
96.	Florida Citrus Commission	1,099,048
97.	U. S. Rubber Co.	1,085,449
98.	Ronson Corp.	1,082,036
99.	Minnesota Mining & Mfg. Co.	1,055,479
100.	Coca-Cola Co., The	1,041,290

Source: TvB, quoting Publishers Information Bureau.



When you come home tired,
and want to watch TV...



it's the getting up ...that gets you down

Now...tune TV from your easy chair with "Silent Sound"

ZENITH

original and exclusive

SPACE COMMAND

REMOTE CONTROL TELEVISION TUNING

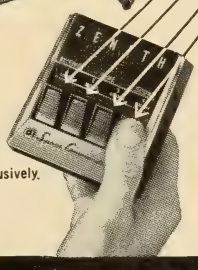


JUST TOUCH A BUTTON ON THE UNIT IN YOUR HAND

AND SEND THROUGH SPACE YOUR SILENT COMMAND



This "electronic ear" hears your silent command from across the room. And, magically, your set does exactly what you've told it to do.



THIS BUTTON TELLS YOUR SET TO TURN ON, OR OFF

THIS BUTTON TELLS YOUR SET TO SWITCH CHANNELS TO THE LEFT

THIS BUTTON TELLS YOUR SET TO SWITCH CHANNELS TO THE RIGHT

THIS BUTTON TELLS YOUR SET TO SHUT OFF THE SOUND OF LONG, ANNOYING COMMERCIALS WHILE THE PICTURE STAYS ON

With Zenith Space Command, you can shop all the shows, switch back and forth between programs, "de-voice" a long-winded announcer . . . right from your easy chair. No need to get up even to fuss with fine-tuning. On a Zenith, each channel comes in *precision-tuned automatically* . . . brighter, more sparkling, with Zenith's new "Sunshine" Picture Tube. Space Command is not an extra cost accessory, it's built right into the set.

ZENITH®

The quality goes in before the Zenith name goes on.

Backed by 39 years of leadership in radionics exclusively. Also makers of Radio, High Fidelity Instruments and fine Hearing Aids.

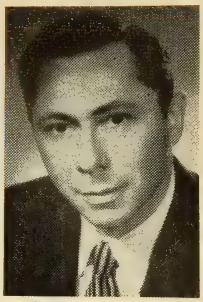
ZENITH RADIO CORPORATION
CHICAGO 39, ILLINOIS

QUALITY BY

Zenith

SPACE COMMAND TV

Wide Variety Of Advertisers Find Film Adaptable To Needs



By M. J. RIFKIN
Vice President in Charge of Sales Ziv Television Programs

ONE of the most dramatic developments in the growth of the TV film industry has been the extension of film sponsorship ranks to include every conceivable type of advertiser, representing every category of business enterprise and every size of organization.

At Ziv, we have seen such giants as Bristol-Myers, Procter & Gamble and Reynolds Tobacco, steadily increase their purchases of film series. At the same time, our regional and local clients have been continually expanding their use of film. Each year, we see new advertisers turning to half-hour films. We find advertisers enlarging their TV activities from the use of between-program announcements to alternate sponsorship and then to full, weekly identification with a program series.

As part of this impressive growth of sponsorship, there has been a phenomenon that has developed so naturally that I think many of us have failed to note its significance. We have found that a potent program with universal audience appeal can work equally well for advertisers with vastly different products and problems. The program that seems ideally suited to a baker in the south can be just as effective for an oil company on the West Coast. Our roster of "Sea Hunt" sponsors, for example, includes such widely different advertisers as such major national corporations as Bristol-Myers, Anheuser-Busch, R. J. Reynolds and Schlitz Brewing. It includes large regional companies with such diverse products as those of Heileman Brewing, Standard Oil of California and Dixie Club Coffee. Local advertisers are represented too—P. C. Food Markets in Syracuse; the Louis Shanks Furniture Co. in Austin, Texas; the San Antonio Savings and Loan Association, and so forth. As dissimilar as these companies are, they have one goal in common—to reach the largest number of viewers possible, in the most favorable possible context. And so they seek association with an outstanding program with great rating potential.



To broadcasters, this broad advertiser appeal has meant that the station can move swiftly to guarantee for itself the acquisition of a hot new property, with the assurance that many potential clients will be interested in it.

To advertisers, this has meant in effect a broader choice of quality programming. And for those clients who are interested in alternate sponsorship or the selection of a group of markets for their advertising campaign, this phenomenon of versatility has been of immeasurable benefit. As a result of the Ziv field organization's close contact with national, regional and local advertisers and their agencies, as well as with station programmers throughout the country, we have often been able to arrange a "marriage" between two compatible clients in the sponsorship of a Ziv teleseries. Last year alone, we "wedded" something like 1,200 clients of all types and budget sizes who came to us seeking a top-flight show for alternate-week sponsorship or for multi-market spreads.



In short, the show is the thing. If it has genuine audience appeal, and carefully wrought merchandising support, it will sell effectively for anybody, anyplace. Perhaps the best proof that this thesis works successfully is the tremendously high rate of renewals scored by our advertiser and station clients. We have had renewal rates as high as the 97 per cent earned by "Highway Patrol." We have had individual sponsors staying with a series for as long as seven years. Of all Ziv shows which have been in syndication for more than one season, 68 per cent have had the same sponsor through at least two years.

How can we profile the "typical" film sponsor? He might be someone with a nationally distributed product or he might be a hometown merchant; he might have a multi-million dollar budget or one that is a few thousand a year. The one thing he is sure to have in common with his fellow film users is a desire to reach a great number of people with the power and impact of association with an outstanding program.



RELAX

LET NSS DO IT FOR YOU from COAST TO COAST

with their complete production service! For your next TV film . . . take it to NSS for storyboard to screen!

NATIONAL SCREEN SERVICE CORPORATION
TELEVISION AND INDUSTRIAL FILMS DIVISION
509 MADISON AVENUE, NEW YORK 22, N. Y. · CIRCLE 6-5700

STUDIOS IN

HOLLYWOOD
7026 SANTA MONICA BLVD.

NEW YORK
1600 BROADWAY

AS THEY HAVE FOR THESE CLIENTS...

DUTCH MASTERS CIGARS
WELCH GRAPE JUICE
BON AMI CLEANSER
RED CAP REFRESH-R
PONTIAC
BALLANTINE BEER
ABC-TV
DRISTAN
AEROWAX
GRIFFIN LIQUID WAX
WILLIAMS AQUA-VELVA
N. Y. MIRROR
ROBERT HALL
BARBASOL
ALCOA
AUTO-LITE
N. J. BUREAU OF TRAFFIC SAFETY

Motion Picture Theatres in the U. S. Equipped for TV

State	City	Seating Capacity	Theatre	Equip. Mfrs.
CALIFORNIA	Fresno	2,169	Fresno	RCA
	Huntington Park	1,468	Huntington Park	RCA
	Los Angeles	1,757	Downtown	RCA
		2,213	Orpheum	RCA
		3,387	Paramount	RCA
		1,363	Ritz	GPL
	San Francisco	2,646	Paramount	RCA
		399	Telenews	Trad
COLORADO	Denver	2,096	Paramount	GPL
DIST. OF COL.	Washington	3,452	Capitol	RCA
		1,838	Keith's	RCA
FLORIDA	Jacksonville	1,155	Florida	Trad
	Miami	2,000	Carib	RCA
		—	Capitol	RCA
GEORGIA	Atlanta	2,476	Paramount	Trad
ILLINOIS	Chicago	1,299	Crown	RCA
		3,931	Marbro	RCA
		2,649	State Lake	RCA
		—	Loop	Trad
		3,414	Tivoli	RCA
		4,320	Uptown	RCA
INDIANA	Indianapolis	3,313	Indiana	RCA
IOWA	Des Moines	1,708	Paramount	Trad
KENTUCKY	Louisville	3,100	Rialto	GPL
LOUISIANA	New Orleans	3,400	Saenger	RCA
MARYLAND	Baltimore	2,048	Century	RCA
		1,320	Metropolitan	Trad
		2,843	Stanley	RCA
		1,860	State	RCA
MASS.	Boston	1,500	Pilgrim	RCA
		3,583	State	RCA
MICHIGAN	Detroit	2,500	Eastown	RCA
		3,435	Hollywood	RCA
		4,029	Michigan	PT. (Intermediary)
		2,967	Palms State	RCA
MINNESOTA	Minneapolis	4,013	Radio City	PT.
	St. Paul	2,362	Paramount	RCA
MISSOURI	St. Louis	3,166	State	RCA
NEBRASKA	Omaha	2,978	Orpheum	RCA
NEW JERSEY	Asbury Park	1,558	St. James	Trad
	Camden	2,213	Stanley	RCA
NEW YORK	Albany	1,550	Grand	RCA
	Binghamton	2,284	Capitol	RCA
	Buffalo	2,091	Centre	RCA
	N.Y.C.—Bronx	2,353	Fordham	RCA
	N.Y.C.—Brooklyn	4,060	Fox	RCA
		2,146	Marine	RCA
	N.Y.C.—Manhattan	450	Guild Newsreel	RCA
		3,650	Paramount	PT. (Intermediary)

(*Continued on Next Page*)

(*Continued from Preceding Page*)

State	*City*	*Seating Capacity*	*Theatre*	*Equip. Mfrs.*
		2,282	Victoria	GPL
	N.Y.C.—Flushing	2,146	Prospect	RCA
NO. CAROLINA	Charlotte	1,405	Carolina	Trad
OHIO	Cincinnati	3,037	Albee	RCA
	Cleveland	3,009	Allen	RCA
		3,465	Hippodrome	RCA
		2,616	Palace	RCA
		3,446	State	RCA
	Dayton	2,665	Keith's	GPL
	Toledo	2,455	Rivoli	RCA
OREGON	Portland	1,832	Liberty	Trad
PENNSYLVANIA	Chester	2,272	Stanley	RCA
	Erie	1,434	Shea's	RCA
		2,584	Warner	RCA
	Philadelphia	1,030	Royal	Trad
		2,947	Stanley	RCA
	Pittsburgh	2,016	J. P. Harris	RCA
		3,486	Penn	RCA
		3,719	Stanley	RCA
TEXAS	Dallas	—	Tower	RCA
	Houston	—	Kirby	RCA
UTAH	Salt Lake City	1,759	Utah	RCA
VIRGINIA	Richmond	1,396	Byrd	RCA
		1,393	National	RCA
		668	State	RCA
WASHINGTON	Seattle	2,559	Orpheum	RCA
WISCONSIN	Milwaukee	2,436	Riverside	RCA
		2,431	Warner	RCA

WTVJ *Miami . . .*

NOW 9 YEARS "ON-THE-AIR" EXPERIENCE.

Channel 4 with 100,000 watts full power telecast from a 1,000 ft. tower is the only TV station giving complete coverage of the entire South Florida market.

Merchandising and promotion are our "by-words". . . the tools that add an extra plus to your sales curve.

Represented Nationally by Peters, Griffin, Woodward, Inc.



FLORIDA'S FIRST TV STATION

WTVJ·Channel 4

BASIC AFFILIATE

MIAMI

New Emphasis Is Now Given Showmanship In Broadcasting



By ELLIOTT W. HENRY, JR.
President
Broadcasters' Promotion Assn.
Director — Press Information and Promotion, ABC, Central Div., Chicago

IT can be heard or seen in Canton, Cairo or Chicago, but it is going to have a much more difficult time getting off the ground unless it is given a shot of showmanship.

We're talking about that favorite radio or television program which your management knows can succeed yet must have that extra bit of window dressing in order to gain its due audience.

The management turns to the Promotion Department (and this operation can and usually does enclose a lot of territory such as publicity, exploitation, merchandising, advertising, purchase of travel, theatre and track tickets, etc., etc.) and expects it—and rightfully so—to set forth some concrete ideas as to what can be done to secure additional viewers or listeners.

Let's take a quick glance at three basic principles that this department—whether it consists of one person or several individuals—can offer to spell out *SHOW MAN SHIP* in broadcasting.



Advertise the Show. As Ollie Treyz, ABC-TV President, has so aptly stated, "Today you have to advertise your advertising."

— Where do you advertise? In magazines, newspapers, trade journals, company house organs, on billboards, theatres, street cars, buses, subways, elevated railroads, in the sky, delivery trucks, commuter trains, window displays, and via direct mail. Naturally, any one or more of these outlets cost money. Your budget may be small. Most are. Think. Think of your best medium as it pertains to your program. Among these are one or more that you can use at a cost you can afford. Use it sensibly. Let all concerned know what you are doing. It won't be long before you will have injected the "*SHOW*" into *SHOW MAN SHIP*.

Promote the Show. A good Promotion Manager knows there is nothing like his own medium to promote his own product.

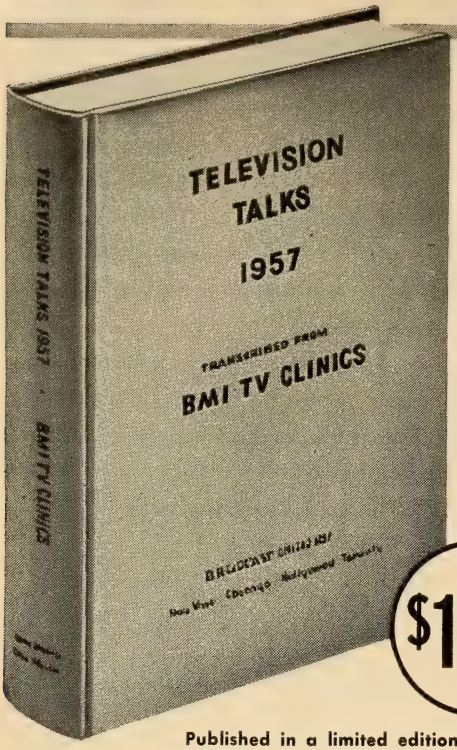
— Where do you promote? On every dog-goned show that you have on your air. You have a ready-made audience. It's there ready to receive your message. Here the budget is not a major factor such as it might be in advertising, but you still must think. You must think of the right type of on-the-air promotions. If you are doing the spot announcement type, you must make darn sure that your copy lends itself to the program you are trying to promote. Solid, sock, hard-hitting copy that will catch, interest and hold the listener. Coordinate all your on-the-air promotion ideas, and, as you did with your advertising, know in which direction you are going. You will soon find that you have gained the "*MAN*" in *SHOW MAN SHIP*.

Publicize the Show. Be it the program, the personality or the policy you are attempting to publicize, don't irritate the people with whom you are attempting to gain favor.

— Where do you publicize? In every blessed medium that you honestly and sincerely feel that you have a chance to tell your story. Newspapers, magazines, wire services, syndicates, trade journals, house organs, and once again, your own medium through its news and program departments. Remember that you must always observe the rules of being a good publicist (this is another chapter), and chances are you will wind up in "*SHIP*" shape and you will be the proud master of proving not only to yourself but to your management and your client that *SHOW MAN SHIP* can be an important and well recognized facet of your organization's operation.

And your *SHOW MAN SHIP* techniques may be a darn important argument in your behalf the next time you hit the management for a raise!

"Can't Be Beat For Usefulness And Value," Says Variety



Television Talks

THE COMPLETE REPORT OF THE FIVE TV PROGRAM CLINICS AS CONDUCTED IN 1957 BY BMI

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TELEVISION

TELEVISION NETWORKS

U. S. A. NETWORK MAPS

EXECUTIVE PERSONNEL

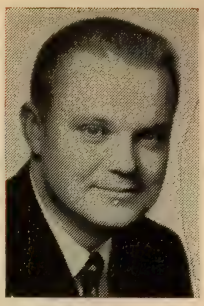
OWNED AND OPERATED STATIONS

EXECUTIVE BIOGRAPHIES

YEARBOOK

1958

Television Has Made America The World's Largest Living Room



By
OLIVER E. TREYZ
President
ABC Television
Network

TELEVISION has assumed the role of adviser, shopping guide and court-jester to King Consumer. The King is a man of many parts. He demands a varied, imaginative diet to sustain him. And each day his palate becomes more educated.

He makes his will known to us through ratings, but even the most carefully compounded statistics can be deceptive. Necessary and useful tools though they are, ratings at best are partial guides to a total picture. If ratings take on a life of their own and parade as the whole truth when actually they are only clues to the mystery of success or failure, then there is chaos and confusion.

✲

As IQ scores tell us relatively little about the personal dynamics of an individual, so ratings leave much to be said about the dynamics of a *particular* television property as an effective agent to stimulate King Consumer to go out and buy a *particular* item. In a recent article in *Variety,* Walter Guild (of Guild, Bascom and Bonfigli) reminds us that circulation and sales effectiveness are sometimes separate entities. He points to medium-rated shows like *Bold Journey* (for Ralston-Purina, in its third year) and *You Asked For it* (for Skippy Peanut Butter, celebrating its 7th year) that have boosted sales figures consistently throughout their network lives. Judged by performance, in dollars and cents, *Bold Journey* and *You Asked For It* are winners.

✲

We feel that understanding King Consumer's needs is the rule at ABC-TV. We insist on translating audience statistics into human terms, realizing that there is *meaning* behind numbers just as, in this Mardi-Gras business of ours, we must not forget to look behind the mask.

Ratings do not give us the final insight into King Consumer—so we must take a closer look at the television universe. At the start of 1958 there are 42,400,000 television homes in the United States. The figure is increasing by over 7,000 sets each day! We must realize that we are dealing with the most complex, heterogeneous group of human beings ever to assemble for one purpose—to be entertained and informed.

The audience that confronts us breaks down into innumerable gradations of tastes, preferences, prejudices and taboos. Not only must we appeal to the family unit in the world's largest living room, but we provide specialized shows like *Wednesday Night Fights* for the sports-minded and the *Voice of Firestone* for the music-minded.

Television is an old hand at working miracles. Not the least of these has been TV's ability to reconcile *mass* with *class.* TV can move soap and cigarettes from retail store counters, and cars off showroom floors—and more importantly, move the minds of men. Research shows us that the higher-income families, and the younger, *buying* families are television's greatest fans. Examine these *daily* television viewing figures:

The *average* home spent 5:39
The highest income homes spent 7:04
The lowest income homes spent 4:09
The youngest family units spent 6:50
The older family units spent 4:56

Here we have a set of numbers that unveil some useful truths. Where there is more money, there is more leisure, and more leisure means more time spent with television. Where there are young families, families in their acquisitive years (when baby needs new shoes and mom a new washing machine) there is more televiewing in the family circle. These are some of the reasons why TV is so effective a salesman: TV reaches everybody, the *mass*—but it reaches the higher-income and large-family groups *more often.*

✲

ABC-TV has always taken the time to look behind the ratings at the human beings who make the numbers *live.* That an ever-expanding national audience has accepted us, and made us welcome, seems to endorse our formula for keeping King Consumer from calling his fiddlers three. He's chosen television for his Number 1 performer!

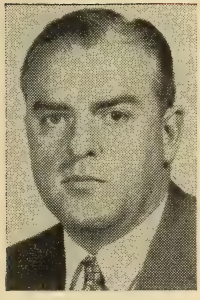
ABC TELEVISION NETWORK

JAMES G. RIDDELL
Executive Vice President of American Broadcasting Company



James G. Riddell was elected executive vice president of American Broadcasting Company in March, 1958, and will assume his new post July 1. In this capacity he will be in charge of the radio and television networks and the owned and operated stations, with their respective heads reporting to him. Riddell, a native of Glasgow, Scotland, came to the United States at an eariy age and entered broadcasting in 1931 at WXYZ, Detroit. After successive promotions he was named general manager of WXYZ when the station was purchased by ABC in 1946. In 1950 he became president and general manager of WXYZ, Inc. He was instrumental in launching WXYZ-TV, which pioneered in daytime operations. Riddell is married and is the father of two daughters.

WILLIAM P. MULLEN
Vice President in Charge of Sales



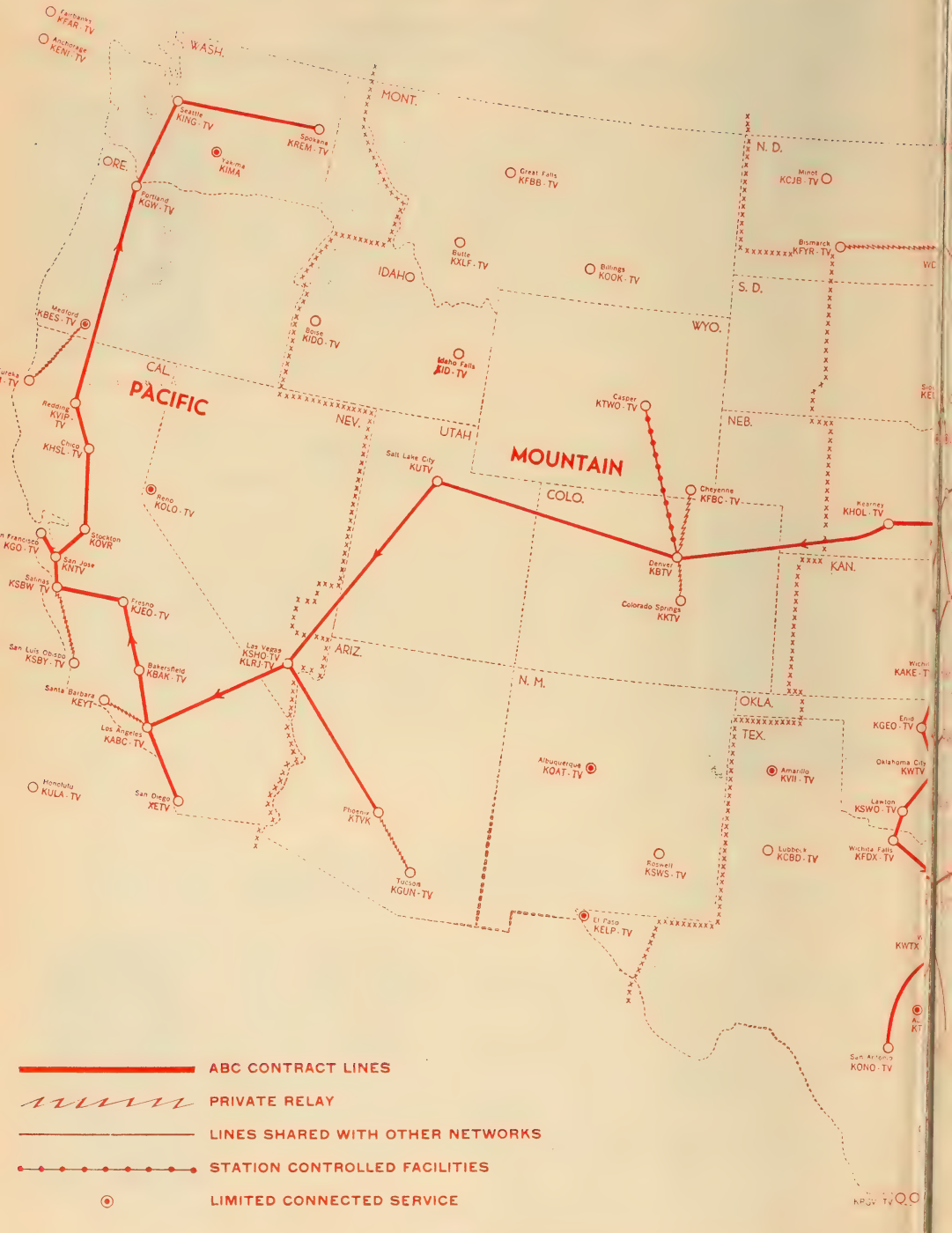
William P. Mullen was appointed vice president in charge of television sales in late March, 1958. Formerly head of ABC-TV's Detroit Sales Division, he joined the network's Sales Department in May, 1955. Before joining ABC-TV, Mullen was eastern sales manager for John W. Loveton Productions; account executive with Trans-Film, Inc. and Cappel MacDonald & Co.; and was associated with the William Morris Agency and the CBS Television Network. He served in the U.S. Army during World War II with the rank of lieutenant colonel and was executive officer for the Armed Forces Radio Service. Mullen lives in Port Washington, Long Island with his wife and son.

THOMAS W. MOORE
Vice President in Charge of Programming and Talent



Thomas W. Moore, ABC-TV vice president in charge of programming and talent since March, 1958, was formerly vice president in charge of sales, having resigned his post as general sales manager for CBS-TV Film Sales in 1957. He had been with the CBS film organization for five years, as an account executive on the West Coast since 1952 and as general sales manager in New York since 1956. Moore was born in Meridian, Miss. and was educated at Mississippi State College and the University of Missouri. His communications career started with his post as classified advertising manager with the Meridian Star. After serving as a naval aviator from 1941 to 1945, Moore became vice president in charge of advertising and public relations for the Forest Lawn Memorial Park in Los Angeles. He lives in Darien, Conn. with his wife and two children.

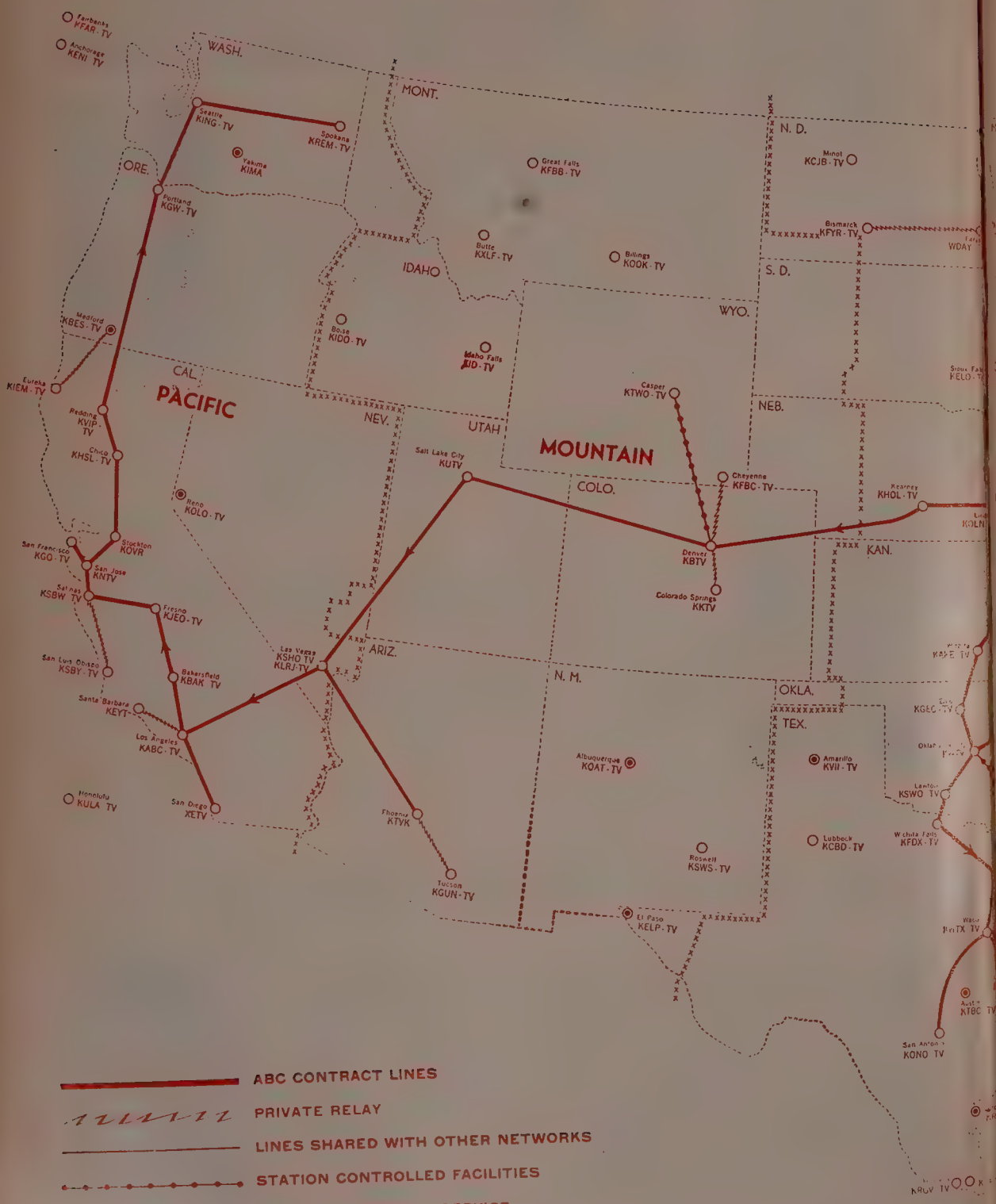
ABC TELEVIS

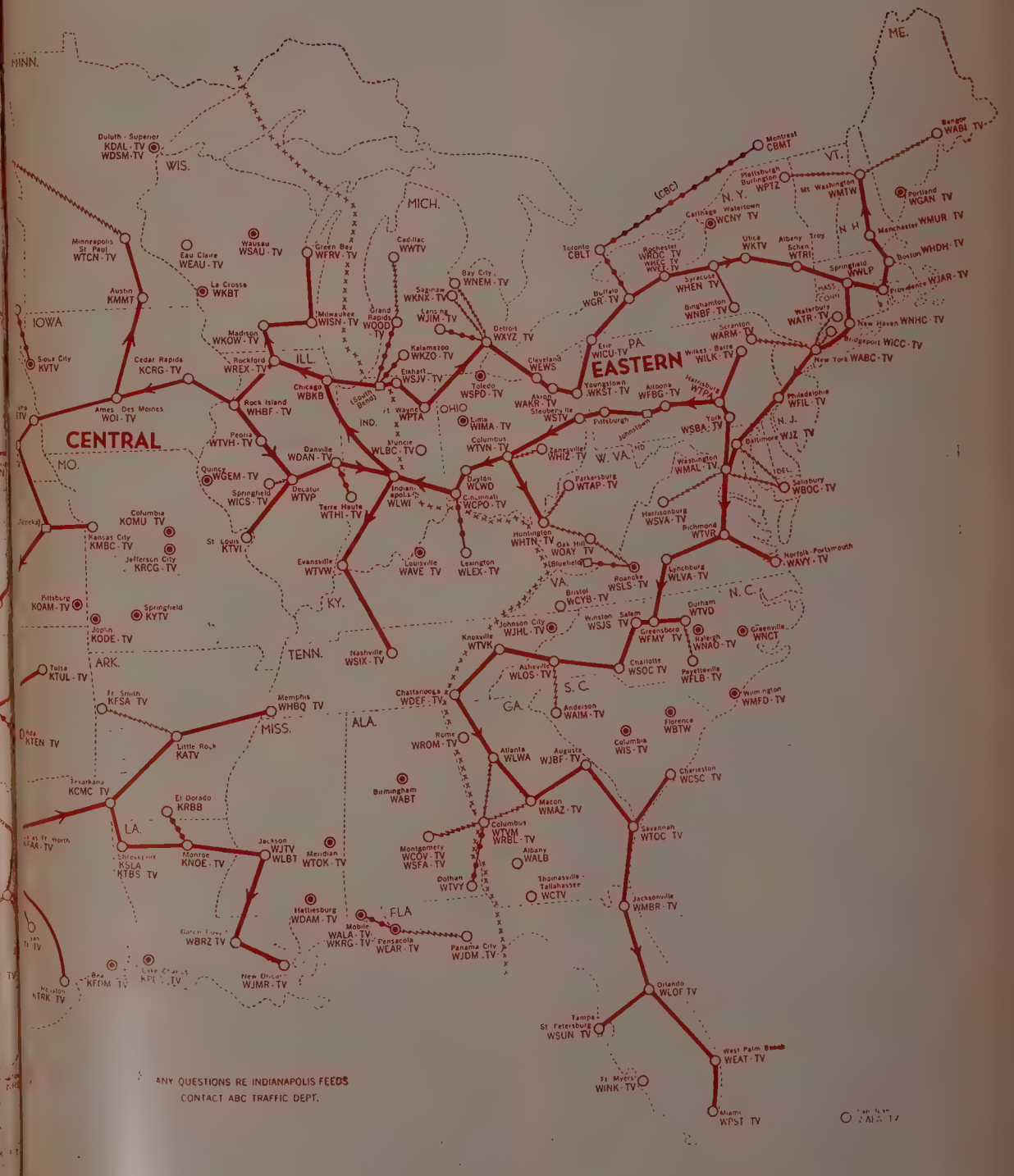

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Seattle KING-TV
Spokane KREM-TV
Yakima KIMA
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ORE.
Portland KGW-TV
Great Falls KFBB-TV
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ABC TELEVISION NETWORK





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(A Division of American Broadcasting-Paramount Theatres, Inc.)

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Telephone Number: SUsquehanna 7-5000

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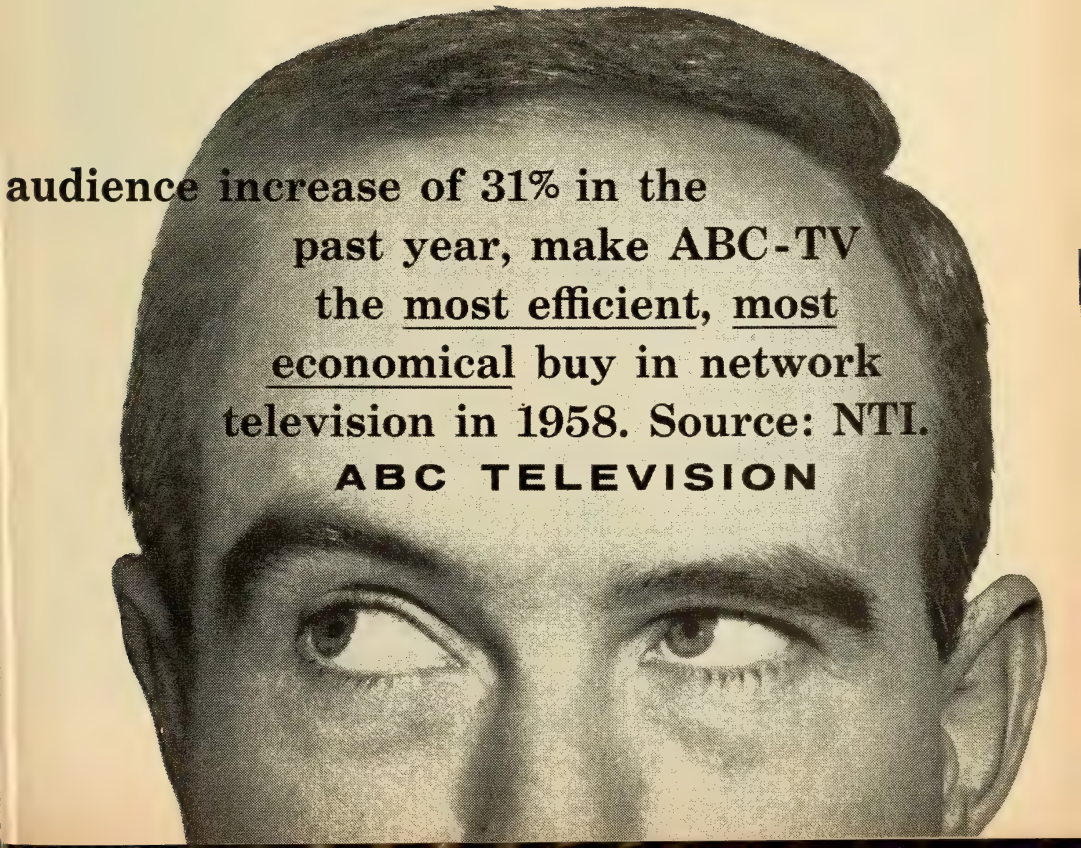
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Joseph Herold.....KB-TV, Denver, Colo.
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J. W. McGough.....WTVN-TV, Columbus, Ohio

FOR ADDITIONAL PERSONNEL LISTING SEE PAGE 259

COMMIT THIS ONE FACT TO MEMORY:

15 new primary markets, plus an average


audience increase of 31% in the
past year, make ABC-TV
the most efficient, most
economical buy in network
television in 1958. Source: NTI.
ABC TELEVISION

TV: Ten Years Old — And Still The Most Powerful Mass Medium



By
MERLE S. JONES
President
CBS-TV Stations
Division

AFTER ten years of explosive growth, television today is solidly entrenched as the nation's most popular and most powerful medium of mass communications.

This simple fact ought to lay to rest forever the predictions of those "doubting Thomases" who for years have etched a deep groove with their warning, "Wait until the novelty of television wears off, then see how popular the medium will be!"

After ten years, the novelty of television has worn off, and today the medium stands as the favorite dispenser of entertainment and information in 41,800,000 American homes and the focus of the average family's attention for a record-breaking five hours and 27 minutes a day. In fact, last year the total volume of nighttime network viewing increased more than it had in any of the past five years.



These are not the sudden-growth statistics of a product newly introduced on the market. These are the statistics of a communications medium settled in its tenth year of operation. And because television continues to hold this unparalleled fascination for the American people, each of the three nation-wide television networks today delivers larger average nighttime audiences than any of them ever did before. The network which delivers the largest of these audiences is CBS Television, which currently reaches an average of almost 10 million homes per average minute and which in 1957 broadcast the two most popular programs in television history: "Cinderella," seen by 75 million people; and the premiere of "The Lucille Ball-Desi Arnaz Show," watched by 60 million.

As the nation's foremost medium of communications, television has also taken over within the space of one decade, the primary responsibility to provide the clearest, most complete picture of the news developments throughout the world which so profoundly affect the well-being of every American today. At a time when the struggle between free and communist nations has grown so dangerous and so pervasive that it enters into every aspect of daily life, the need for a well-informed, interested and enlightened public opinion is more acute than ever before in history.



One small measure of how well television is discharging its responsibility in this area can be seen from the fact that last year CBS Television's weekday "Douglas Edwards With The News" program became the world's single most popular news vehicle—attaining a circulation larger than that of any newspaper, magazine or other news broadcast, daily or weekly.

Last year too, CBS News not only anticipated this unparalleled need for public enlightenment but it also responded to that need through the presentation of such notable television series as "Face The Nation," "See It Now," "Air Power," "Twentieth Century," "Conquest," and its many outstanding special news programs.

In the coming months, CBS Television's news and public affairs broadcasts will play an increasingly important role in the network's overall program schedule.



Also sparking the network's schedule this year are a generous number of special "one-time" entertainment programs of unusual diversity, interest and quality.

Basic to the success of all these special programs, of course, is the overwhelming popularity of CBS Television's regularly scheduled entertainment series which week in and week out continue to command a most loyal following in television. In the last analysis, it has been the outstanding appeal of television's programs, both regular and special, which accounts for the medium's continually increasing popularity as it enters its second decade. People are finding more to watch on their home screens. They are watching more network programs than ever before, and most of all, they are watching the programs on CBS Television.

CBS TELEVISION NETWORK

HUBBELL ROBINSON, JR.
Executive Vice President in Charge of Network Programs



Hubbell Robinson, Jr. was named CBS Television executive vice president in charge of network programs on March 19, 1956. Previously he had held the title of vice president in charge of network programs since July, 1951. He joined CBS in 1947 as a vice president in charge of network programs. Prior to his affiliation with CBS, Robinson was vice president and director of radio for Young & Rubicam from 1928 to 1944. He joined the Blue Network, now ABC, in 1944, as vice president and director of programs. Robinson moved to Foote, Cone and Belding as vice president in charge of radio in 1945. A native of Schenectady, N. Y., Robinson was graduated from Brown University. Following graduation he was a reporter on the Schenectady Union Star and the Knickerbocker Press in Albany. In 1928, he moved to New York and entered advertising.

WILLIAM B. LODGE
Vice President of Station Relations and Engineering



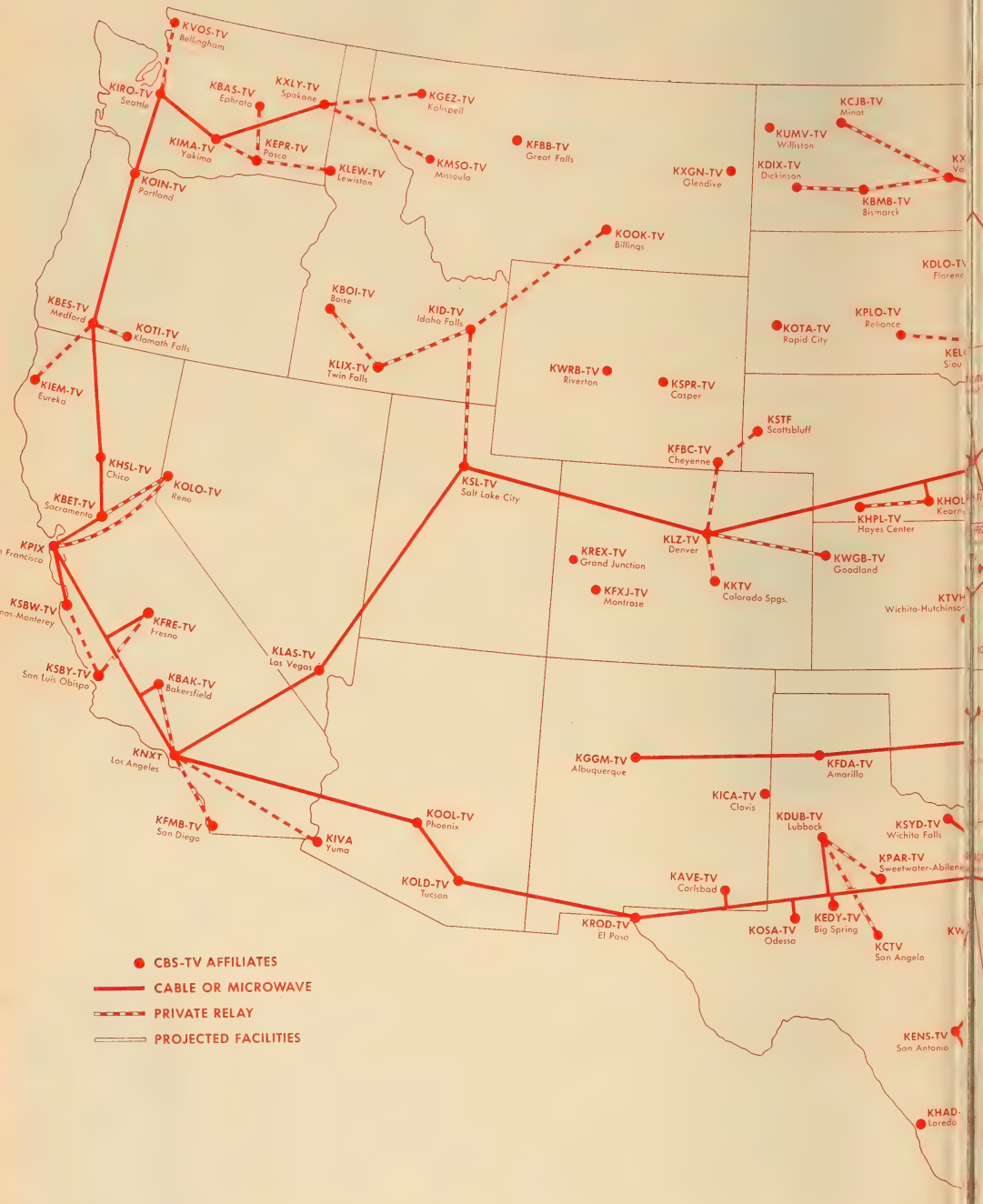
William B. Lodge, vice president of station relations and engineering, was appointed to his present post in February, 1957. Previously he had held the title of vice president in charge of engineering since 1951, having joined CBS in 1931 as an engineer. Earlier, in 1929 and 1930, he had engaged in vacuum tube research at the Bell Telephone Laboratories. From 1936 to 1942, Lodge was engineer-in-charge of the Radio Frequency Division of the CBS General Engineering Department. From 1942 to 1944 he was associate director of the Airborne Instruments Laboratory operated by Columbia University for the U. S. Office of Scientific Research and Development. Lodge was appointed director of general engineering for Columbia Broadcasting System in 1944, and in 1948 became vice president in charge of general engineering. A native of Whitemarsh, Pa., he is a Fellow of the IRE, a Fellow and former member of the Board of Governors of the SMPE, a member of the AFCCE, and a member of the Board of Directors of NAB.

WILLIAM H. HYLAN
Vice President of Sales Administration



Associated with CBS for 20 years, William H. Hylan, vice president of sales administration since February, 1957, was named vice president in charge of network sales for CBS television in 1952. He entered military service with the Army after four years as an account executive with CBS Radio Sales from 1937 to 1941. In 1945, he returned to CBS radio and was appointed assistant to the director of station administration. He switched to the network's new TV sales staff as an account executive in 1948. In 1951, he was named assistant sales manager. Early the next year, Hylan was appointed eastern sales manager. He was born in New York City in 1905 and spent a good part of his youth as a resident of the Island of Puerto Rico. Hylan was graduated from Yale University.

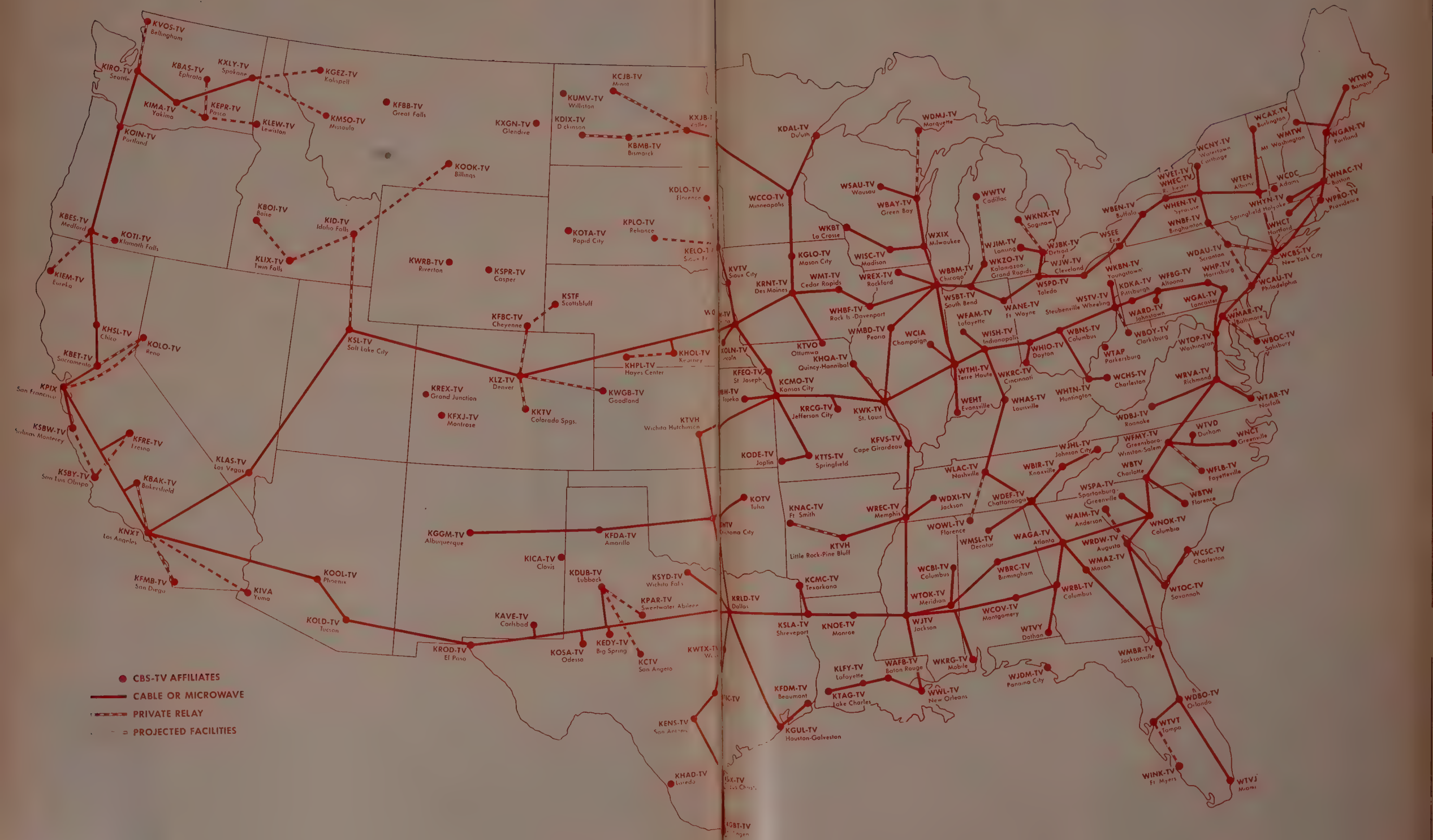
CBS TELEVIS


KVOS-TV Bellingham
KIRO-TV Seattle
KBAS-TV Ephrata
KXLY-TV Spokane
KGEZ-TV Kalispell
KIMA-TV Yakima
KEPR-TV Pasco
KLEW-TV Lewiston
KMSO-TV Missoula
KFBB-TV Great Falls
KOIN-TV Portland
KXGN-TV Glendive
KCJB-TV Minot
KUMV-TV Williston
KDIX-TV Dickinson
KBMB-TV Bismarck
KOOK-TV Billings
KBOI-TV Boise
KID-TV Idaho Falls
KLIX-TV Twin Falls
KBES-TV Medford
KOTI-TV Klamath Falls
KIEM-TV Eureka
KWRB-TV Riverton
KSPR-TV Casper
KOTA-TV Rapid City
KPLO-TV Reliance
KSTF Scottsbluff
KFBC-TV Cheyenne
KSL-TV Salt Lake City
KHSL-TV Chico
KOLO-TV Reno
KBET-TV Sacramento
KPIX
KREX-TV Grand Junction
KFXJ-TV Montrose
KLZ-TV Denver
KKTV Colorado Spgs.
KHPL-TV Hayes Center
KWGB-TV Goodland
KSBW-TV
KFRE-TV Fresno
KSBY-TV San Luis Obispo
KBAK-TV Bakersfield
KLAS-TV Las Vegas
KNXT Los Angeles
KFMB-TV San Diego
KIVA Yuma
KOOL-TV Phoenix
KOLD-TV Tucson
KGGM-TV Albuquerque
KFDA-TV Amarillo
KICA-TV Clovis
KDUB-TV Lubbock
KSYD-TV Wichita Falls
KPAR-TV Sweetwater-Abilene
KAVE-TV Carlsbad
KROD-TV El Paso
KEDY-TV Big Spring
KOSA-TV Odessa
KCTV San Angelo
KENS-TV San Antonio
KHAD- Laredo
CBS-TV AFFILIATES
CABLE OR MICROWAVE
PRIVATE RELAY
PROJECTED FACILITIES

ON NETWORK


KDAL-TV Duluth
WDMJ-TV Marquette
WCCO-TV Minneapolis
WSAU-TV Wausau
WBAY-TV Green Bay
WWTV Cadillac
WKNX-TV Saginaw
WKBT La Crosse
WXIX Milwaukee
WJIM-TV Lansing
WJBK-TV Detroit
KGLO-TV Mason City
WISC-TV Madison
WKZO-TV Kalamazoo-Grand Rapids
WJW-TV Cleveland
KRNT-TV Des Moines
WMT-TV Cedar Rapids
WREX-TV Rockford
WBBM-TV Chicago
WSPD-TV Toledo
WSBT-TV South Bend
WANE-TV Ft. Wayne
WHBF-TV Rock Is.-Davenport
WFAM-TV Lafayette
WMBD-TV Peoria
WCIA Champaign
WISH-TV Indianapolis
WHIO-TV Dayton
KTVO Ottumwa
KHQA-TV Quincy-Hannibal
WTHI-TV Terre Haute
WKRC-TV Cincinnati
KFEQ-TV St. Joseph
KCMO-TV Kansas City
KRCG-TV Jefferson City
KWK-TV St. Louis
WEHT Evansville
WHAS-TV Louisville
KFVS-TV Cape Girardeau
KODE-TV Joplin
KTTS-TV Springfield
WLAC-TV Nashville
WBIR-TV Knoxville
WJHL-TV Johnson City
KOTV Tulsa
KNAC-TV Ft. Smith
WREC-TV Memphis
WDXI-TV Jackson
WDEF-TV Chattanooga
WOWL-TV Florence
KTVH Little Rock-Pine Bluff
WMSL-TV Decatur
WAGA-TV Atlanta
KCMC-TV Texarkana
WCBI-TV Columbus
WBRC-TV Birmingham
WTOK-TV Meridian
WRBL-TV Columbus
KSLA-TV Shreveport
KNOE-TV Monroe
WJTV Jackson
WCOV-TV Montgomery
WTVY Dothan
KLFY-TV Lafayette
WAFB-TV Baton Rouge
WKRG-TV Mobile
KFDM-TV Beaumont
KTAG-TV Lake Charles
WWL-TV New Orleans
WJDM-TV Panama City
KGUL-TV Houston-Galveston
WMBR-TV Jacksonville
WDBO-TV Orlando
WTVT Tampa
WINK-TV Ft. Myers
WTVJ Miami
WTWO Bangor
WCAX-TV Burlington
WMTW Mt. Washington
WGAN-TV Portland
WCNY-TV Watertown-Carthage
WVET-TV
WHEC-TV Rochester
WTEN Albany
WCDC Adams
WNAC-TV Boston
WPRO-TV Providence
WBEN-TV Buffalo
WHEN-TV Syracuse
WHYN-TV Springfield-Holyoke
WHCT Hartford
WSEE Erie
WNBF-TV Binghamton
WDAU-TV Scranton
WCBS-TV New York City
WKBN-TV Youngstown
WFBG-TV Altoona
WHP-TV Harrisburg
KDKA-TV Pittsburgh
WCAU-TV Philadelphia
WSTV-TV Steubenville-Wheeling
WARD-TV Johnstown
WGAL-TV Lancaster
WMAR-TV Baltimore
WBOY-TV Clarksburg
WTOP-TV Washington
WBOC-TV Salisbury
WTAP Parkersburg
WCHS-TV Charleston
WBVA-TV Richmond
WHTN-TV Huntington
WTAR-TV Norfolk
WDBJ-TV Roanoke
WTVD Durham
WFMY-TV Greensboro-Winston-Salem
WNCT Greenville
WBTV Charlotte
WFLB-TV Fayetteville
WSPA-TV Spartanburg-Greenville
WBTW Florence
WAIM-TV Anderson
WNOK-TV Columbia
WRDW-TV Augusta
WMAZ-TV Macon
WCSC-TV Charleston
WTOC-TV Savannah

CBS TELEVISION NETWORK



CBS TELEVISION
A DIVISION OF CBS, INC.

485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 1-2345

Production Center: 524 W. 57th St., New York 19, N. Y.
Telephone: JUdson 6-6000

Registered Telegraphic Address—CBSINC NEW YORK

NOTE: A full listing of the CBS, Inc., Board of Directors and Officers, as well as Radio Div. executive personnel will be found on Page 266.

CBS TELEVISION DIVISION OFFICERS

Louis G. Cowan.....President
Hubbell Robinson Jr.....Exec. V.P. in Charge of Network Programs
Harry G. Ommerle....Vice-President in Charge of Network Programs, New York
Alfred J. Scalpone....Vice-President in Charge of Network Programs, Hollywood
R. M. Weitman.....V.P. Prog. Devel.
Oscar Katz....V.P. in Chg. of Daytime Programs
H. Leslie Atlass.....Vice-President in Charge of Central Division
Edward L. Saxe....V.P. in Charge of Operations General Services
William H. Hylan..V.-P. of Sales Administration
Thomas Dawson..Vice-President—Network Sales
Herbert V. Akerberg..Vice-President in Charge of Station Relations
Edmund C. Bunker...Vice-President and Director of Station Relations
William B. Lodge..Vice-President of Engineering and Station Relations
Howard S. Meighan....Vice-President in Charge of Western Division
Leslie Harris.....Vice-President & General Manager, CBS Television Film Sales, Inc.
W. Spencer Harrison.....Vice-President and Business Mgr. of Talent & Contract Properties
Craig Lawrence....Vice President in Charge of CBS Television-Owned Stations
Thos. K. Fisher.....Vice-President and General Attorney
William J. Flynn.....Controller

Network Sales

Thomas H. Dawson....Vice-President—Network Sales
George E. Klayer.....Network Sales Manager
Sam K. Maxwell.....Eastern Sales Manager
Roland Blair.....Mid-Western Sales Manager
Charles R. Sterritt.....Detroit Sales Manager
William J. Fagan.....Business Manager
Robert Hoag.....Program Sales Mgr.
Edward F. Lethen, Jr.....Manager of Network Sales Development
Newell T. Schwin.....Mgr., Special Projects
George Zurich.....Sales Service Manager
Terrence McGuirk.....Sales Manager, EMP
George A. Kolpin.....Contract Manager

Station Relations

Herbert V. Akerberg...Vice-President in Charge of Station Relations
Edmund C. Bunker....Vice-President & Director
Carl Ward.....National Manager
Robert Wood.....Mgr., Contracts & Records
Bert Lown.....Western Manager
Ed Scovill.....Midwest Manager
David R. Williams.....Eastern Manager
Donald Clancy.....Business Manager
Robert F. Jamieson...Mgr. of Station Contracts

Network Programs

Hubbell Robinson, Jr...Executive Vice President in Charge of Network Programs
Harry G. Ommerle....Vice-President in Charge of Network Programs, New York
Alfred J. Scalpone....Vice-President in Charge of Network Programs, Hollywood
R. M. Weitman.....V.P. Prog. Devel.
Oscar Katz.....Vice President in Charge of Daytime Programs
Lester Gottlieb.....General Executive
Marlo Lewis.....Executive Producer, Music & Variety Programs
Gilbert A. Ralston...Director, Network Programs, N. Y.
Robert D. Martin....Talent & Casting Director New York
Milo Frank..Talent & Casting Director, Hollywood
Bert Berman..Dir. of Daytime Pgm. Development
Edwin Friendly.....Dir. of Daytime Programs
Richard Lewine.....Executive Producer
E. Carlton Winckler.....Production Manager
Michael Burke...Director of Network Programs, England

Operations

Edward L. Saxe.....Vice-President in Charge of Operations
Henry Grossman....Dir. of Facilities Operations
R. G. Thompson.....Director of Technical Operations
H. C. Meier....Manager of Network Operations
Walter R. Pierson.....Dir. Production Facilities Planning
Albert J. Raymond.....Mgr. of Theater and Stage Operations
Anthony Boschetti.....Manager of Procurement

Paul Wittlig.....Manager of New Effects Development
Orville Sather,..Manager of Technical Operations
Lawrence B. Gumbinner.....Traffic Manager
M. Clay Adams....Manager of Film Productions Operation
Gordon Shadwick.....Manager of Film Service Operations
George Lehmann.....Manager of Scenery Construction

Advertising & Sales Promotion

William Golden.....Creative Director
John P. Cowden.....Operations Director
Robert Strunsky.....Copy Chief
Alex Kennedy....Director of Program Promotion
George Bristol....Director of Sales Presentations
Thomas Means.....Director of CBS Owned Television Stations Promotion Service
Edward Side.....Production Manager

Press Information

Charles J. Oppenheim.....Director of Information Services
Larry Lowenstein.....Director—N.Y.
James J. Kane.....Director—Hollywood
Robert F. Blake....Manager of Special Projects
Harry Feeney.....Manager of Trade & Business News
Dorothy Leffler....Director of Magazine Division

Research

Jay Eliasberg .....Director
Rose Marie O'Reilly.....Manager of Ratings
Tore Hallonquist..Manager of Program Analysis
Leonard DeNooyer.....Mgr., Coverage Div.

Engineering

William B. Lodge.....V.P., Engineering and Station Relations
A. B. Chamberlain.....Dir. of Engineering
H. A. Chinn.....Chief Engineer
J. D. Parker.....Chief Radio Engineer

Business Affairs

W. Spencer Harrison...Vice-President and Business Mgr. of Talent & Contract Properties
Philip Feldman.....V.P. & Bus. Mgr., Talent & Contracts, Hollywood
Charles Woodward.....Senior Attorney
Merritt H. Coleman..Director of Business Affairs
Louis T. Stone.....Dir. of Talent Commitments
David Klinger.....Budget Control Manager

CBS Television Enterprises

Sydney Rubin .....Director
Murray Benson.....Sales Manager

Accounting

William J. Flynn.....Comptroller
Norman C. Hadley....Director, Accounting Ops.

Executive Division, Hollywood

Howard S. Meighan.....V.P., West. Div.
H. G. Theis....Director of Operation, Hollywood
Lester H. Bowman.....Dir., Phys. Ops., L.A.
James Melick.....Director of Production Adm.

News & Public Affairs

Sig Mickelson.....Vice-President in Charge of News and Public Affairs
John F. Day.....Director of News
Irving Gitlin.....Director of Public Affairs
Elmer Lower.....Director of Special Projects
Howard Kany.....Manager of Newsfilm
Jack Bush....Manager of News Film Production
George Crothers.....Director of Educational & Religious Broadcasts
Henry Wefing.....Executive Assistant to Director News
James Burke.....Assignment Editor, CBS News
David Zellmer..Executive Producer of TV News
Robert Skedgell..Exec. Producer of Radio News
William MacPhail.....Director of Sports
Theodore F. Koop.....Director of News and Public Affairs, Washington

CBS-OWNED TELEVISION STATIONS

Merle S. Jones.....President
Craig Lawrence....Vice President in Charge of CBS Television-Owned Stations

WCBS-TV, 488 Madison Ave. New York 22, N. Y.

Sam Cook Digges.....General Manager
Norman E. Walt.....Sales Manager
Clarence Worden..Assistant to General Manager
Hal Hough.....Program Director
Robert Patt.....Promotion Manager
William C. Lacey.....Film Manager
Robert Fuller.....Publicity Manager

WBBM-TV, 410 N. Michigan Ave. Chicago, Ill.

H. Leslie Atlass.....Vice-President, Central Division

KNXT, 1313 North Vine St. Los Angeles 28, Calif.

Clark B. George.....General Manager

WXIX, 5445 North 27th St. Milwaukee, Wis.

Frank Shakespeare, Jr.....General Manager

WHCT, Asylum Street Hartford, Conn.

Harvey Struthers.....General Manager

KMOX-TV, 9th & Sidney Sts. St. Louis 4, Mo.

Gene Wilkey.....General Manager

CBS Television Spot Sales

John A. Schneider.....General Manager
Ben Margolis.....Business Manager
Robert F. Davis.....Research Manager
Walter Stein.....Ass't Research Manager
Bruce Bryant.....Eastern Sales Manager
Frank Elliott Jr.....Director Sales Development
W. Thomas Dawson.....Director Sales Promotion

Branch Offices

Arthur C. Elliot.....Midwestern Sales Manager
630 N. McClurg Ct., Chicago
H. H. Holtshouser.....Atlanta Manager
805 Peachtree St., N.E., Atlanta, Ga.
Richard R. Loftus.....Detroit Manager
932 Fisher Bldg., Detroit 2, Mich.
John White.....San Francisco Manager
Palace Hotel, San Francisco
Edward A. Larkin.....Los Angeles Manager
1313 N. Vine St., Los Angeles

CBS Television Film Sales, Inc.

Leslie Harris..Vice-President & General Manager
John Howell.....General Sales Manager
Fred Mahlstedt.....Dir. Oper. & Prodn.
Eugene Moss.....Sales Promotion Manager
Walter Scanlon.....Merchandising Manager
John C. Sebastian.....Publicity Director

Terrytoons Division

Paul Terry, William Weiss

The Question in TV Programming Is — Where Do We Go From Here?



By
ROBERT F. LEWINE
Vice President
Television Network
Programs, National
Broadcasting Co.

IN the area of television programming, two facts stand out today: First, though there has always been a seller's market in top talent, there is a greater shortage of big name talent now than ever before. Second, the entertainment business has failed to develop box office names fast enough to meet this challenge.

As a result of this situation, we are faced with the serious problem: Where do we go from here?

Several factors are responsible for today's shortage of talent. One is the increased competition on television today. The networks are now finding that they must compete not only with each other but with individual stations whose programming is now bolstered by TV films and Hollywood features of steadily improving quality. With such a wide choice of entertainment the viewing public has become more selective, choosing programs and personalities with greater care than ever before. This has helped kill off many a marquee name.

Then there is the plight of those show-business names not primarily associated with TV but who appear as extra-special guest attractions. Even these entertainers, except for a few of the very top stage and screen stars, have found that after making their highly publicized television debuts and after continued guest appearances, that honeymoons don't last forever.

This growing shortage of talent has had a definite effect on our over-all program operation. The top performers of today usually insist on controlling their own shows, either by owning the package or by having the fullest say in what type of program they appear in. As a result, the network and the packagers have to come up with shows that will keep the stars happy.

The need for building special vehicles for top stars has given greater emphasis to the big talent agencies. To satisfy the particular needs of the talent they represent, they have developed strong programming operations of their own to produce these packages, geared precisely to the capabilities and the preferences of their talent.

I would like to add at this time that the programming these agencies produce is a reliable and saleable product, for these agencies have acquired a high degree of know-how in this field. Moreover, if the show gets into trouble, they move in quickly to put things right. Also, let's not overlook the important sales effort these agencies put behind their packages. They often come to the network with a program and a client all ready to sign for it.

Finally, the shortage of big names increases the fees those few can pick up for guest appearances. As a result, many of these artists refuse to undertake a regular series with all the confinement and risk this means when they can earn handsome fees with just a few guest appearances on big-budget shows. Therefore, we find fewer top names than usual associated with regular series while you find an increase in the number of regularly scheduled variety shows whose formats offer a ready market for guest shots.

Television has not stood idly by in the face of this challenge. It has met the problem head on and has attempted to build its own fresh, big-name entertainers. We haven't done too badly either, considering the great obstacles to developing home-grown talent, including the reluctance of advertisers to risk large outlays on new performers.

Today we are helping to meet the talent shortage by developing programs that depend more on format than on top talent. We also keep in mind talent development needs in casting shows. And we try to develop new performers by exposing them as much as possible on our programs.

The challenges that face our industry today do not discourage me. Rather, they put new emphasis on creativity and originality and this will help make new stars and improved programs.

NBC TELEVISION NETWORK

ROBERT E. KINTNER
Executive Vice President, Television Network



Robert E. Kintner was elected to his present post of executive vice president, TV network, in February, 1958, having been executive VP, TV network programs and sales since February, 1957. Kintner, former president of ABC, is a graduate of Swarthmore College. He joined the editorial staff of the New York Herald Tribune, later becoming Washington correspondent for that paper. With Joseph Alsop, he wrote a nationally syndicated column. Kintner has co-authored several magazine articles and books. In 1941 he joined the Army, serving overseas, and with the War Department Bureau of Public Relations in Washington. He joined ABC as VP in 1944 with supervision of programming, public services, public relations and advertising. In 1946 he was elected executive VP, and president in 1949. He resigned in October, 1956.

DAVID C. ADAMS
Executive Vice President, Corporate Relations



David C. Adams was appointed to his present post as executive vice president, corporate relations in September, 1956. He was elected a staff vice president in March, 1954. Adams joined NBC in December, 1947 as assistant general counsel after six years of government service with the Federal Communications Commission. He served successively as chief of the International Legal Section of the Common Carrier Division, assistant chief of the Common Carrier Division and assistant to the general counsel. In 1943 he joined the Army, serving first with an anti-aircraft battalion and later with Military Intelligence. Adams was born in Buffalo and was graduated from the University of Buffalo and its law school (1937). He practiced law in Buffalo prior to joining the FCC. He and his wife live with their two sons in Croton-on-Hudson, N. Y.

WALTER D. SCOTT
Vice President, Television Network Sales for NBC



Walter D. Scott was placed in charge of sales for the NBC Television Network in January, 1958. Previously he was vice president and national sales manager. Scott joined the NBC Sales Department in 1938. He was named eastern sales manager in 1949, and in February, 1951, was promoted to the new post of administrative sales manager. He held this position until he was elected vice president and national sales manager of NBC-TV in December, 1955. Before coming to NBC Scott served in the sales department of Hearst Radio, Inc., and before that on the advertising staff of The Daily Oklahoman and Times. He is a graduate of the University of Missouri School of Journalism.

NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Telephone: CIrcle 7-8300

Registered Telegraphic Address: NATBROCAST NEW YORK

NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 277.

DEPARTMENTS

EXECUTIVE

Robert W. Sarnoff.....President
Joseph V. Heffernan.....Staff Vice President

ADMINISTRATION

J. M. Clifford.....Exec. V.P., Administration

California National Productions, Inc.

(Wholly-owned Subsidiary)
Earl Rettig .....President
(For other personnel, see Film Producers section)

PACIFIC DIVISION

3000 W. Alameda Ave., Burbank, Calif.
THornwald 5-7000
John K. West.....Vice-Pres., Pacific Division

* * *

Alan W. Livingston...V.P., TV Network Program
Thomas W. Sarnoff...V.P., Prodn. & Bus. Affairs
Richard Graham.....Vice President, Law

CORPORATE RELATIONS

David Adams.....Exec. V.P., Corporate Rel.

WASHINGTON OFFICE

1625 "K" St., N.W., Washington, D. C.
ADams 4-5400—DIstrict 7-1260
Frank M. Russell....Vice President, Washington

NBC OWNED STATIONS & NBC SPOT SALES

P. A. Sugg.....V.P., NBC Owned Stations & NBC Spot Sales
Donald E. Bishop.....Dir. Community Services
Thomas S. O'Brien.....Dir., Business Affairs
Anthony C. Krayer.....Business Manager

NBC Spot Sales

Thomas B. McFadden.....V.P., NBC Spot Sales
Richard H. Close.....Dir., Represented Stations
Edwin T. Jameson.....Dir., TV Spot Sales
Walter B. Davison..Mgr., Western TV Spot Sales
John W. Mulholland.....Mgr., TV Spot Sales, Central Office
John J. Ryan.....Mgr., Eastern TV Spot Sales
Loren Surles.....Mgr., New Business
John C. Treacy.....Mgr., TV Spot Sales, Detroit
Morton Gaffin.....Mgr., New Bus. & Prom.

NBC Owned Stations

WRCA-TV, New York
William N. Davidson.....General Manager

WBUF-TV, Buffalo
Charles C. Bevis, Jr.....General Manager

WNBC, New Britain-Hartford
Peter B Kenney.....V.P. & General Manager

WRC-TV, Washington
Carleton D. Smith.....V.P. & General Manager

WNBQ, Chicago
Jules Herbuveaux.....V.P. & General Manager

WRCV-TV, Philadelphia
Lloyd E. Yoder.....V.P. & General Manager

KRCA, Los Angeles
Thomas C. McCray.....V.P. & General Manager

TELEVISION NETWORK

Robert E. Kintner.....Exec. V.P., TV Network
Howard L. Letts.....V.P., Business Affairs, TV Network

NEWS DEPARTMENT

William McAndrew.....Vice President, News
Joseph O. Meyers.....Director, News
Leonard Allen.....Mgr., TV News Assignments
Rex R. Goad.....Manager, News
Arthur H. Wakelee...Mgr., Spec. News Projects
Eugene E. Juster.....Manager, News Film
Leslie C. Vaughan.....Manager, Administration

SPORTS DEPARTMENT

Thomas S. Gallery.....Director, Sports

PUBLIC AFFAIRS

Edward Stanley .....Director

TELEVISION NETWORK PROGRAMS

Robert F. Lewine.....V.P., Network Programs
Alan W. Livingston.....V.P., TV Net. Programs, Pacific Division
Jess Oppenheimer....Mgr., Creative Pgmg. Unit
Kirk H. Logie.....Mgr., Pgms., Central Div.

Special Projects

Donald B. Hyatt.....Acting Director, Special Projects Programs
John W. Kiermaier.....Manager, Administration
James H. Nelson.....Manager, Program Services

Television Daytime Programs

Carl Lindemann, Jr.....Dir., Daytime Programs
Robert F. Aaron.....Mgr., Daytime Pgm. Adm.
Sidney Piermont.....Manager, Program Talent
Frederick L. Wilson....Mgr., Daytime Pgm. Ops.

Special Programs

Thomas O. Loeb.....Director Special Programs
David Tebet.....Manager, Special Programs

Participating Programs

William V. Sargent.....Dir., Participating Pgms.
Richard Jackson.....Mgr., Participating Pgms.

Program Submissions

William Hammerstein.....Dir., Pgm. Submissions
Ross Donaldson.....Mgr., Pgm. Submissions

TV Nighttime Programs

Alan D. Courtney.....Dir., Nighttime Programs
Julian Bercovici.....Mgr., Nighttime Pgm. Ops.
Joseph P. Cunneff....Mgr., Nighttime Pgm. Ops.
Ernest V. Theiss.....Mgr., Nighttime Pgm. Adm.

Music

Samuel Chotzinoff.....Gen. Music Director

TELEVISION NETWORK SALES

Walter D. Scott.....V.P., TV Network Sales
Don Durgin.....V.P., National Sales Manager
Charles R. Abry.....Manager, Eastern Sales
Harry T. Floyd.....Mgr., TV Sales, Western Div.
Walter W. Gross.....Mgr., TV Sales, Detroit
Edward R. Hitz.....V.P., TV Sales, Central Div.
Gerald A. Vernon.....Dir., Sales Services
Ernest Fladell.....Mgr., Sales Promotion
Richard L. Linkroum.....Dir., Spec. Pgm. Sales
Morris Rittenberg.....Mgr., Spec. Pgm. Sales
Dean Shaffner.....Dir., Sales Planning
Stephen Flynn.....Dir., TV Sales, Traffic Ops.
David Hedley.....Mgr., TV Sales Presentations
Robert McFadyen...Mgr., TV Sales Development
Hamilton Robinson.....Mgr., Office Services

FACILITIES OPERATIONS

Charles H. Colledge.....V.P., Facilities Ops.

Station Facilities Operations

Sherman Hildreth.....Dir., Station Fac. Ops.

Radio Network Facilities Operations

Gerald M. Seller.....Dir., Radio Net. Fac. Ops.
Paul Gallant.....Mgr., Radio Technical Ops.
Henry P. Hayes..Mgr., Reference Recording Sales

Design, Art & Scenic Production

Walter E. Giebelhaus.....Dir., TV Net. Design, Art & Scenic Prodn.
Richard Aimone.....Mgr., Special Effects
Edward J. Bennett.....Mgr., Design & Art
Curtis Blank.....Mgr., Prodn. Services
Peter Bonardi.....Mgr., Scenic Const. & Painting

General Services

William S. Hedges.....V.P., General Services
Edwin L. Dunham...Mgr., Music Library & Svcs.
Mildred Joy.....Chief Librarian

Film Operations

James A. Glenn.....Dir., TV Net. Film Ops.
Frank M. Lepore.....Mgr., Film Services
Stanley Parlan.....Mgr., Film Coordination & Preparations

TV Network Live Operations

Anthony Hennig.....Dir., TV Net. Live Ops.
Frederick G. Knopfke.....Mgr., Sound Effects
Thomas H. Phelan.....Mgr., Maint. & Plant Fac.
Humbert Rodomista....Mgr., Scheduling & Adm.
John B. Rogers.....Mgr., Studio & Theatre Ops.
Courtney A. Snell.....Mgr., N. Y. Field Ops.
Van Woodward.....Mgr., Staff Script Writers

Operations Control & Planning

Norman H. Grant...Dir., Ops. Control & Planning
Reid R. Davis.....Mgr., Color Control
Richard H. Edmondson.....Mgr., Tech. & Ops. Planning
Robert MacKichan.....Mgr., Show Requirements & Estimating
George McElrath.....Mgr., Broadcast Central
Vincent Mitchell.....Mgr., Facilities Planning & Utilization
Henry Moss.....Mgr., Methods & Standards

Business Affairs

Nicholas C. Gilles.....Director
Donald Carswell..Mgr., Oper. Reports & Analysis
Malcolm MacGregor.....Mgr., Budgets & Cost Control
Daniel W. Sullivan.....Mgr., Rates & Services Analysis
James Chenard...Bus. Mgr., Radio Net. Fac. Ops.
Arthur Garbade....Bus. Mgr., TV Net. Film Ops.
Thomas Tart.....Bus. Mgr., TV Net. Live Ops.
John P. Seibert.....Bus. Mgr., TV Net. Design, Art & Scenic Prodn.

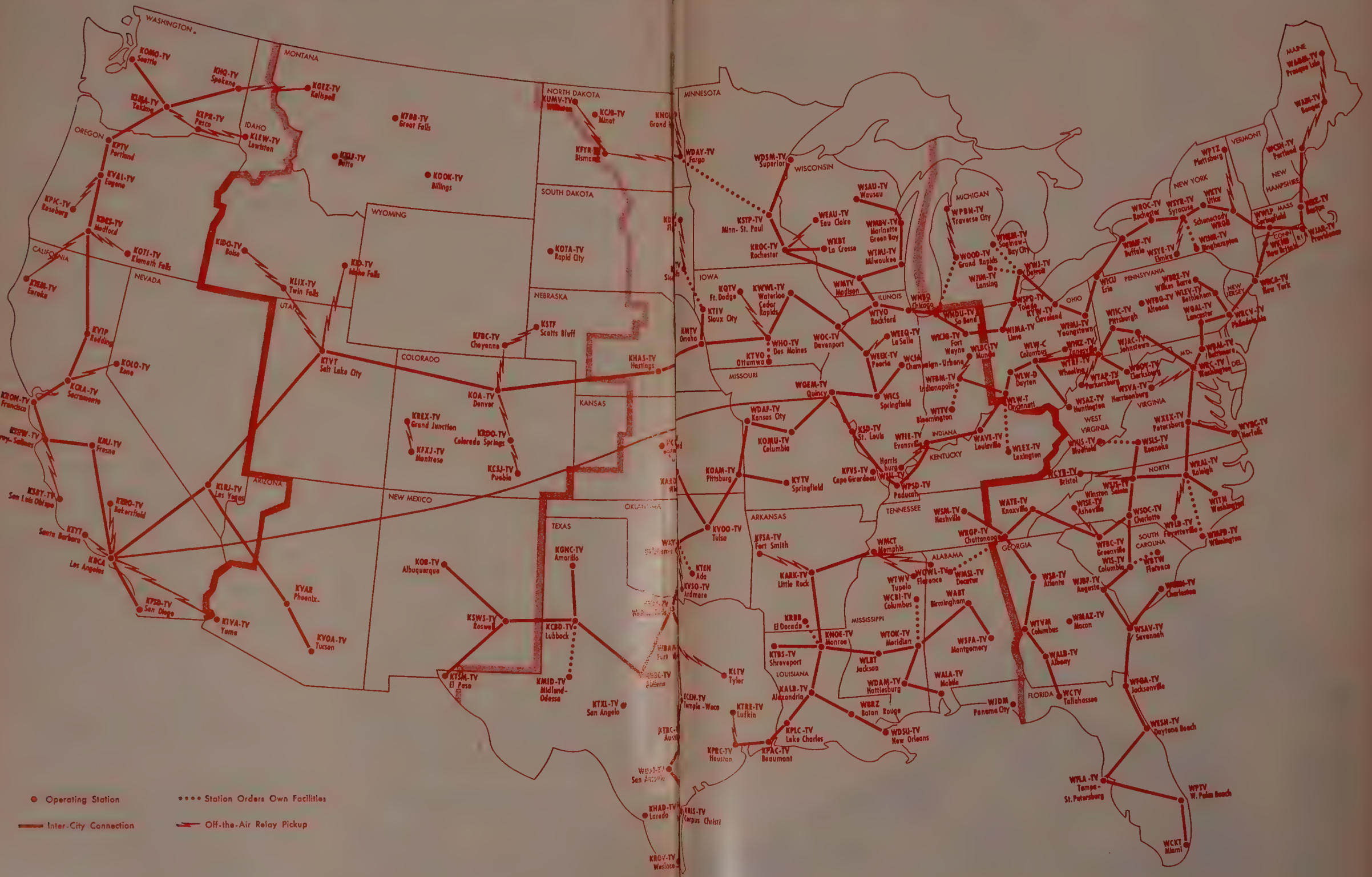
NBC TELEVI


WASHINGTON
KOMO-TV Seattle
KHQ-TV Spokane
KIMA-TV Yakima
KEPR-TV Pasco
MONTANA
KOIZ-TV Kalispell
KFBB-TV Great Falls
KXLF-TV Butte
KOOK-TV Billings
NORTH DAKOTA
KUMV-TV Williston
KCJB-TV Minot
KFYR-TV Bismarck
SOUTH DAKOTA
KOTA-TV Rapid City
OREGON
KPTV Portland
KVAL-TV Eugene
KPIC-TV Roseburg
KBES-TV Medford
KOTI-TV Klamath Falls
IDAHO
KLEW-TV Lewiston
KIDO-TV Boise
KID-TV Idaho Falls
KLIX-TV Twin Falls
WYOMING
CALIFORNIA
KVIQ-TV Eureka
NEVADA
KVIP Redding
KOLO-TV Reno
KCRA-TV Sacramento
KRON-TV San Francisco
KTVU-TV Monterey-Salinas
KMJ-TV Fresno
KSBY-TV San Luis Obispo
KERO-TV Bakersfield
KEYT Santa Barbara
KNBC Los Angeles
KFSD-TV San Diego
KIVA-TV Yuma
KVAR Phoenix
KVOA-TV Tucson
UTAH
KTVT Salt Lake City
NEBRASKA
KSTF Scotts Bluff
KFBC-TV Cheyenne
KHAS-TV Hastings
COLORADO
KOA-TV Denver
KREX-TV Grand Junction
KRDO-TV Colorado Springs
KFXJ-TV Montrose
KCSJ-TV Pueblo
KANSAS
ARIZONA
KLRJ-TV Las Vegas
NEW MEXICO
OKLAHOMA
TEXAS
KGNC-TV Amarillo
KOB-TV Albuquerque
KSWS-TV Roswell
KCBD-TV Lubbock
KTSM-TV El Paso
KMID-TV Midland-Odessa
KTXL-TV San Angelo
Operating Station
Station Orders Own Facilities
Inter-City Connection
Off-the-Air Relay Pickup

ON NETWORK


MINNESOTA
WISCONSIN
MICHIGAN
IOWA
ILLINOIS
INDIANA
OHIO
KENTUCKY
MISSOURI
TENNESSEE
ARKANSAS
MISSISSIPPI
ALABAMA
GEORGIA
LOUISIANA
FLORIDA
SOUTH CAROLINA
NORTH CAROLINA
VIRGINIA
WEST VIRGINIA
PENNSYLVANIA
NEW YORK
VERMONT
NEW HAMPSHIRE
MAINE
MASS.
CONN.
R.I.
N.J.
MD.
DEL.
WDAY-TV Fargo
WDSM-TV Superior
KSTP-TV Minn.-St. Paul
KROC-TV Rochester
WEAU-TV Eau Claire
WKBT La Crosse
WMBV-TV Marinette Green Bay
WTMJ-TV Milwaukee
WSAU-TV Wausau
WMTV Madison
KQTV Ft. Dodge
KWWL-TV Waterloo Cedar Rapids
KTIV Sioux City
WHO-TV Des Moines
KTVO Ottumwa
WOC-TV Davenport
WTVO Rockford
WNBQ Chicago
WEEQ-TV La Salle
WEEK-TV Peoria
WCIA Champaign-Urbana
WOEM-TV Quincy
WICS Springfield
WDAF-TV Kansas City
KOMU-TV Columbia
KSD-TV St. Louis
KOAM-TV Pittsburg
KYTV Springfield
KVOO-TV Tulsa
KFSA-TV Fort Smith
KARK-TV Little Rock
KRBB El Dorado
KNOE-TV Monroe
KTBS-TV Shreveport
KLTV Tyler
KALB-TV Alexandria
KTRE-TV Lufkin
KPLC-TV Lake Charles
KPRC-TV Houston
KPAC-TV Beaumont
WPBN-TV Traverse City
WOOD-TV Grand Rapids
WJIM-TV Lansing
WNDU-TV So. Bend
WKJG-TV Fort Wayne
WLBC-TV Muncie
WFBM-TV Indianapolis
WTTV Bloomington
WTHI-TV Terre Haute
WAVE-TV Louisville
WLEX-TV Lexington
WSPD-TV Toledo
KTVN-TV Cleveland
WIMA-TV Lima
WLW-C Columbus
WLW-D Dayton
WLW-T Cincinnati
WJW-TV Detroit
WNEM-TV Saginaw Bay City
WICU Erie
WTRF-TV Wheeling
WHIZ-TV Zanesville
WFMJ-TV Youngstown
WIK-TV Pittsburgh
WTAR-TV Portsmouth
WSAZ-TV Huntington
WHIS-TV Bluefield
WKYB-TV Bristol
WJAC-TV Johnstown
WBOY-TV Clarksburg
WSVA-TV Harrisonburg
WTBO-TV Altoona
WBRE-TV Wilkes Barre
WLEV-TV Bethlehem
WGAL-TV Lancaster
WRAL-TV Baltimore
WRC-TV Washington
WRCV-TV Philadelphia
WNEW-TV New York
WPIX New York
WNBC-TV New York
WROC-TV Rochester
WSYR-TV Syracuse
WKTV Utica
WPTZ Plattsburg
WHAM-TV Buffalo
WSYE-TV Elmira
WNBF-TV Binghamton
Schenectady WRGB
WCSH-TV Portland
WWLP Springfield
WBZ-TV Boston
WHCT New Britain
WJAR-TV Providence
WABI-TV Bangor
WAGM-TV Presque Isle
WXEX-TV Petersburg
WSLS-TV Roanoke
WTAR-TV Norfolk
WRAL-TV Raleigh
WITN Washington
WSOC-TV Charlotte
WTVD Durham
WFMY-TV Greensboro
WISE-TV Asheville
WBTV Charlotte
WIS-TV Columbia
WJBF-TV Augusta
WTVM Columbus
WMAZ-TV Macon
WSB-TV Atlanta
WATE-TV Knoxville
WRGP-TV Chattanooga
WSM-TV Nashville
WMCT Memphis
WTVJ Miami
WCKT Miami
WPTV W. Palm Beach
WFLA-TV Tampa-St. Petersburg
WTSP St. Petersburg
WCTV Tallahassee
WJDM Panama City
WALA-TV Mobile
WDAM-TV Hattiesburg
WLBT Jackson
WTOK-TV Meridian
WSFA-TV Montgomery
WABT Birmingham
WBRC-TV Birmingham
WCBI-TV Columbus
WTWV Tupelo
WOWL-TV Florence
WMSL-TV Decatur
WBRZ Baton Rouge
WDSU-TV New Orleans
WSAV-TV Savannah
WJXT Jacksonville
WFGA-TV Jacksonville
WESH-TV Daytona Beach
WBTW Florence
WCSC-TV Charleston
WMBB-TV Florence
WNCT Greenville
WTVD Durham
WRAL-TV Raleigh
WNFB-TV Wilmington
WTLB-TV Fayetteville
WSJS-TV Winston Salem
WTVR-TV Richmond
WXEX-TV Petersburg
WVEC-TV Norfolk
WSAZ-TV Huntington
WCHS-TV Charleston
WOAY-TV Oak Hill
WTAP-TV Parkersburg
WSVA-TV Harrisonburg
WDBJ-TV Roanoke
WLVA-TV Lynchburg
WTVR-TV Richmond
WMBG-TV Richmond
WAVY-TV Portsmouth
WHRO-TV Norfolk
WTAR-TV Norfolk
WRAL-TV Raleigh
WITN Washington
WNFB-TV Wilmington
WTLB-TV Fayetteville
WSOC-TV Charlotte
WBTV Charlotte
WFMY-TV Greensboro
WISE-TV Asheville
WSJS-TV Winston Salem
WTVD Durham
WNCT Greenville
WBTW Florence
WMBB-TV Florence
WCSC-TV Charleston
WSAV-TV Savannah
WJXT Jacksonville
WFGA-TV Jacksonville
WESH-TV Daytona Beach
WTSP St. Petersburg
WFLA-TV Tampa-St. Petersburg
WCKT Miami
WPTV W. Palm Beach
WCTV Tallahassee
WJDM Panama City
WDSU-TV New Orleans
WBRZ Baton Rouge
WALB-TV Albany
WTVM Columbus
WSFA-TV Montgomery
WABT Birmingham
WBRC-TV Birmingham
WCBI-TV Columbus
WTWV Tupelo
WOWL-TV Florence
WMSL-TV Decatur
WTOK-TV Meridian
WLBT Jackson
WDAM-TV Hattiesburg
WALA-TV Mobile
WJDM Panama City
WCTV Tallahassee
WSAV-TV Savannah
WJXT Jacksonville
WFGA-TV Jacksonville
WESH-TV Daytona Beach
WTSP St. Petersburg
WFLA-TV Tampa-St. Petersburg
WCKT Miami
WPTV W. Palm Beach

NBC TELEVISION NETWORK

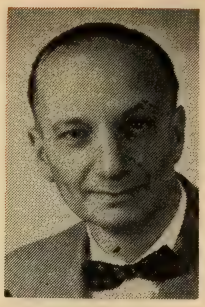

WASHINGTON
KOMO-TV Seattle
KHQ-TV Spokane
KIMA-TV Yakima
KEPR-TV Pasco
OREGON
KPTV Portland
KVAL-TV Eugene
KPIC-TV Roseburg
KMED-TV Medford
KOTI-TV Klamath Falls
CALIFORNIA
KVEN-TV Eureka
KYIP Redding
KOLO-TV Reno
KCRA-TV Sacramento
KRON-TV San Francisco
KSBW-TV Monterey-Salinas
KMJ-TV Fresno
KSBY-TV San Luis Obispo
KERO-TV Bakersfield
KNXT Santa Barbara
KNBC Los Angeles
KFSD-TV San Diego
KIVA-TV Yuma
KVAR Phoenix
KVOA-TV Tucson
NEVADA
KLRJ-TV Las Vegas
ARIZONA
NEW MEXICO
MONTANA
KGEZ-TV Kalispell
KFBB-TV Great Falls
KXLF-TV Butte
KOOK-TV Billings
IDAHO
KLEW-TV Lewiston
KIDO-TV Boise
KLIX-TV Twin Falls
KID-TV Idaho Falls
UTAH
KTVT Salt Lake City
WYOMING
KFBC-TV Cheyenne
COLORADO
KOA-TV Denver
KREX-TV Grand Junction
KFXJ-TV Montrose
KRDO-TV Colorado Springs
KCSJ-TV Pueblo
NORTH DAKOTA
KUMV-TV Williston
KCJB-TV Minot
KFYR-TV Bismarck
SOUTH DAKOTA
KOTA-TV Rapid City
NEBRASKA
KSTF Scotts Bluff
KHAS-TV Hastings
KANSAS
KOAM-TV Pittsburg
KVOO-TV Tulsa
OKLAHOMA
KGNC-TV Amarillo
KOB-TV Albuquerque
KSWS-TV Roswell
KCBD-TV Lubbock
KMID-TV Midland-Odessa
KTSM-TV El Paso
KTXL-TV San Angelo
KHAD-TV Laredo
KRGV-TV Weslaco
TEXAS
KTEN Ada
KVSO-TV Ardmore
KLTV Tyler
KCEN-TV Temple-Waco
KTRE-TV Lufkin
KPRC-TV Houston
KRIS-TV Corpus Christi
MINNESOTA
WDAY-TV Fargo
WDSM-TV Superior
KSTP-TV Minn.-St. Paul
KROC-TV Rochester
WEAU-TV Eau Claire
WKBT La Crosse
WISCONSIN
WSAU-TV Wausau
WMBV-TV Marinette Green Bay
WTMJ-TV Milwaukee
WMTV Madison
KQTV Ft. Dodge
KTIV Sioux City
KWWL-TV Waterloo Cedar Rapids
WHO-TV Des Moines
KTVO Ottumwa
IOWA
KMTV Omaha
WOC-TV Davenport
WNBQ Chicago
WTVO Rockford
WEEQ-TV La Salle
WEEK-TV Peoria
WCIA Champaign-Urbana
ILLINOIS
WGEM-TV Quincy
WICS Springfield
MISSOURI
KSD-TV St. Louis
WDAF-TV Kansas City
KOMU-TV Columbia
WFIE-TV Evansville
WTTV Bloomington
WFBM-TV Indianapolis
WKJG-TV Fort Wayne
WLBC-TV Muncie
INDIANA
WAVE-TV Louisville
KENTUCKY
WLEX-TV Lexington
WTVS-TV Cape Girardeau
Harrisburg WSIL-TV
WPSD-TV Paducuh
TENNESSEE
MICHIGAN
WPBN-TV Traverse City
WOOD-TV Grand Rapids
WJIM-TV Lansing
WWJ-TV Detroit
WSPD-TV Toledo
KYW-TV Cleveland
OHIO
WLW-C Columbus
WLW-D Dayton
WLW-T Cincinnati
WTAP-TV Parkersburg
WSAZ-TV Huntington
WEST VIRGINIA
WMMN-TV Fairmont
WHIZ-TV Zanesville
WTRF-TV Wheeling
WSVA-TV Harrisonburg
VIRGINIA
WDBJ-TV Roanoke
WLVA-TV Lynchburg
WXEX-TV Petersburg
WTVR-TV Richmond
WVEC-TV Norfolk
WRAL-TV Raleigh
WITN Washington
WNCT-TV Greenville
WSJS-TV Winston Salem
WBTV Charlotte
WFMY-TV Greensboro
WSOC-TV Charlotte
WTVD Durham
WBTW Florence
WCSC-TV Charleston
WMBR-TV Jacksonville
WJHG-TV Panama City
WCTV Tallahassee
WTVJ Miami
WPTV W. Palm Beach
WFLA-TV Tampa-St. Petersburg
WSUN-TV St. Petersburg
WESH-TV Daytona Beach
WJXT Jacksonville
WTOC-TV Savannah
WSAV-TV Savannah
WMAZ-TV Macon
WTVM Columbus
WRBL-TV Columbus
WSFA-TV Montgomery
WABT Birmingham
WTOK-TV Meridian
WCBI-TV Columbus
WTWV Tupelo
WCOV-TV Montgomery
WMSL-TV Decatur
WSM-TV Nashville
WROP-TV Chattanooga
WATE-TV Knoxville
WCYB-TV Bristol
WSLS-TV Roanoke
WSJS-TV Winston Salem
WSOC-TV Charlotte
WBTW Florence
WCSC-TV Charleston
WMBR-TV Jacksonville
WJHG-TV Panama City
WCTV Tallahassee


Kalish



puppets
or
products—
everything springs
to life
in
living color
on the
NBC
television
network

NTA Film Network Is Indication That Growth Is Keyword to Future



By RAYMOND E. NELSON
Vice President and General Manager NTA Film Network Inc.

IT is difficult to go into the past history of something with which you have been intimately associated without finding yourself falling into "and then I wrote—" sort of format. Nevertheless, the NTA Film Network, which a relatively short time ago was somewhat of a revolutionary idea, is now a recognized broadcasting entity with not only a future but what is probably more important, both a past and a present, since the Network has progressed from theoretical into actual status.

We did not pretend that the film network, as such, was an original thought. Film networking had been discussed, some brief attempts to get one off the ground had come a resounding cropper, but the fact remained that no such thing as an operating film network had ever been achieved.

We felt that there was a two-fold need for the NTA Film Network, a need on the part of broadcasters and advertisers. We do not quarrel with the principles of wired network operation and, indeed, are exploring coaxial cable facilities ourselves. We did, however, feel that there was a need for a method of networking which provided for a change in either the method or the amount of station compensation, and an abolition of the "must buy" premise which forced network minded TV advertisers to buy markets that they did not necessarily need, accompanied by the financial lost motion of servicing those markets.

When we contemplated the station field, we knew that the time scarcity problem would be our number one obstacle. To put together enough television coverage to interest a national advertiser was a complex problem, since in a great many markets there were too few stations to service the then existing networks without getting into the clearance problems of another. We saw, however, two distinct opportunities; one would involve upgrading the time of the independent station, which had been denied the strength of group programming of its wired network competitors, and in hypoing audiences tuned to marginal time periods on wired network outlets. We saw in this two-fold opportunity a first step towards filling the broadcaster-advertiser need. Even the strongest stations had weak time periods that could be upgraded, and we reasoned that, to the advertiser, audience would be audience regardless of station or time; that if we could deliver sufficient viewer tonnage at a reasonable cost we could more than adequately serve him.

Which brings us to the matter of history. By dint of thousands of miles of travel and extended consultations with stations, we were able to come up with a network that offered both flexibility and potential. To the advertiser who wanted to take advantage of the network's full lineup of 134 stations, we were able to offer potential coverage to over 95 per cent of the country's TV homes. To the advertiser who wanted less, we could tailor-make a station lineup that would directly serve his sales problems and be restricted purely and simply to the areas he wished to reach.

In market after market, the Network's *Premiere Performance* program has consistently received excellent ratings, showing dominance over such network shows as *Jackie Gleason, Lawrence Welk, Disneyland, Steve Allen, Your Hit Parade, Playhouse* 90 and others.

And so our brief past has been, we believe, a significant one, not only to ourselves and the stations we serve but to America's advertisers, for whom we have created what is to all intents and purposes a new advertising medium, or at the very least a valuable extension of a relatively circumspect one already in existence. Our first year has been a challenging one, and to us a very rewarding one.

We believe that our future is bright. The NTA Film Network, which was once a train in the blue-print stage, now is definitely on the track. We believe that it has a long and prosperous journey ahead. Based on a busy past and rushed present, we believe that we can expect an accelerated future.

NTA FILM NETWORK, INC.

10 Columbus Circle, New York 19, N. Y.

Telephone: JUdson 2-7300

President.....Ely A. Landau

Exec. V.P.....Oliver A. Unger

Vice President.....Harold Goldman

Vice President.....Edythe Rein

V.P. & Gen. Mgr.....Raymond E. Nelson

V.P., Station Relations.....Robert A. Schmid

Board of Directors.....Ely A. Landau, Oliver A. Unger, Harold Goldman, Edythe Rein, Harold Kovner, Spyros Skouras, Joseph H. Moskowitz, Donald Henderson, William C. Michel, Otto Koegel

Director of Sales.....William B. Koblenzer

Dir. Station Relations.....Anthony Azzato

Dir. Promotion.....Martin Roberts

Dir. Advertising.....Kermit Kahn

Dir. Publicity.....George Crandall

BRANCH OFFICES

Chicago

Jonny Graff

612 N. Michigan Ave.

Chicago, Ill.

MI 2-5561

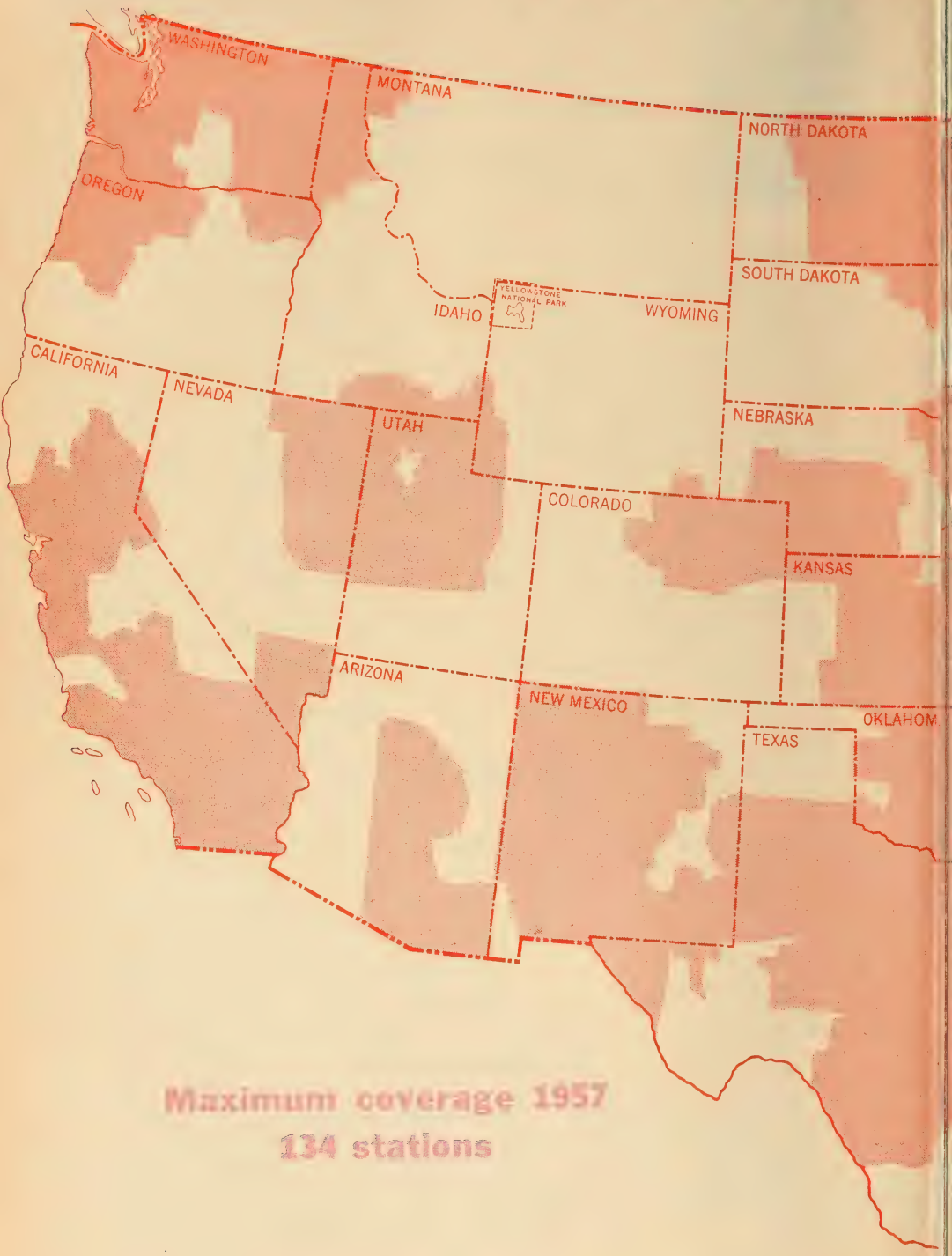
Hollywood, Calif.

Berne Tabakin

8721 Sunset Blvd.

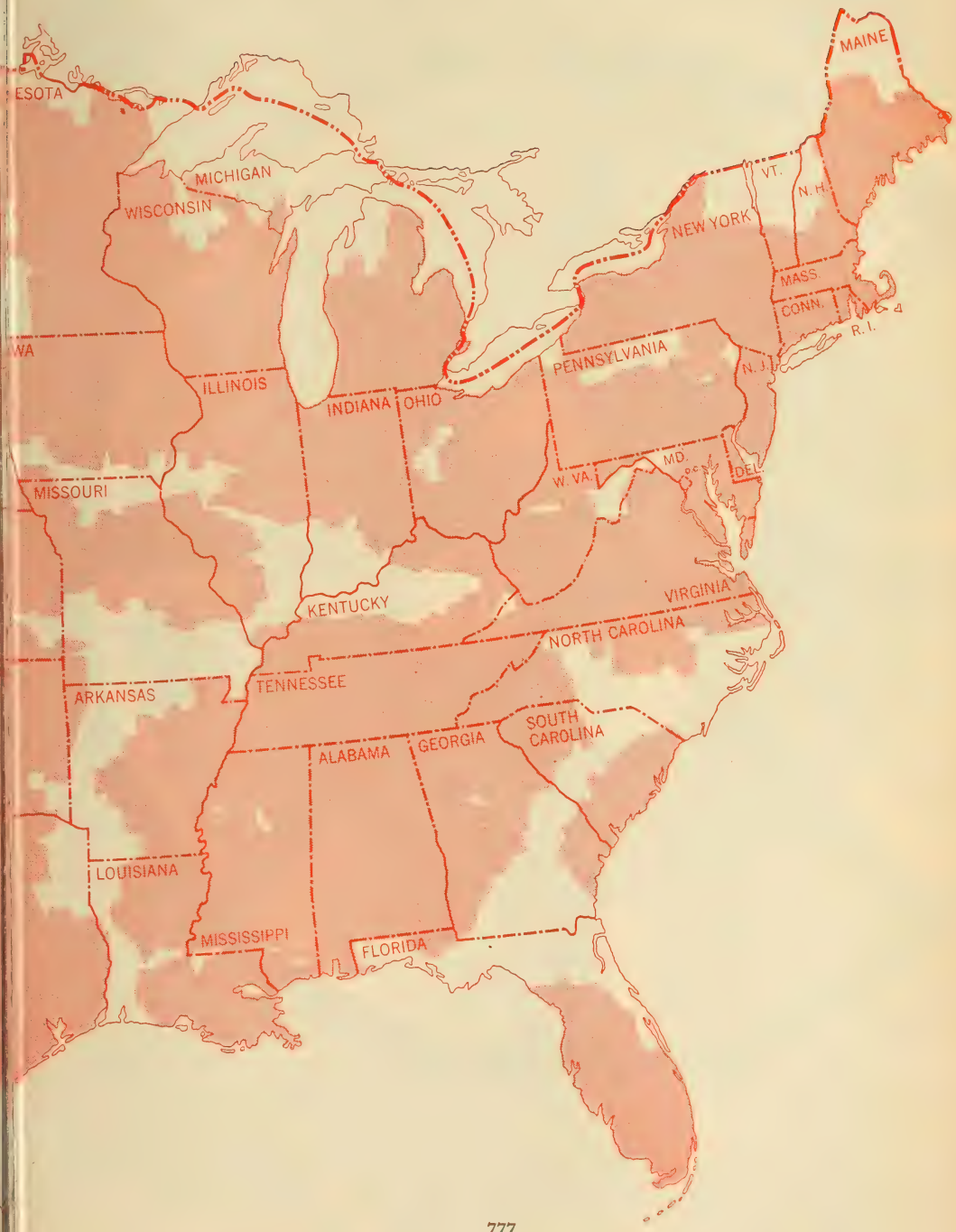
Hollywood, Calif.

OL 2-7222

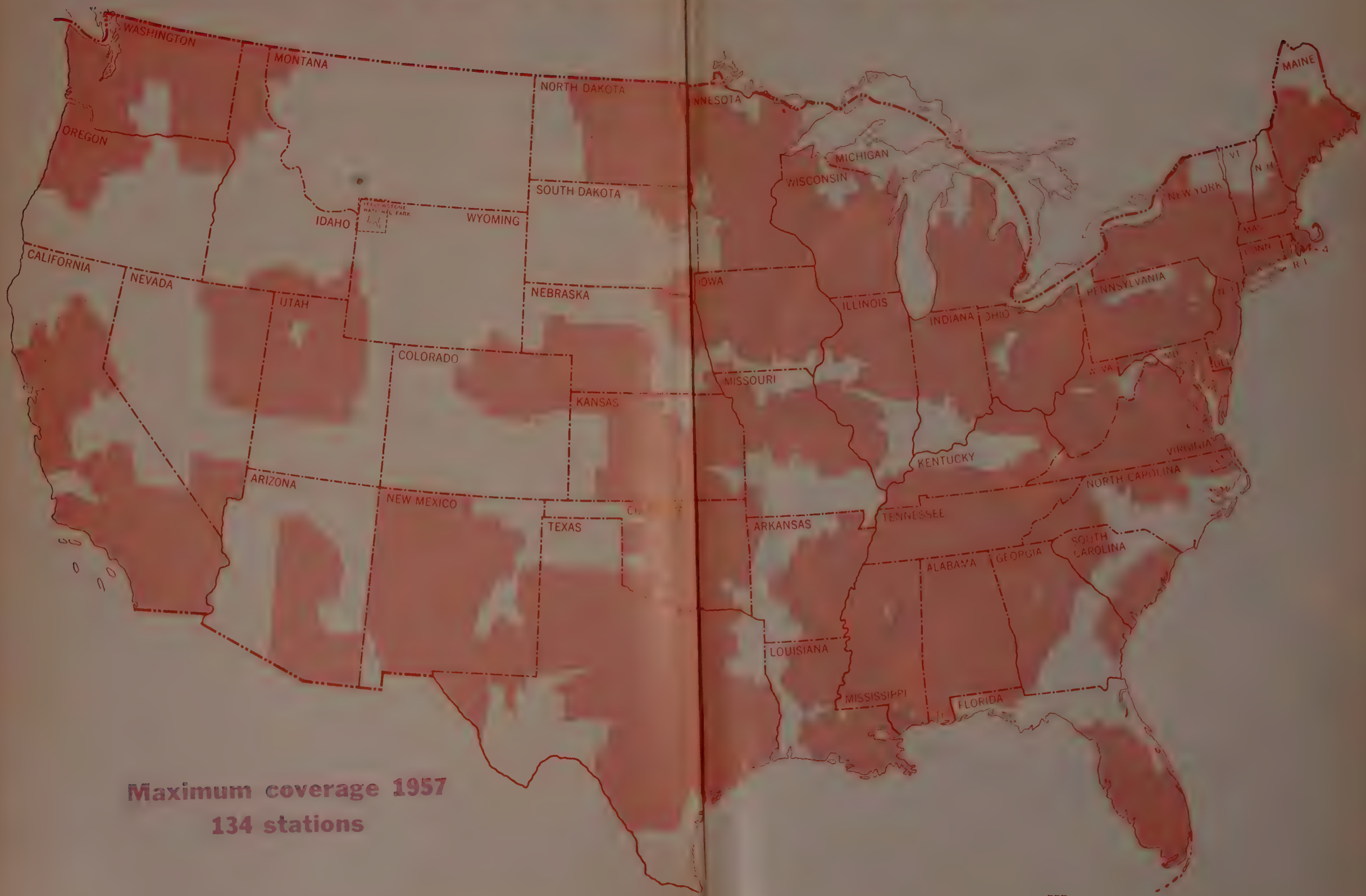


Maximum coverage 1957
134 stations

NETWORK

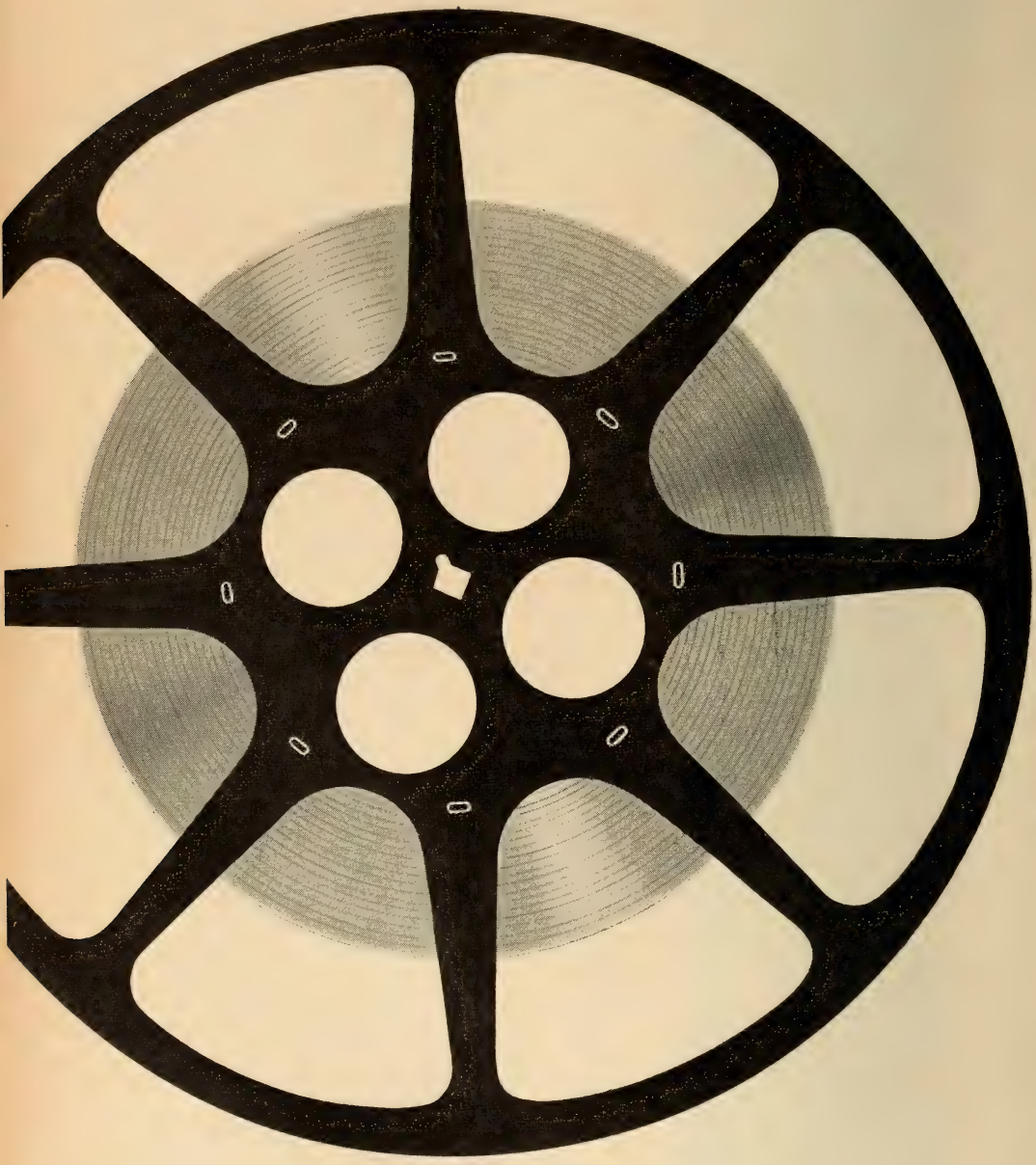

ESOTA
MICHIGAN
WISCONSIN
MAINE
VT.
N. H.
NEW YORK
MASS.
CONN.
R. I.
WA
ILLINOIS
INDIANA
OHIO
PENNSYLVANIA
N. J.
MD.
DEL.
W. VA.
MISSOURI
KENTUCKY
VIRGINIA
NORTH CAROLINA
ARKANSAS
TENNESSEE
SOUTH CAROLINA
ALABAMA
GEORGIA
LOUISIANA
MISSISSIPPI
FLORIDA

NTA FILM NETWORK

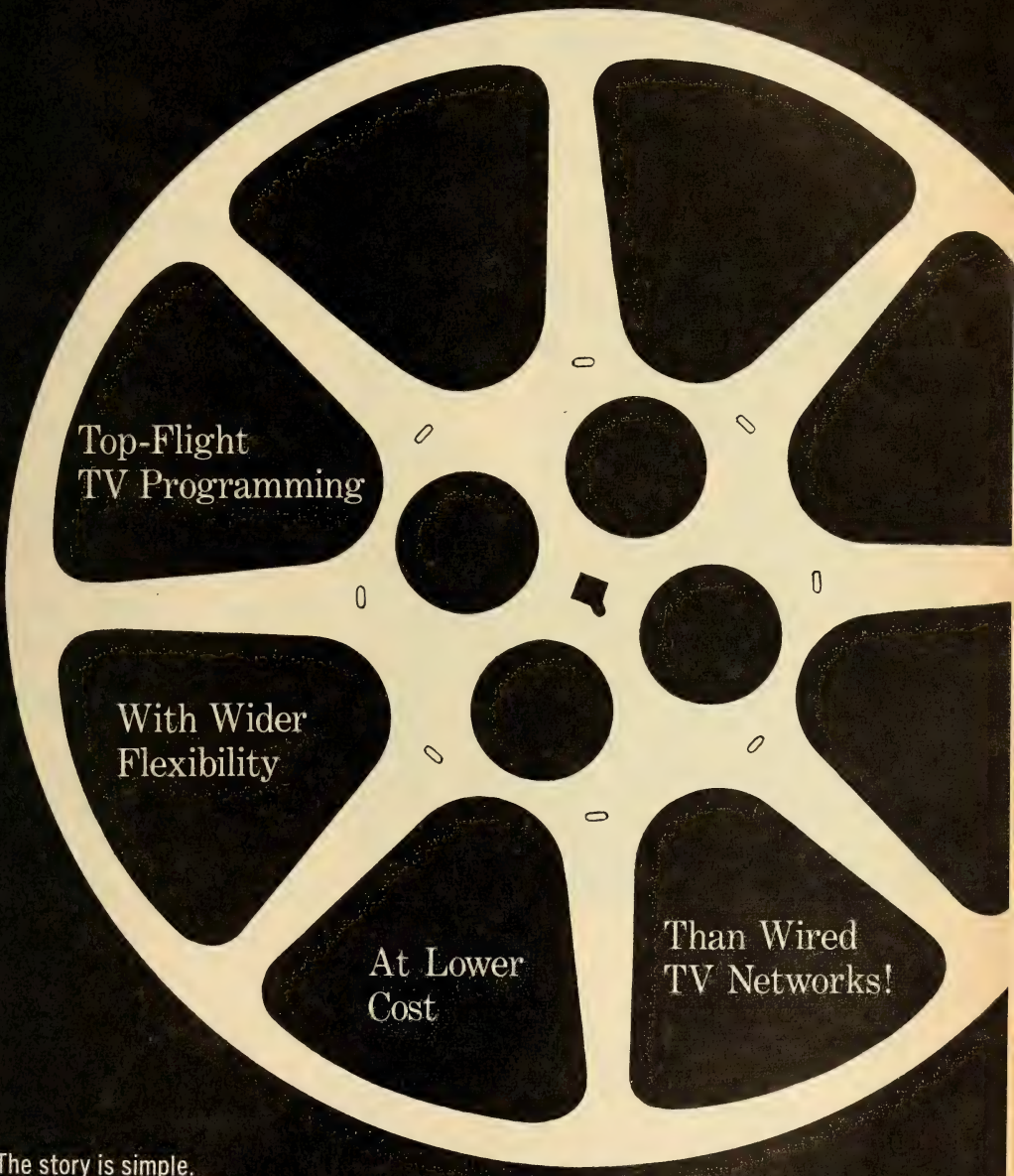


Maximum coverage 1957
134 stations

Unreeling for you...the story of the NTA Film Network



America's dynamic new



The story is simple.
Above are the elements.
Below is the place they can work for you.

The result: many TV stations, advertisers, and the agencies are discovering a profitable moral in . . .

nta

FILM NETWORK, INC.

THE COLISEUM TOWER, 10 COLUMBUS CIRCLE, NEW YORK 19, N. Y. JUDSON 2-7300

26 MEN

HAS BEEN MARKET TESTED!



✓ By AUDIENCES

Best in time period in:	Rating	Share of Audience
Cincinnati	20.1	46.5
Knoxville	30.3	52.7
Charlotte	34.4	61.9
San Diego	20.3	32.6
Rochester	26.0	67.2
New Orleans	24.0	77.2

Source: ARB Nov.

✓ By ADVERTISERS

• A&P SUPERMARKETS • STANDARD OIL OF TEXAS • HOOD DAIRY • KROGER COMPANY • NATIONAL BOHEMIAN • GENERAL PETROLEUM • COCA COLA • ADMIRAL • BARDAHL • QUAKER OATS • SINCLAIR OIL • BRYLCREEM • WHITE OWL CIGARS • FRIGIDAIRE • FRITOS • CARLING'S

Some choice markets still available.

Write, wire, phone



1501 Broadway, New York, LA 4-5050

TELEVISION

TV STATIONS

ALPHABETICAL LISTING
BY STATES – CITIES

STATE STATISTICS
(POPULATION, FAMILIES,
RADIO HOMES, TV HOMES,
NUMBER OF STATIONS)

KEY PERSONNEL

YEARBOOK

1958

TELEVISION STATIONS

Commercial Stations of the U.S., Territories and Possessions

Station	City—State	Page
CKLW-TV	Detroit-Windsor, Mich./Ont.	821
KABC-TV	Los Angeles, Calif.	791
KAKE-TV	Wichita, Kan.	814
KALB-TV	Alexandria, La.	815
KARD-TV	Wichita, Kan.	814
KARK-TV	Little Rock, Ark.	789
KATV	Pine Bluff, Ark.	789
KAVE-TV	Carlsbad, N. M.	830
KBAK-TV	Bakersfield, Calif.	790
KBAS-TV	Ephrata, Wash.	874
KBES-TV	Medford, Ore.	845
KBET-TV	Sacramento, Calif.	791
KBMB-TV	Bismarck, N. D.	838
KBOI-TV	Boise, Idaho	805
KBTV	Denver, Colo.	794
KBTX-TV	Bryan, Tex.	861
KCBD-TV	Lubbock, Tex.	867
KCEN-TV	Temple, Tex.	869
KCJB-TV	Minot, N. D.	839
KCKT	Great Bend, Kans.	813
KCMC-TV	Texarkana, Tex.	869
KCMO-TV	Kansas City, Mo.	825
KCOP-TV	Hollywood, Calif.	790
KCOR-TV	San Antonio, Tex.	869
KCRA-TV	Sacramento, Calif.	792
KCRG-TV	Cedar Rapids, Iowa	812
KCSJ-TV	Pueblo, Colo.	795
KCTV	San Angelo, Tex.	868
KDAL-TV	Duluth-Superior, Minn.	822
KDIX-TV	Dickinson, N. D.	839
KDKA-TV	Pittsburgh, Pa.	853
KDLO-TV	Florence, S. D.	857
KDRO-TV	Sedalia, Mo.	825
KDUB-TV	Lubbock, Tex.	867
KDUH-TV	Hay Springs, Neb.	827
KEDY-TV	Big Spring, Tex.	861
KELO-TV	Sioux Falls, S. D.	857
KELP-TV	El Paso, Tex.	863
KENI-TV	Anchorage, Alaska	880
KENS-TV	San Antonio, Tex.	869
KEPR-TV	Pasco, Wash.	874
KERO-TV	Bakersfield, Calif.	790
KETV	Omaha, Neb.	828
KEY-T	Santa Barbara, Calif.	793
KFAR-TV	Fairbanks, Alaska	880
KFBB-TV	Great Falls, Mont.	826
KFBC-TV	Cheyenne, Wyo.	880
KFDA-TV	Amarillo, Tex.	859
KFDM-TV	Beaumont, Tex.	861
KFDX-TV	Wichita Falls, Tex.	871
KFEQ-TV	St. Joseph, Mo.	825
KFJZ-TV	Fort Worth, Tex.	865
KFMB-TV	San Diego, Calif.	792
KFRE-TV	Fresno, Calif.	790
KFSA-TV	Fort Smith, Ark.	789
KFSD-TV	San Diego, Calif.	792
KFVS-TV	Cape Girardeau, Mo.	824
KFXJ	Montrose, Colo.	795
KFYR-TV	Bismarck, N. D.	838
KGBT-TV	Harlingen, Tex.	865
KGEZ-TV	Kalispell, Mont.	826
KGGM-TV	Albuquerque, N. M.	829
KGHL-TV	Billings, Mont.	826
KGLO-TV	Mason City, Iowa	812
KGMB-TV	Honolulu, Hawaii	881
KGNC-TV	Amarillo, Tex.	861
KGO-TV	San Francisco, Calif.	792
KGUL-TV	Galveston-Houston, Tex.	865
KGUN	Tucson, Ariz.	788
KGW-TV	Portland, Ore.	845
KHAD-TV	Laredo, Tex.	867
KHAS-TV	Hastings, Neb.	827
KHBC-TV	Hilo, Hawaii	881
KHJ-TV	Los Angeles, Calif.	791
KHOL-TV	Kearney, Neb.	827
KHPL-TV	Hayes Center, Neb.	827
KHQ-TV	Spokane, Wash.	875
KHQA-TV	Hannibal, Mo.	824
KHSL-TV	Chico, Calif.	790
KHUM-TV	Eureka, Calif.	790
KICA-TV	Clovis, N. M.	830
KID-TV	Idaho Falls, Idaho	805
KIDO-TV	Boise, Idaho	805
KIEM-TV	Eureka, Calif.	790
KIMA-TV	Yakima, Wash.	875
KING-TV	Seattle, Wash.	874
KINY-TV	Juneau, Alaska	880
KIRO-TV	Seattle, Wash.	874
KIVA	Yuma, Ariz.	789
KJEO	Fresno, Calif.	790
KKTV	Colorado Springs, Colo.	793

Station	City—State	Page
KLAS-TV	Las Vegas, Nev.	828
KLEW-TV	Lewiston, Idaho	805
KLFY-TV	Lafayette, La.	816
KLIX-TV	Twin Falls, Idaho	805
KLRJ-TV	Las Vegas, Nev.	828
KLTV	Tyler, Tex.	869
KLZ-TV	Denver, Colo.	793
KMAU-TV	Wailuku, Hawaii	881
KMBC-TV	Kansas City, Mo.	825
KMGM-TV	Minneapolis, Minn.	823
KMID-TV	Midland, Tex.	868
KMJ-TV	Fresno, Calif.	790
KMMT	Austin, Minn.	822
KMOT	Minot, N. D.	839
KMOX-TV	St. Louis, Mo.	825
KMSO-TV	Missoula, Mont.	826
KMTV	Omaha, Neb.	828
KMVI	Wailuku, Hawaii	881
KNAC-TV	Fort Smith, Ark.	789
KNOE-TV	Monroe, La.	816
KNOX-TV	Grand Forks, N. D.	839
KNTV	San Jose, Calif.	793
KNXT	Los Angeles, Calif.	791
KOA-TV	Denver, Colo.	794
KOAM-TV	Pittsburgh, Kan.	813
KOAT-TV	Albuquerque, N. M.	829
KOB-TV	Albuquerque, N. M.	830
KOCO-TV	Enid, Okla.	844
KODE-TV	Joplin, Mo.	824
KOIN-TV	Portland, Ore.	845
KOLD-TV	Tucson, Ariz.	788
KOLN-TV	Lincoln, Neb.	827
KOLO-TV	Reno, Nev.	828
KOMO-TV	Seattle, Wash.	874
KOMU-TV	Columbia, Mo.	824
KONA-TV	Honolulu, Hawaii	881
KONO-TV	San Antonio, Tex.	869
KOOK-TV	Billings, Mont.	826
KOOL-TV	Phoenix, Ariz.	788
KOSA-TV	Odessa, Tex.	868
KOTA-TV	Rapid City, S. D.	857
KOTI-TV	Klamath Falls, Ore.	845
KOTV	Tulsa, Okla.	844
KOVR-TV	Stockton, Calif.	793
KPAC-TV	Port Arthur, Tex.	868
KPAR-TV	Abilene-Sweetwater, Tex.	859
KPHO-TV	Phoenix, Ariz.	788
KPIC	Roseburg, Ore.	845
KPIX	San Francisco, Calif.	792
KPLC-TV	Lake Charles, La.	816
KPLO	Reliance, S. D.	857
KPRC-TV	Houston, Tex.	865
KPTV	Portland, Ore.	845
KQTV	Fort Dodge, Iowa	812
KRBB	El Dorado, Ark.	789
KRBC-TV	Abilene, Tex.	859
KRCA	Los Angeles, Calif.	791
KRCG	Jefferson City, Mo.	824
KRDO-TV	Colorado Springs, Colo.	793
KREM-TV	Spokane, Wash.	875
KREX-TV	Grand Junction, Colo.	794
KRGV-TV	Weslaco, Tex.	871
KRIS-TV	Corpus Christi, Tex.	861
KRLD-TV	Dallas, Tex.	863
KRNT-TV	Des Moines, Iowa	812
KROC-TV	Rochester, Minn.	823
KROD-TV	El Paso, Tex.	863
KRON-TV	San Francisco, Calif.	792
KRSD-TV	Rapid City, S. D.	857
KSAN-TV	San Francisco, Calif.	792
KSBW-TV	Salinas, Calif.	792
KSBY-TV	San Luis Obispo, Calif.	793
KSD-TV	St. Louis, Mo.	825
KSHO-TV	Las Vegas, Nev.	828
KSL-TV	Salt Lake City, Utah	871
KSLA	Shreveport, La.	817
KSPR-TV	Casper, Wyo.	879
KSTF	Scottsbluff, Neb.	828
KSTP-TV	St. Paul-Minneapolis, Minn.	823
KSVO-TV	Ardmore, Okla.	843
KSWO-TV	Lawton, Okla.	844
KSWS-TV	Roswell, N. M.	830
KSYD-TV	Wichita Falls, Tex.	871
KTAG-TV	Lake Charles, La.	816
KTBC-TV	Austin, Tex.	861
KTBS-TV	Shreveport, La.	817
KTEN	Ada, Okla.	843
KTHV	Little Rock, Ark.	789
KTIV	Sioux City, Iowa	813
KTLA	Los Angeles, Calif.	791
KTNT-TV	Tacoma, Wash.	875
KTRE-TV	Lufkin, Tex.	868
KTRK-TV	Houston, Tex.	865
KTRX	Kennewick-Pasco, Wash.	874
KTSM-TV	El Paso, Tex.	863
KTTS-TV	Springfield, Mo.	825
KTTV	Los Angeles, Calif.	791
KTUL-TV	Tulsa, Okla.	844
KTVA	Anchorage, Alaska	880
KTVC	Ensign, Kan.	813
KTVF	Fairbanks, Alaska	880
KTVH	Hutchinson, Kan.	813
KTVI	St. Louis, Mo.	826
KTVK	Phoenix, Ariz.	788

Station	City—State	Page
KTVO	Ottumwa, Iowa	813
KTVR	Denver, Colo.	794
KTVT	Salt Lake City, Utah	871
KTVU	San Francisco-Oakland, Calif.	793
KTVW	Seattle-Tacoma, Wash.	875
KTWO-TV	Casper, Wyo.	879
KUAM-TV	Agana, Guam	882
KULA-TV	Honolulu, Hawaii	881
KUMV-TV	Williston, N. D.	838
KUTV	Salt Lake City, Utah	871
KVAL-TV	Eugene, Ore.	844
KVAR	Mesa, Ariz.	788
KVII	Amarillo, Tex.	861
KVIP	Redding, Calif.	791
KVOA-TV	Tucson, Ariz.	788
KVOO-TV	Tulsa, Okla.	844
KVOS-TV	Bellingham, Wash.	874
KVTV	Sioux City, Iowa	813
KWRB-TV	Riverton, Wyo.	880
KWTV	Oklahoma City, Okla.	844
KWTX TV	Waco, Tex.	869
KWWL-TV	Waterloo, Iowa	813
KXAB-TV	Aberdeen, S. D.	857
KXGN-TV	Glendive, Mont.	826
KXJB-TV	Valley City, N. D.	839
KXLF-TV	Butte, Mont.	826
KXLJ-TV	Helena, Mont.	826
KXLY-TV	Spokane, Wash.	875
KYTV	Springfield, Mo.	825
KYW-TV	Cleveland, Ohio	840
KZTV	Corpus Christi, Tex.	861
WABC-TV	New York, N. Y.	833
WABD	New York, N. Y.	833
WABI-TV	Bangor, Maine	817
WABT	Birmingham, Ala.	787
WAFB-TV	Baton Rouge, La.	815
WAGA-TV	Atlanta, Ga.	803
WAGM-TV	Presque Isle, Maine	819
WAIM-TV	Anderson, S. C.	855
WAKR-TV	Akron, Ohio	839
WALA-TV	Mobile, Ala.	787
WALB-TV	Albany, Ga.	804
WANE-TV	Fort Wayne, Ind.	809
WAPA-TV	San Juan, P. R.	881
WARD-TV	Johnstown, Pa.	849
WATE-TV	Knoxville, Tenn.	858
WATR-TV	Waterbury, Conn.	797
WATV	Newark, N. J.	829
WAVE-TV	Louisville, Ky.	815
WAVY-TV	Norfolk, Va.	873
WBAL-TV	Baltimore, Md.	820
WBAP-TV	Fort Worth, Tex.	863
WBAY-TV	Green Bay, Wis.	877
WBBM-TV	Chicago, Ill.	806
WBEN-TV	Buffalo, N. Y.	832
WBIR-TV	Knoxville, Tenn.	858
WBKB	Chicago, Ill.	806
WBLN	Bloomington, Ill.	805
WBNS-TV	Columbus, Ohio	841
WBOC-TV	Salisbury, Md.	820
WBOY-TV	Clarksburg, W. Va.	876
WBPZ-TV	Lock Haven, Pa.	849
WBRC-TV	Birmingham, Ala.	787
WBRE-TV	Wilkes-Barre, Pa.	855
WBRZ	Baton Rouge, La.	816
WBTV	Charlotte, N. C.	837
WBTW	Florence, S. C.	856
WBUF	Buffalo, N. Y.	832
WBZ-TV	Boston, Mass.	820
WCAU-TV	Philadelphia, Pa.	853
WCAX-TV	Burlington, Vt.	871
WCBI-TV	Columbus, Miss.	823
WCBS-TV	New York, N. Y.	833
WCCO-TV	Minneapolis, Minn.	823
WCDB	Hagaman, N. Y.	833
WCDC	Adams, Mass.	820
WCHS-TV	Charleston, W. Va.	876
WCIA	Champaign, Ill.	805
WCKT	Miami, Fla.	800
WCMB-TV	Harrisburg, Pa.	847
WCNY-TV	Carthage, N. Y.	833
WCOV-TV	Montgomery, Ala.	787
WCPO-TV	Cincinnati, Ohio	839
WCSC-TV	Charleston, S. C.	856
WCSH-TV	Portland, Me.	817
WCTV	Thomasville, Ga.	805
WCYB-TV	Bristol, Va.	872
WDAF-TV	Kansas City, Mo.	825
WDAM-TV	Hattiesburg, Mass.	823
WDAN-TV	Danville, Ill.	806
WDAU-TV	Scranton, Pa.	853
WDAY-TV	Fargo, N. D.	839
WDBJ-TV	Roanoke, Va.	874
WDBO-TV	Orlando, Fla.	801
WDEF-TV	Chattanooga, Tenn.	857
WDMJ-TV	Marquette, Mich.	822
WDSM-TV	Duluth-Superior, Minn.	822
WDSU-TV	New Orleans, La.	816
WDXI-TV	Jackson, Tenn.	857
WEAR-TV	Pensacola, Fla.	801
WEAT-TV	West Palm Beach, Fla.	803
WEAU-TV	Eau Claire, Wis.	877
WECT	Wilmington, N. C.	837
WEEK-TV	Peoria, Ill.	807
WEEQ-TV	La Salle, Ill.	806
WEHT	Evansville, Ind.	809

Station	City—State	Page
WESH-TV	Daytona Beach, Fla.	799
WEWS	Cleveland, Ohio	840
WFAA-TV	Dallas, Tex.	861
WFAM-TV	Lafayette, Ind.	810
WFBC-TV	Greenville, S. C.	856
WFBG-TV	Altoona, Pa.	845
WFBM-TV	Indianapolis, Ind.	809
WFGA-TV	Jacksonville, Fla.	799
WFIE-TV	Evansville, Ind.	809
WFIL-TV	Philadelphia, Pa.	851
WFLA-TV	Tampa, Fla.	801
WFLB-TV	Fayetteville, N. C.	837
WFMJ-TV	Youngstown, Ohio	843
WFMY-TV	Greensboro, N. C.	837
WFRV-TV	Green Bay, Wis.	877
WGAL-TV	Lancaster, Pa.	849
WGAN-TV	Portland, Me.	817
WGEM-TV	Quincy, Ill.	807
WGN-TV	Chicago, Ill.	806
WGR-TV	Buffalo, N. Y.	833
WHAS-TV	Louisville, Ky.	815
WHBF-TV	Rock Island, Ill.	807
WHBQ-TV	Memphis, Tenn.	858
WHCT	Hartford, Conn.	797
WHDH-TV	Boston, Mass.	820
WHEC-TV	Rochester, N. Y.	834
WHEN-TV	Syracuse, N. Y.	834
WHIO-TV	Dayton, Ohio	841
WHIS-TV	Bluefield, W. Va.	875
WHIZ-TV	Zanesville, Ohio	843
WHO-TV	Des Moines, Iowa	812
WHP-TV	Harrisburg, Pa.	847
WHTN-TV	Huntington, W. Va.	876
WHYN-TV	Springfield-Holyoke, Mass.	820
WIBW-TV	Topeka, Kan.	813
WICC-TV	Bridgeport, Conn.	797
WICS	Springfield, Ill.	807
WICU-TV	Erie, Pa.	847
WIIC	Pittsburgh, Pa.	853
WILK-TV	Wilkes-Barre, Pa.	855
WIMA-TV	Lima, Ohio	841
WINK-TV	Fort Meyers, Fla.	799
WINR-TV	Binghamton, N. Y.	830
WIS-TV	Columbia, S. C.	856
WISC-TV	Madison, Wis.	877
WISE-TV	Asheville, N. C.	835
WISH-TV	Indianapolis, Ind.	810
WISN-TV	Milwaukee, Wis.	879
WITI-TV	Milwaukee, Wis.	879
WITN	Washington, N. C.	837
WITV	Ft. Lauderdale, Fla.	799
WJAC-TV	Johnstown, Pa.	849
WJAR-TV	Providence, R. I.	855
WJBF-TV	Augusta, Ga.	804
WJBK-TV	Detroit, Mich.	821
WJDM	Panama City, Fla.	801
WJHL-TV	Johnson City, Tenn.	858
WJIM-TV	Lansing, Mich.	822
WJMR-TV	New Orleans, La.	816
WJTV	Jackson, Miss.	823
WJW-TV	Cleveland, Ohio	841
WJZ-TV	Baltimore, Md.	819
WKAQ-TV	San Juan, P. R.	881
WKBN-TV	Youngstown, Ohio	843
WKBT	La Crosse, Wis.	877
WKJG-TV	Fort Wayne, Ind.	809
WKNX-TV	Saginaw, Mich.	822
WKOW-TV	Madison, Wis.	877
WKRC-TV	Cincinnati, Ohio	839
WKRG-TV	Mobile, Ala.	787
WKST-TV	New Castle, Pa.	849
WKTV	Utica, N. Y.	835
WKXP	Lexington, Ky.	815
WKY-TV	Oklahoma City, Okla.	844
WKZO-TV	Kalamazoo, Mich.	822
WLAC-TV	Nashville, Tenn.	858
WLBC-TV	Muncie, Ind.	810
WLBR-TV	Lebanon, Pa.	849
WLBT	Jackson, Miss.	824
WLEX-TV	Lexington, Ky.	815
WLOF-TV	Orlando, Fla.	801
WLOS-TV	Asheville, N. C.	835
WLVA-TV	Lynchburg, Va.	872
WLW-A	Atlanta, Ga.	804
WLW-C	Columbus, Ohio	841
WLW-D	Dayton, Ohio	841
WLW-I	Indianapolis, Ind.	810
WLW-T	Cincinnati, Ohio	840
WMAL-TV	Washington, D. C.	798
WMAR-TV	Baltimore, Md.	819
WMAZ-TV	Macon, Ga.	804
WMBD-TV	Peoria, Ill.	807
WMBR-TV	Jacksonville, Fla.	800
WMBV-TV	Marinette, Wis.	879
WMCT	Memphis, Tenn.	858
WMSL-TV	Decatur, Ala.	787
WMT-TV	Cedar Rapids, Iowa	812
WMTV	Madison, Wis.	877
WMTW	Poland Spring, Me.	817
WMUR-TV	Manchester, N. H.	829
WNAC-TV	Boston, Mass.	820
WNBC	New Britain, Conn.	797
WNBF-TV	Binghamton, N. Y.	832
WNBQ	Chicago, Ill.	806

Station	City—State	Page
WNCT	Greenville, N. C.	837
WNDU-TV	South Bend, Ind.	810
WNEM-TV	Bay City-Saginaw, Mich.	821
WNEP-TV	Scranton, Pa.	853
WNHC-TV	New Haven, Conn.	797
WNOK-TV	Columbia, S. C.	856
WNOW-TV	York, Pa.	855
WOAI-TV	San Antonio, Tex.	869
WOAY-TV	Oak Hill, W. Va.	876
WOC-TV	Davenport, Iowa	812
WOI-TV	Ames, Iowa	812
WOOD-TV	Grand Rapids, Mich.	821
WOR-TV	New York, N. Y.	834
WORA-TV	Mayaguez, P. R.	881
WOW-TV	Omaha, Neb.	828
WOWL-TV	Florence, Ala.	787
WPAG-TV	Ann Arbor, Mich.	821
WPBN-TV	Traverse City, Mich.	822
WPIX	New York, N. Y.	834
WPRO-TV	Providence, R. I.	855
WPSD-TV	Paducah, Ky.	815
WPST-TV	Miami, Fla.	800
WPTA	Fort Wayne, Ind.	809
WPTV	Palm Beach, Fla.	801
WPTZ	Plattsburgh, N. Y.	834
WRAL-TV	Raleigh, N. C.	837
WRBL-TV	Columbus, Ga.	804
WRC-TV	Washington, D. C.	798
WRCA-TV	New York, N. Y.	834
WRCV-TV	Philadelphia, Pa.	851
WRDW-TV	Augusta, Ga.	804
WREC-TV	Memphis, Tenn.	858
WREX-TV	Rockford, Ill.	807
WRGB	Schenectady, N. Y.	834
WRGP-TV	Chattanooga, Tenn.	857
WRIK-TV	Ponce, P. R.	882
WRLP	Greenfield, Mass.	820
WROC-TV	Rochester, N. Y.	834
WRVA-TV	Richmond, Va.	873
WSAU-TV	Wausau, Wis.	879
WSAV-TV	Savannah, Ga.	804
WSAZ-TV	Huntington, W. Va.	876
WSB-TV	Atlanta, Ga.	803
WSBA-TV	York, Pa.	855
WSBT-TV	South Bend, Ind.	810
WSEE	Erie, Pa.	845
WSFA-TV	Montgomery, Ala.	788
WSIL-TV	Harrisburg, Ill.	806
WSIX-TV	Nashville, Tenn.	859
WSJS-TV	Winston-Salem, N. C.	838
WSJV	South Bend-Elkhart, Ind.	810
WSLS-TV	Roanoke, Va.	874
WSM-TV	Nashville, Tenn.	859
WSOC-TV	Charlotte, N. C.	837
WSPA-TV	Spartanburg, S. C.	856
WSPD-TV	Toledo, Ohio	843
WSTV-TV	Steubenville, Ohio	841
WSUN-TV	St. Petersburg, Fla.	801
WSUR-TV	Ponce, P. R.	882
WSVA-TV	Harrisonburg, Va.	872
WSYE-TV	Elmira, N. Y.	833
WSYR-TV	Syracuse, N. Y.	835
WTAP-TV	Parkersburg, W. Va.	876
WTAR-TV	Norfolk, Va.	872
WTCN-TV	Minneapolis, Minn.	823
WTEN	Albany, N. Y.	830
WTHI-TV	Terre Haute, Ind.	810
WTIC-TV	Hartford, Conn.	797
WTMJ-TV	Milwaukee, Wis.	879
WTOC-TV	Savannah, Ga.	805
WTOK-TV	Meridian, Miss.	824
WTOP-TV	Washington, D. C.	798
WTOV-TV	Norfolk, Va.	873
WTPA	Harrisburg, Pa.	847
WTRF-TV	Wheeling, W. Va.	877
WTRI	Albany, N. Y.	830
WTTG	Washington, D. C.	798
WTTV	Bloomington, Ind.	809
WTVC	Chattanooga, Tenn.	857
WTVD	Durham, N. C.	837
WTVH	Peoria, Ill.	807
WTVJ	Miami, Fla.	800
WTVK	Knoxville, Tenn.	858
WTVM	Columbus, Ga.	804
WTVN-TV	Columbus, Ohio	841
WTVO	Rockford, Ill.	807
WTVP	Decatur, Ill.	806
WTVR	Richmond, Va.	874
WTVT	Tampa, Fla.	803
WTVW	Evansville, Ind.	809
WTVY	Dotham, Ala.	787
W-TWO	Bangor, Me.	817
WTWV	Tupelo, Miss.	824
WUSN-TV	Charleston, S. C.	856
WVEC-TV	Hampton-Norfolk, Va.	872
WVET-TV	Rochester, N. Y.	834
WVUE	Wilmington, Del.	797
WWJ-TV	Detroit, Mich.	821
WWL-TV	New Orleans, La.	816
WWLP	Springfield, Mass.	820
WWTV	Cadillac, Mich.	821
WXEX-TV	Petersburg, Va.	873
WXIX	Milwaukee, Wis.	879
WXYZ-TV	Detroit, Mich.	821

Alabama

Pop. March 1 (Est.)—3,237,000; Families—832,000; Lic. Stations—7, Sta. CP's—3; Radio Homes—795,000; TV Homes—492,000

WABT—Birmingham—1949
ABC-NBC

Channel: 13 VHF..AP: 178 Kw...VP: 316 Kw.
Oper. By.....Alabama Bcstg. System
Business Address.....P. O. Box 2553
Newspaper Affiiliation.....Birmingham News
Tel.: FA 2-3506.....News Service: AP
Representative.....Harrington, Righter & Parsons, Inc.
Membership .....NAB; TvB
Gen. Mgr.....Charles F. Grisham
Sales Dir.....Thomas M. Percer
VP in charge of Prgmng.....Ray A. Furr
Pub., Prom. Dir.....James Chenoweth
Production .....Johnny Johnson
Film Manager.....Nod Nelson
Chief Engineer.....J. V. Sanderson

WBRC-TV—Birmingham
1949—CBS

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....WBRC, Inc.
Bus. Studio Address.....Atop Red Mountain
Tel.: FA 2-4701.....News Service: AP
Representative .....Katz
Membership .....NAB, TvB
President.....Hulbert Taft, Jr.
Gen. Mgr.....R. T. Schlinkert
Sales Mgr.....Oliver Naylor
Program Director.....Keith E. Barze
Prom. Dir.....Jerry Thompson
News Dir.....Jim Atkins
Film Mgr.....Robert Herron
Chief Engineer.....R. L. DuPriest

WMSL-TV—Decatur—1954
NBC-CBS

Channel: 23 UHF..AP: 8.52 Kw.....VP: 15.8
Owned-Oper. By.Tenn. Valley Radio & TV Co.
Address.....Mutual Savings Life Bldg.
Tel.: 802.....News Service: AP
Rep. .....Masla
President .....Frank Whisenant
Program Director.....Alice A. Whisenant
Chief Engineer.....Alvin B. Millwood

WTVY—Dothan—1955
CBS

Channel: 9VHF..A.P.: 14.1 Kw...VP: 28.2 Kw.
Owned-Operated By.....WTVY, Inc.
Address .....Cottonwood Rd.
Tel. 5-2810
Representative.....Young TV; Clarke Brown
President .....Charles Woods
VP., Gen., Sta. Mgr.....F. E. Busby
Commercial Manager.....Arthur Creamer
Program Director.....Daryl D. Griffin
Prom., Pub. Dir.....Warren L. Jones, Jr.
Film Manager.....Jerry Davis
Chief Engineer.....Ellis N. Anderson

WOWL-TV—Florence—1957
CBS-NBC

Channel: 15 UHF..AP: 600 Kw...VP: 20.9 Kw.
Owned.....TV Muscle Shoals, Inc.
Business Address.....840 Cypress Mill Rd.
Tel. .....AT 2-7711
Representative .....Forjoe-TV
Pres., Gen. Mgr.....Richard B. Biddle
Nat. Sales Mgr.....Bill Mapes
Comm. Mgr.....Jack Worley
Prog. Dir.....John Utley
Prom. Dir.....Bill Wynne
Pub. Dir.....Dick Biddle
Film Mgr.....John Abbott
Chief Engineer.....Larry Rohling

WALA-TV—Mobile—1953
NBC

Channel: 10VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By.....Pape TV Co., Inc.
Address.....210 Government St.
Tel.: HE 3-3754.....News Service: AP
Representative .....H-R
Membership .....NAB, TvB
V.P., Gen. Mgr.....W. B. Pape
Nat'l Sales Mgr.....Jim McNamara
Program Director.....Dick McMullen
Publicity Dir.....Chuck Thompson
Film Manager.....Jack Prater
Chief Engineer.....Raymond Hurley

WKRG-TV—Mobile—1955
CBS

Channel: 5 VHF....AP: 50 Kw.....VP: 100
Owned-Operated By.....WKRG-TV Inc.
Address.....162 St. Louis St.
Tel.: HE 2-5505.....News Service: AP
Representative .....Avery Knodel
Membership .....NAB
President.....Kenneth R. Giddens
V.P., Gen. Mgr.....C. P. Persons, Jr
Program Dir.....George Layne
Publicity Dir.....Betty Thorburn
Chief Engineer.....James L. Evans

WCOV-TV—Montgomery
1953—ABC-CBS

Channel: 20....AP: 117 Kw.....VP: 200 Kw.
Owned-Oper. By.....Capitol Bcstg. Co.
Business Address.....P. O. Box 2505
Tel.: AM 5-3561.....News Service: UP
Representative .....Adam Young; Ayers
President.....O. P. Covington
Gen., Sta. Manager.....Hugh Smith
Commercial Manager.....Morris South
Prod., Prog. Dir. .....Caldwell Stewart
Prom., Publicity Director.....Martha Hall
Film Manager.....Bob House
Chief Engineer.....W. D. Weatherly

WSFA-TV—Montgomery
1954—NBC-ABC

Channel: 12 VHF..AP: 158 Kw...Vp: 316 Kw.
Business Address.....10 East Delano
Tel.: AM 5-1251..News Services: AP, INS, UP
Newspaper Affil.....Okla. Publishing Co.
Membership .....NAB, TvB
Representative .....Katz

President.....E. K. Gaylord
Exec. VP.....P. A. Sugg
Sta. Mgr.....Eugene B. Dodson
Comm. Mgr.....Carter Hardwick
Prod. Mgr.....Pascal Spivey
News Dir.....Crawford Rice
Sales Prom. Dir.....M. H. Yeoman
Pub. Dir.....Rose Arnold
Film Mgr.....Gene R. Jacobsen
Chief Engineer.....Robert M. Hayward

Arizona

Pop. March 1 (Est.)—1,163,000; Families—325,000; Lic. Stations—8, Sta. CP's—1; Radio Homes—316,000; TV Homes—198,000

KVAR—Mesa—1953—NBC

Channel: 12 VHF..AP: 15.8 Kw...VP: 31.6 Kw.
Owned-Oper. By.....KTAR Broadcasting Co.
Address.....1101 No. Central Ave., Phoenix
Tel.: AL 4-4161.....News Service: AP
Representative .....Avery-Knodel
Pres., Gen. Mgr.....Richard O. Lewis
Commercial Mgr.....E. W. Harvey
Program Director.....Robert Vache
Publicity Dir.....Carol Ackerman
Film Director.....Betty Campbell
Chief Engineer.....John Beck

KOOL-TV—Phoenix—1953
CBS

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....KOOL Radio-TV, Inc.
Business Address.....511 West Adams St.
Representative .....Hollingbery
Membership .....NAB
Pres., Gen. Mgr. .....Tom Chauncey
V.P., Sta. Mgr.....Kenneth Morton
Film Manager.....Helen Lane
Program Dir.....Jack Murphy
Publicity Dir.....Homer Lane
Chief Engineer.....Nelson Nichols

KPHO-TV—Phoenix—1949

Channel: 5 VHF..AP: 100 Kw...VP: 17.5 Kw.
Owned-Oper. By.....Meredith Publishing Co.
Business Address.....17th & Locust St.
Tel.: AT 8-8511.....News Services: UP, INS
Representative ..... Katz
Membership .....NAB, TvB
President .....Fred Bohen
General Manager.....Richard B. Rawls
Ass't. Sta., Comm. Mgr. ...Howard Stalnaker
Program Director.....Robert Martin
Prom., Pub. Dir. .....Stephen Q. Shannon
Film Manager.....Thomas Sherlock
Chief Engineer.....George McClanathan

(See Page 811)

KTVK—Phoenix—1955—ABC

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By.....Arizona TV Co.
Address.....3435 No. 16th St.
Tel.: AM 6-5691.....News Service: AP
Station Representative.....Weed TV
General Manager.....Leon Nowell
Sta., Comm. Manager.....Burton B. LaDow
Program Director.....Don Tuckwood
Prod. Mgr.....Lloyd Steinkamp
Chief Engineer.....George McLouth

KGUN—Tucson—1956
ABC

Channel: 9 VHF..AP: 31.6 Kw...VP: 63.1 Kw.
Owned-Oper. By.....Tucson Television Co.
Business Address.....2175 North 6th Ave.
Tel.: MA 3-3633.....News Service: UP
Representative .....Headley-Reed
Pres., Gen. Mgr.....Tolbert Foster
Sta. Mgr., Prog. Mgr.....James Hays
Comm. Mgr.....Ben L. Slack
Film Mgr.....Dan Dellinger
Chief Engineer.....James Cochrane

KOLD-TV—Tucson—1953
CBS

Channel: 13 VHF..AP: 16.5 Kw...VP: 33 Kw.
Owned-Oper. By.....Old Pueblo Bcstg. Co.
Business Address.....115 W. Drachman St.
Tel.: .....MA 4-2511
Representative ..... Hollingbery
Managing Dir. .....Tom Chauncey
General Manager.....E. S. Mittendorf
Commercial Manager.....Bernie Perlin
Program Director .....Budd Wiener
Chief Eng.....Bob Shriner

KVOA-TV—Tucson—1953
NBC

Channel: 4 VHF...AP: 2.69...VP: 5.37 Kw
Owned-Oper. By.....Arizona Bcstg. Co.
Business Address.....209 West Elm St.
Tel.: .....ME 3-2555
Representative.....The Branham Co.
Pres., Gen. Mgr. .....Clinton D. McKinnon
Commercial Manager....W. R. Duvey DuBois
Program Director.....Henry Hubbard
Chief Engineer.....Raymond H. Holsclaw

KIVA—Yuma—1953
NBC-CBS-ABC

Channel: 11 VHF...AP: 16 Kw....VP: 29 Kw.
Owned-Oper. By.....Valley Telecasting Co.
Business Address.....P. O. Bin 1671
Tel.: ST 6-8311.....News Service: AP
Membership .....NAB

President.....Harry C. Butcher
General Manager.....Ray C. Smucker
Sta., Prom. Mgr. .....Leavenworth Wheeler
Publiicty Director.....Jean Van Cleaf
Program Director.....Russ Siner
Commercial Manager.....Len Burkland
Film Director.....Aretta Crowell
Chief Engineer.....Blake Ramsey

Arkansas

Pop. March 1 (Est.)—1,849,000; Families—524,000; Lic. Stations—3, Sta. CP's—3; Radio Homes—516,000; TV Homes--278,000

KRBB—El Dorado—1955
NBC

Channel: 10 VHF..AP: 12.3 Kw...VP: 24.5 Kw.
Owned-Oper. By....S. Arkansas TV Co., Inc.
Address .....Box 791
Tel.: UN 2-3488.....News Service: AP
Station Representative .....O'Connell
President .....Joe F. Rushton
General Manager.....Bill Bigley
Comm. Mgr.....W. C. Womack
Prog. Dir.....John Turner
Prom. Dir.....Pat Molsbee
Chief Engineer .....Larry Self

KFSA-TV—Fort Smith—1953
NBC-ABC

Channel: 22 UHF...AP: 12 Kw...VP: 22 Kw.
Owned-Oper. By Southwestern Radio & TV Co.
Business Address.....920 Rogers Ave.
Newspaper Affil.....Southwest American
Tel.: SU 2-9125.....News Service: UP
Representative ..... Pearson
Membership .....NAB
President .....D. W. Reynolds
Gen. Mgr., Sta. Mgr.....William Slates
Comm Mgr., Prom. Mgr.....John D. Whitt
Prog., Pub. Dir.....Pat Porta
Film Manager.....Charles Putman
Chief Engineer.....Robert W. Platt, Jr.

KNAC-TV—Fort Smith
1956—CBS

Channel: 5 VHF..AP: 14.4 Kw...VP: 28.8 Kw.
Owned-Oper. By.....American TV Co., Inc.
Business Address.....200 Kelly Bldg.
Tel.: SU 3-3131.....News Service: AP
Representative .....H-R
Membership .....NAB
President .....Jack Sobol
Gen., Sta. Mgr.....Glenn W. White
Prom. Dir.....Joy A. Mercurio
Chief Engineer.....Rubin L. Masters

KARK-TV—Little Rock
1954—NBC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Arkansas Radio & Equipment Co.
Business Address.....10th & Spring Streets
News Service .....UP
Representative ..... Petry
Membership .....NAB, TvB
President .....T. H. Barton
Exec. VP.....T. K. Barton
Sta. Mgr., VP.....Douglas Romine
Prog. Dir., Film Mgr. .....Fred Schmutz
Promotion Dir. .....Shirley P. Kennedy
Chief Engineer.....Champ Smith

KTHV—Little Rock—1955
CBS

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....Arkansas TV Co.
Address.....8th & Izard Sts.
Newspaper Affil.....Arkansas Democrat
Tel.: FR 4-3764.....News Services: AP, UP
Station Representative .....Branham
Membership .....NAB, TvB
President.....K. A. Engel
Gen., Sta. Manager.....B. G. Robertson
Comm. Manager.....W. V. Hutt
Prom. Dir.....John Pounders
Prog. Dir., Film Manager .....Jack Bomar
Chief Engineer.....Cecil Suitt

KATV—Pine Bluff—1953
ABC

Channel: 7 VHF..AP: 91.2 Kw...VP: 170 Kw.
Owned-Oper. By.....Central South Sales Co.
Address .....100 William Rd.
Tel.: JE 4-2051.....News Service: AP, UP
Representative .....Avery-Knodel, Inc.
Membership .....NAB, TvB
President.....James C. Leake
General Manager.....John H. Fugate
Prom., Pub. Director.....Joe Myers
Chief Engineer.....A. R. Garrett

Pop. March 1 (Est.)—14,203,000; Families—4,537,000; Lic. Stations 23, Sta. CP's—12, Radio Homes—4,502,000; TV Homes—4,437,000

KBAK-TV—Bakersfield
1953—CBS-ABC

Channel: 29 UHF..AP: 10.5 Kw...VP: 19 Kw.
Owned-Oper. By.....Bakersfield Bcstg. Co.
Business Address.....Box 1448
Tel.: EX 9-1761.....News Service: UP
Newspaper Affil.....San Francisco Chronicle
Representative .....Weed
Membership .....NAB, TvB
President.....Harold P. See
Program Director.....Jim Hayden
Gen. Manager, Vice President..A. H. Constant
Chief Engineer.....James Garner

KERO-TV—Bakersfield
1953—NBC-ABC

Channel: 10 VHF..AP: 55 Kw...VP: 110 Kw.
Owned-Oper. By..Wrather-Alvarez Bcstg. Co.
Business Address.....1420 Truxton Ave.
Tel.: FA 7-1441.....News Service: UP
Representative ..... Petry
Membership .....NAB, TvB
Sales Mgr.....Roland T. Kay
Program Manager.....Kenneth R. Cross
Publicity Director.....Joe Henning
Production Manager.....Bruce Fleming
Film Manager.....K. R. Croes
Chief Engineer.....Edwin Andress

KHSL-TV—Chico—1953
ABC-CBS

Channel: 12 VHF..AP: 156 Kw...VP: 316 Kw.
Owned-Oper. By....Golden Empire Bcstg. Co.
Address .....180 E. 4th St.
Tel.: FI 2-0141.....News Service: UP
Representative .....Avery-Knodel
Membership .....NAB
Pres., Gen. Mgr.....Mrs. Hugh McClung
Station Manager.....M. F. Woodling
Nat'l Sales Mgr.....George Ross
Program Dir.....Martin Jacobsen
Pub. Dir.....Doug Sundby

KHUM-TV—Eureka—1958

Channel: 6 VHF..AP: 7.4 Kw...VP: 14.8 Kw.
Owned.....Calif. Northwest Bcstg. Co.
Address .....Box 1015
Tel.: HI 2-5744.....News Service: AP
Representative .....Hollingbery
President.....Carroll R. Hause:
V.P., Gen. Mgr.....Geo. Fleharty
Chief Engineer.....Otto Becker

KIEM-TV—Eureka—1953
CBS-ABC-NBC

Channel: 3 VHF.. AP: 100 Kw...VP: 50 Kw.
Owned-Oper. By...California-Oregon TV, Inc.
Business Address.....P. O. Box 1021
Phone Number.....HIllside 3-3123
News Service.....UP
Rep.....Blair Television Associates, Inc.
Membership .....NAB
President.....William B. Smullin
VP-Manager.....Donald H. Telford
Comm. Mgr.....Robert Miller
Sta. Mgr.-Prog. Dir.....W. Edwin Smith
Pub. Dir.....Jack Mortimer
Prom. Dir.....Ben Randall
Chief Engineer.....Donald King

KFRE-TV—Fresno—1956
CBS

Channel: VHF....AP: 158.... VP: 316 Kw.
Owned By.....California Island Bcstg. Co.
Business Address.....733 L St., Fresno, Calif.
Tel.: AM 8-6444.....News Service: UP
Representative .....Blair-TV
President.....Paul R. Bartlett
Station Manager.....Ed J. Frech
National Sales.....Bob Klein
Prog., Prom., Pub. Dir. ....Hal C. O'Donnell
Film Manager.....Fred Carbine
Chief Engineer.....Keith L. Mealey

KJEO—Fresno—1953
ABC

Channel 47 UHF..AP: 222 Kw...VP: 444 Kw.
Owned: .....O'Neill Broadcasting Co.
Business Address.....P. O. Box 1708
Tel.: BA 2-2411.....News Service: AP
Representative ..... Branham
V.P., General Manager.....Joseph C. Drilling
Comm. Manager.....W. O. Edholm
Production Manager.....Don Webster
Promotion Director.....Phil McPherson
Chief Engineer.....Jack McElwain

KMJ-TV—Fresno—1953
NBC

Channel: 24 UHF..AP: 240 Kw...VP: 447 Kw.
Owned-Operated By....McClatchy Bcstg. Co.
Address .....1117 "N" St.
Representative .....Raymer
Membership .....NAB, TvB
Station Mgr.....John Edwards
Nat'l Sls. & Ser. Mgr.....W. Lefler
Comm. Manager.....Orbie Sullivan

KCOP-TV—Hollywood—1953

Channel: 13 VHF..AP: 83.2 Kw...VP: 170 Kw.
Owned-Oper. By.....KCOP-TV, Inc.
Bus.-Studio Address.....1000 Cahuenga Blvd.
Tel.: HO 2-7311.....News Service: UP
Representative ..... Petry
Gen. Mgr.....Alvin G. Flanagan
Commercial Manager.....Amos T. Baron
Sales Prom Dir.....Hal Biard
Program Dir.....Mary Warren
Publicity Dir.....Jerry Ross
Chief Engineer .....Al Browdy

KRCA—Los Angeles—1949 NBC

Channel: 4 VHF..AP: 23.5 Kw...VP: 47 Kw.
Owned .....RCA
Bus.-Studio Address.....Sunset & Vine St.
Tel.: TH 5-7000...News Services, AP, INS, UP
Membership .....NAB
Representative.....NBC Spot Sales
President .....Robert Sarnoff
V.P., General Manager.....Thomas McCray
Commercial Manager.....James Parks
Exec. Prod.....Jim Patterson
Pub. Dir.....Bob Pelgram
Prom., Dir.....Jack Kenaston
Operations Manager.....James Damon
Film Manager.....George Burke
Chief Engineer.....John Knight

KABC-TV—Los Angeles 1949—ABC

Channel: 7 VHF..AP: 82 Kw. VP: 165 Kw.
Owned-Oper. By .....ABC
Business Address Prospect & Talmadge Streets
Tel.: NO 3-3311..News Services: AP, INS, UP
Representative .....Katz
Membership .....NAB
V.P., Gen. Mgr.....Selig J. Seligman
Gen. Sales Mgr. .....Elton Rule
Program Director .....Peter Robinson
Prom., Pub. Dir. .....Jack Brembeck
Prod. Mgr. .....Jim Mandulay
Film Manager.....Howard Lipstone
Chief Engineer .....Theodore Grenier

KHJ-TV—Los Angeles—1948

Channel: 9.....AP: 81 Kw.....VP: 162 Kw.
Owned-Oper. By .....RKO Teleradio, Inc.
Business-Studio Address.....1313 N. Vine St.
Membership .....TvB
Representative .....H-R
Tel.: HO 2-2133.....News Services: INS, UP
President, General Teleradio.Thomas F. O'Neil
Pres., (Don Lee, Div.).....Willet H. Brown
General Manager.....John Reynolds
Prog. Dir., Film Mgr. .....James Higson
Commercial Manager.....Howard Wheeler
Promotion Director.....Bob Nelson
Production Manager.....Pat Marrinan
Chief Engineer.....Robert Arne

KNXT—Los Angeles—1948 CBS

Channel: 2 VHF..AP: 23.4 Kw..VP: 46.8 Kw.
Owned-Oper. By.....CBS Inc.
Business-Studio Address.....1313 N. Vine St.
Representative.....CBS TV Spot Sales
Tel.: WE 8-3000.....News Services: AP, UP
Membership .....NAB, TvB
President.....Merle S. Jones
General Manager .....Clark B. George
Business Manager.....Larry Lazarus
Gen. Sls. Manager.....R. D. Wood
Executive Prod.....Don Cook
Oper. & Traf. Manager ....Henry J. Schaefer
Program Director.....Donald M. Hine
Prom., Publicity Director....Austin Heywood
Production Manager.....Alberta Hackett
Film Manager.....Bill Alcine
Tech. Oper. Mgr.....H. W. Pangborn

KTLA—Los Angeles—1947

Channel: 5 VHF...AP: 15 Kw...VP: 30 Kw.
Owned-Oper. ..Paramount TV Production, Inc.
Studio Address...5800 Sunset Blvd., H'ywood
Tel.: HO 9-3181.....News Service: INS
Representative .....PGW
Membership .....NAB, TvB
V.P., Gen. Mgr.....Lewise Arnold
Ass't Gen. Mgr. .....Henry Flynn
Commercial Mgr.....Lela Regan
Program Dir.....Ray Lukshis
Promotion Dir.....James J. Rue
Film Manager .....Jerry Rogers
Publicity Dir.....Dick Robbins

KTTV—Los Angeles—1949

Channel: 11 VHF..AP: 83 Kw... VP: 165 Kw.
Owned-Oper. By .....Times-Mirror Co.
Business Address .....5746 Sunset Blvd.
Newspaper Affil. .....L.A. Times, Mirror
Tel.: HO 2-7111.....News Service: AP
Representative .....Blair TV
Membership .....NAB, TvB
Pres., Gen. Mgr.....Richard A. Moore
V.P.-Sales .....John R. Vrba
V.P.-Programming .....Robert Breckner
Dir. & Merch. & Prom. .....Jack O'Mara
Publicity Director .....Reavis Winckler
Film Manager .....Richard Woollen
Chief Engineer .....Edward Benham

KVIP—Redding—1956 NBC-ABC

Channel: 7 VHF..AP: 58.5 Kw...VP: 316 Kw.
Owned By .....Shasta Telecasting Corp.
Business Address.....2770 Pioneer Drive
Tel.: CH 1-1414.....News Service: AP
Representative .....Hollingbery
Pres., Gen. Mgr. .....George C. Fleharty
Commercial Manager .....John Dadiw
Program Director.....Lee Arnold
Chief Eng., Ass't Mgr. .....Russell K. Olsen

KBET-TV—Sacramento 1955—CBS

Channel: 10....AP: 158 Kw.....VP: 316 Kw.
Owned By.....Sacramento Telecasters, Inc.
Address.....601 7th Ave.
Tel.: GI 1-4041.....News Service: AP
Rep. .....H-R
Membership .....NAB
President .....William P. Wright
Vice-Pres., Gen. Mgr.....John H. Schacht
Station Mgr.....George Greaves
Commercial Mgr. .....George J. Kapel
Film Mgr.....Nick Luppino
Promotion Dir.....Harvey Tepfer
Chief Eng.....Pete Onnigian

KCRA-TV—Sacramento—1955
NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....KCRA, Inc.
Address.....310 10th St.
Tel.: GI 1-4631.....News Service: UP
Representative .....Petry
Membership .....NAB
Pres., Gen. Mgr.....Ewing C. Kelly
Sta. Mgr.....Robert E. Kelly
Comm. Mgr.....Jon S Kelly
Film Mgr., Prog. Dir.....Tom Breen
Prom. Dir.....Ted F. Hardy
Pub. Dir.....Nona Hall
Chief Engineer.....W. Herbert Hartman

KSBW-TV—Salinas—1935
ABC-CBS-NBC

Channel: 8 VHF..AP: 120 Kw...VP: 240 Kw.
Owned-Oper. By.....Salinas Bcstg. Corp.
Address.....238 John St.
Tel.: HA 2-6422.....News Service: AP
Representative .....H-R Television
Membership .....NAB, TvB
Pres., Gen. Mgr.....John C. Cohan
Comm. Mgr.....Graham H. Moore
Prog. Dir.....Gary Ferlisi
Prom. Dir.....Clark Bradley
Dir. of Tech. Oper.....Bill Hargan
Chief Engineer.....Wes Chaney

KFSD-TV—San Diego—1953
NBC

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....KFSD, Inc.
Business Address.....3642 Enterprise St.
Tel. .....CY 8-7151
Representative .....Katz
Membership .....NAB
President.....James G. Rogers, Jr.
V.P., General Manager.....William E. Goetze
V.P., Dir. Sales.....Jay Grill
Merchandising Mgr. .....Harold K. Boone
Adv., Prom. Dir.....Bill Sunday
Publicity Director .....Grant Recksieck
Film Manager.....Fran Stecker
Chief Engineer.....LeRoy A. Bellwood

KFMB-TV—San Diego—1949
CBS

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned...Wrather-Alvarez Broadcasting, Inc.
Business Address.....1405 Fifth Ave.
Tel.: BE 2-2114.....News Services: AP, UP
Representative .....Petry
Membership .....NAB, TvB
President.....Jack D. Wrather
V.P., Gen. Mgr.....George Whitney
Station Mgr.....Bill Fox
Prog. Mgr.....George Stantis
Prom., Pub. Rel.....Dan Bellus
Film Manager.....Del Gay
Chief Engineer.....Charles Abel

KRON-TV—San Francisco
1949—NBC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....The Chronicle Pub. Co.
Business Studio Address.....929 Mission St.
Tel.: GA 1-1100.....News Service: AP
Newspaper Affiliation .....Chronicle
Representative..Peters, Griffin, Woodward Inc.
Membership .....NAB, TvB
President .....Charles Thieriot
Gen. Manager .....Harold P. See
Sales Mgr.....Norman Louvau
Program Dir.....Douglas Elleson
Promotion Dir.....Roland Irving
Sls. Prom., Mdsg. Dir.....Dick Block
Film Buyer.....Jim Bentley
Chief Engineer .....J. L. Berryhill

KGO-TV—San Francisco
1949—ABC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper....Amer. Bcstg. Paramount Thtrs.
Address.....277 Golden Gate Ave.
Tel.: UN 3-0077.....News Services: AP, INS
Representative .....Blair
Membership .....TvB, NAB
President (ABC).....Leonard Goldenson
V.P., Gen., Sta. Mgr. .....John H. Mitchell
Sales Mgr.....David Sacks
Nat'l Spot Sls. Mgr.....Yale Roe
Pub., Promotion Director...George T. Rodman
Production Manager.....Edward Smith
Program Director.....George Rice
Film Manager.....Robert Mitchell
Chief Engineer.....Harry Jacobs

KPIX—San Francisco—1948
CBS

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Westinghouse Bcstg., Inc.
Address.....2655 Van Ness Ave.
Tel.: PR 6-5100.....News Services: INS, UP
Representative .....Katz
Membership .....NAB, TvB
Pres.....Donald H. McGannon
General Manager .....Philip G. Lasky
Asst. Gen. Manager.....George Mathiesen
Commercial Manager.....Lou Simon
Program Director,
Film Mgr. .....William C. Dempsey
Promotion Dir.....George Goldman
Publicity Dir. .....Al Baccari
Film Mgr.....William C. Dempsey
Chief Engineer .....Thomas T. Ely

KSAN-TV—San Francisco
1954

Channel: 32 UHF..AP: 100 Kw. ..VP: 200 Kw.
Owned & Oper. By.....S. H. Patterson

Address .....1111 Market Street
Tel.: .....MA 1-8171
Representative .....Stars National
Exec. Director .....Norwood Patterson
Gen., Comm. Mgr. .....Richard P. Bott

KTVU—San Francisco-Oakland 1958

Channel: 2 VHF...AP: 50 Kw....VP: 100 Kw.
Owned.....S. F.-Oakland TV, Inc.
Address.....1 Washington St., Oakland
Tel.: TE 4-2000.....News Service: AP
Representative .....H-R Television
Membership .....NAB
President.....Ward D. Ingram
Gen. Mgr.....William D. Pabst
Prog. Dir.....Kenneth B. Craig
Prod. Mgr.....Walt Harris
Chief Engineer.....Robert Arne

KNTV—San Jose—1955

Channel: 11VHF...AP: 123 Kw....VP: 60 Kw.
Owned-Oper. By....Standard Radio & TV Co.
Address.....645 Park Avenue
Tel.: CY 7-5577.....News Service: INS
Membership .....NAB, TvB
Representative .....Weed
Pres., Gen. Mgr.....A. T. Gilliland
Sta. Mgr.....Roger Van Duzer
Comm. Mgr., Prom. Dir.....Fran Conrad
Film Manager.....Terry Simerly
Chief Engineer.....Bruce Joyner

KSBY-TV—San Luis Obispo 1953—ABC-CBS-NBC

Channel: 6 VHF...AP: 8.9 Kw....VP: 16 Kw.
Owned-Oper. By.....Salinas Valley Bcstg.
Business Address.....Box 286
Tel.: LI 3-0920.....News Service: AP
Representative .....H-R
Membership .....NAB, TvB
Pres., Gen. Mgr.....John C. Cohan
Resident Mgr.....Rowena Kimzey
Commercial Manager .....Graham Moore
Program Director.....Joe Ridgeway
Prom. Dir.....Clarke Bradley
Chief Engineer.....Charles Mitchell

KEY-T—Santa Barbara—1953 ABC-CBS-NBC

Channel: 3 VHF...AP: 25 Kw....VP: 50 Kw.
Owned.....Key TV, Inc.
Business Address.....730 Miramonte Dr.
Tel.: WO 5-8533.....News Service: UP
Representative .....Headley-Reed
Membership .....NAB
Pres., Gen. Mgr.....Richard C. Bell
Comm. Mgr.....Bob Burris
Prom. Dir.....Joe Constantino
Prog. Dir.....Mary Ann Casey
Film Mgr.....James Foulon
Chief Engineer.....Paul Williams

KOVR-TV—Stockton—1954 ABC

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....The Gannett Co.
Address.....25 East Miner Ave.
Tel.: HO 6-6981.....News Service: UP
Membership .....NAB, TvB
Representative .....Holingbery Co.
Gen. Mgr.....Ned Smith
Operations Mgr.....Bel Lange
Prom., Pub. Dir.....Henry Freitas
Film Manager.....John Kearns
Chief Engineer.....Richard J. Anderson

Colorado

Pop. March 1 (Est.)—1,686,000; Families—510,000; Lic. Stations—9, Sta. CP's—0; Radio Homes—473,000; TV Homes—310,000

KKTV—Colorado Springs 1952—ABC-CBS

Channel: 11 VHF..AP: 54 Kw..VP: 107½ Kw.
Owned-Operated By.....TV Colorado, Inc.
Address .....P. O. Box 1078
Tel.: ME 4-2844.....News Service: UP
Membership .....NAB, TvB
Representative .....Bolling
President, Gen., Station Mgr...James D. Russell
Commercial Manager.....Robert D. Ellis
Program Dir.....Carl Pehlman
Prom., Pub. Director .....Jack East
Film Mgr.....Jerry Mahanke
Chief Engineer.....H. Strang

KRDO-TV—Colorado Springs 1953—NBC

Channel: 13 VHF..AP: 5.65 Kw..VP: 11.31 Kw.
Owned-Oper. By.....Pikes Peak Bcstg. Co.
Business Address.....399 South Eighth St.
Tel.: ME 2-1515.....News Services: AP, UP
Membership .....NAB, TvB
Representative .....Pearson
President, Gen. Comm. Mgr. .....Harry Hoth
Program Dir.....Jay Cook
Film Manager .....Joe Calahan
Chief Engineer.....Herb Schubarth

KLZ-TV—Denver—1953 CBS

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned By.....Time, Inc.
Oper. By.....TLF Broadcasters
Business Address.....131 Speer Blvd.
Tel.: MA 3-4271.....News Services: INS, UP
Representative .....Katz
Membership .....NAB, TvB

Pres., Gen. Mgr.....Hugh B. Terry
Sta. Mgr., Sales Dir.....Jack Tipton
Program Director.....Paul Blue
Promotion Director .....John Connors
Publicity Director.....Al Shepard
Film Manager.....William Witt
Chief Engineer.....Eugene Jenkins

KBTV—Denver—1952—ABC

Channel: 9 VHF..AP: 141 Kw...VP: 282Kw.
Owned-Operated By.....TV Denver, Inc.
Address.....1089 Bannock St.
Tel.: TA 5-6386.....News Service: UP
Membership .....NAB, TvB
Representative.Peters, Griffin, Woodward, Inc.
President.....John C. Mullins
Station Manager.....Joseph Herold
Nat. Sls. Mgr.....Robert L. Brown
Prog. Mgr.....Mann Reed
Prom. Director.....James Barker
Film Mgr. .....Don Mumford
Chief Engineer.....Jim Butts

KOA-TV—Denver—1953 NBC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....KOA, Inc.
Business Address.....1625 California
Tel. .....MA 3-6211
Representative.....NBC Spot Sales
Membership .....NAB, TvB

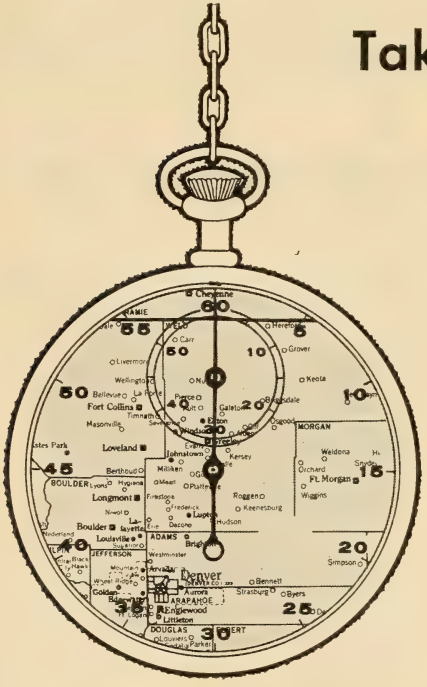
Pres., Gen. Manager.....William Grant
Station Mgr.....Ralph Radetsky
Gen. Sales Mgr.....Richard Harris
Program Director .....Heywood Siddons
Promotion Dir.....Dean Faulkner

KTVR—Denver—1951

Channel: 2 VHF...AP: 100 Kw...VP: 50. Kw.
Owned-Oper. By .....KTVR, Inc.
Business Address .....550 Lincoln St.
Telephone .....KEystone 4-8281
Membership .....NAB
Representative ..... Blair
Exec. V.P., Gen. Mgr.....Hugh B. La Rue
Asst. Gen. Mgr.....Jack Miller
Commercial Manager ....George Kirkpatrick
Sales Mgr.....Ralph Davison, Jr.
Program Director .....Dick McDaniel
Production Director .....Ray Gallagher
Chief Engineer.....Robert C. Artman

KREX-TV—Grand Junction 1954—ABC-CBS-NBC

Channel 5 VHF..AP: 6.46 Kw...VP: 12.9 Kw.
Owned-Oper. By
Western Slope Broadcasting Co., Inc.
Business Address .....Box 30
Tel.: CH 2-5000.....News Service: UP
Representative .....Hal Holman
Membership .....NAB



Take a Minute and Sell The Denver Market

Use minute spots on KBTV to sell the 324,571 television homes in Denver and the Rocky Mountain Region! Take a minute right now and call Tom Young, National Sales Manager, KBTV or Peters, Griffin, Woodward, Inc., for the highest rated one-minute availabilities, Daytime or Nighttime in Denver.

KBTV Denver's Family Station **channel 9**
DENVER, COLORADO
JOHN C. MULLINS, president — abc — JOSEPH HEROLD, station manager

President, General Mgr. .....Rex Howell
Sta., Comm. Mgr.....Robbie Robinson
Chief Engineer.....Cecil Whitchurch

KFXJ—Montrose—1956

Channel: 10 VHF..AP: 308 Kw...VP: 616 Kw.
(Satellite of KREX-TV)

KCSJ-TV—Pueblo—1953
NBC

Channel: 5 VHF..AP: 6.8 Kw...VP: 13.6 Kw.
Owned-Oper. By .....Star Broadcasting Co.
Business Address .....2226 Television Lane
Tel.: LI 4-5782.....News Service: UP
Representative .....John Pearson Company
Membership .....NAB, TvB
Exec. Director .....Cliff Hendricks
Prog. Dir.....Bill Bruce
Comm. Mgr.....James Guy Croll
Chief Engineer ..... Marion C. Cunningham

To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

OLIVIA DE HAVILLAND, CELESTE HOLM, EDMUND GWENN, MAUREEN O'HARA, CLIFTON WEBB, D
DANA ANDREWS, GENE TIERNEY, JOHN HODIAK, PEGGY ANN GARNER, MONA FREEMAN, JOA
JOAN ... T, SIMONE SIMON, JEAN P
JEAN ... AN BLAINE, PERRY COMO,
SONJA ... ARA STANWYCK, ANNE B
BAXTE... EON, LEE J. COBB, CEDRIC
HARDW... JSSELL, RONALD COLMAN,
CLAUD... VILLAND, CELESTE HOLM,
EDMUN... EWS, GENE TIERNEY, JOH
JOHN ... AINE, ORSON WELLES, TY
TYRONE POWER, JAMES STEWART, SIMONE SIMON, JEAN PETERS, JENNIFER JONES, CHARLES B
BOYER, PHIL SILVERS, VIVIAN BLAINE, PERRY COMO, SONJA HENIE, JOHN PAYNE, MILTON BE
BERL, ROBERT TAYLOR, BARBARA ST... CIS, J
JOAN BENNETT, WALTER PIDGEON, L... CE F
FAYE, BETTY GRABLE, ROSALIND RUSS... RY F
FONDA, GINGER ROGERS, OLIVIA DE ... URE
MAUREEN O'HARA, CLIFTON WEBB, D... Y A
ANN GARNER, MONA FREEMAN, JOAN... S ST
STEWART, SIMONE SIMON, JEAN PETI... , VIV
VIVIAN BLAINE, PERRY COMO, SONJA HENIE, JOHN PAYNE, MILTON BERLE, ROBERT TAYLOR, B
BARBARA STANWYCK, ANNE BAXTER, JACK BENNY, KAY FRANCIS, JOAN BENNETT, WALTER P
PIDGEON, LEE J. COBB, CEDRIC HARDWICKE, DON AMECHE, ALICE FAYE, BETTY GRABLE, ROSA
ROSALIND RU... S, O
OLIVIA DE HA... B, D
DANA ANDRE... N F
FONTAINE, O... S, J
JENNIFER JON... JO
JOHN PAYNE... CK
BENNY, KAY ... E, D
DON AMECHE... TTE
COLBERT, HEN... D G
GWENN, MAU... K, P
PEGGY ANN ... JA
JAMES STEWA... SIL
SILVERS, VIVI... T T
TAYLOR, BARBARA STANWYCK, ANNE BAXTER, JACK BENNY, KAY FRANCIS, JOAN BENNETT, W
WALTER PIDGEON, LEE J. COBB, CEDRIC HARDWICKE, DON AMCHE, ALICE FAYE, BETTY GRABLE,

KTVR *"The Station of the Stars"*
Channel 2 DENVER, COLORADO

KTVR'S M-G-M Movies WINNER of FIRST PLACE in Billboard's 1956 awards for feature films!

AND NOW . . . KTVR announces acquisition of Billboard's 1956 second place winner, NTA's "Rocket 86" package of 20th Century Fox feature film masterpieces with the greatest stars of the century!

CONTACT any Blair Television Associates office or phone collect, Hugh Ben Larue, Executive V. P. KTVR, KEystone 4-8281, 550 Lincoln St., Denver, Colo.

2nd HIGHEST INDEPENDENT IN THE NATION

in less than two months!

In the ARB survey of November, 1957, when WTIC-TV had been telecasting less than two months, this station had already achieved the second highest share of audience in the nation for an independent TV station operating in a market where all major networks are represented.



WTIC-TV

HARTFORD, CONNECTICUT

Represented nationally by Harrington, Righter & Parsons, Inc.
New York, Chicago, Boston, Atlanta, San Francisco

Connecticut

Pop. March 1 (Est.)—2,329,000; Families—697,000; Lic. Stations—2, Sta. CP's—7; Radio Homes—680,000; TV Homes—608,000

WICC-TV—Bridgeport—1952 ABC

Channel: 43 UHF..AP: 91 Kw...VP: 180 Kw.
Owned.....Bridgeport Broadcasting Co.
Business Address.....Box 9140
Tel.: .....AM 8-1601
Representative .....Adam Young
Pres., Gen., Sta. Mgr.....Philip Merryman
Comm. Mgr.....Manning Slater
Pgm. Dir.....Harry Downie
Film Ed.....Irving Magilnick
Chief Engineer.....Russell Adams

WHCT—Hartford—1954—CBS

Channel: 18 UHF..AP: 186 Kw...VP: 197 Kw.
Owned ..... CBS
Address .....555 Asylum Street
Tel.: JA 5-2611.....News Service: AP
Representative .....CBS Spot Sales
Membership .....NAB, TvB
President .....Merle Jones
General Manager .....Harvey Struthers
Gen. Sales Mgr. .....Lamont Thompson
Program Director.....John O. Downey
Dir. Oper.....Harold Dorschug
Prom. Mgr. .....Joseph Dowling

WTIC-TV—Hartford—1957

Channel: 3 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned..Travelers Broadcasting Service Corp.
Business Address.....26 Grove Street
Tel.: JA 5-0801.....News Services: AP, INS
Representative..Harrington, Righter & Parsons
President.....Paul W. Morency
VP & Gen. Mgr.....Walter C. Johnson
V.P., Sales.....Irwin C. Cowper
VP, Prog.....Leonard J. Patricelli
Prom. Dir.....Eugene J. Muriaty
VP, Pub. Rel.....Berard L. Mullins
Chief Engineer.....Herman D. Taylor

WNBC—New Britain 1952—NBC

Channel: 30 UHF..AP: 113.5 Kw..VP: 210.4 Kw.
Owned..New Britain Bcstg. Co. (Subs. of NBC)
Address .....West Hartford 10
Tel.: BA 3-3603.....News Service: AP, UP
Representative.....NBC Spot Sales
Membership .....NAB, TvB
President .....Thomas B. McFadden
Ex. V.P. & Gen. Mgr.....Peter B. Kenney
Sales Dir.....Robert J. Reardon
Mgr. Sls. Dev.....Gustave Nathan
Film Manager.....Phillip B. Hale
Program Manager .....Robert W. Bray
Oper. Mgr., Chief Eng. .....John Shipley
Prom., Pub. Dir.....F. A. Wooding

WNHC-TV—New Haven 1948—ABC

Channel: 8VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By ..Triangle Publications, Inc.
Business Address .....1110 Chapel St.
News Service ..... INS, AP
Representative ..... Katz
Membership .....NAB, TvB
Gen. Mgr.....D. Taddei
Sales Mgr.....John F. Cundiff
Prog. Mgr.....Chester R. Cooper
Chief Engineer.....Howard W. Wessenberg

WATR-TV—Waterbury 1953—ABC

Channel: 53 UHF..AP: 125 Kw...VP: 345 Kw.
Owned-Operated By.....WATR, Inc.
Business Address.....440 Meadow St.
Tel.: PL 5-1121.....News Service: UP
Representative .....Burke Stuart
President .....Harold Thomas
Gen., Sta., Commercial Mgr....Samuel Elman
Prog. Dir., Film Manager.....Astrid Curtis
Promotion Director.....Joseph Tasker
Chief Engineer.....Andrew Toross

Delaware

Pop. March 1 (Est.)—429,000; Families—126,000; Lic. Stations—1, Sta. CP's—0; Radio Homes—118,000; TV Homes—112,000

WVUE—Wilmington—1949

Channel: 12 VHF..AP: 191 Kw..VP: 316 Kw.
Owned-Oper. By.....Storer Broadcasting Co.
Studio Addess.....2809 Baynard Blvd.
Tel.: .....OL 6-8171
Representative .....Katz
Managing Dir.....J. Robert Kerns
Commercial Mgr. .....Glenn B. Lau
Sales Mgr.....Lewis P. Johnson
Station Mgr.....James S. McMurry
Production Manager .....Marvin Fisher
Promotion Manager.....Roy M. Schwartz
Chief Engineer.....William J. Jackson

(See Page 849)

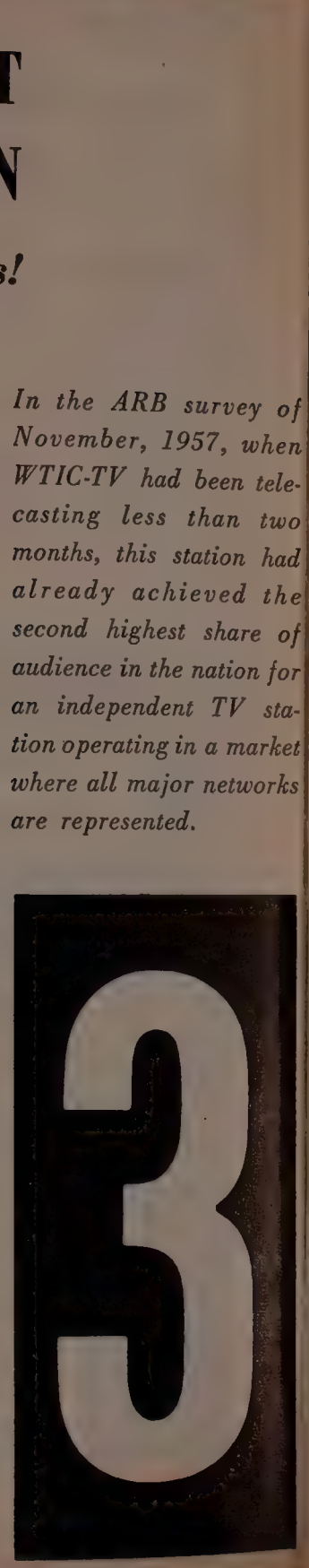
2nd HIGHEST INDEPENDENT IN THE NATION

in less than two months!

In the ARB survey of November, 1957, when WTIC-TV had been telecasting less than two months, this station had already achieved the second highest share of audience in the nation for an independent TV station operating in a market where all major networks are represented.

WTIC-TV

HARTFORD, CONNECTICUT



Represented nationally by Harrington, Righter & Parsons, Inc.
New York, Chicago, Boston, Atlanta, San Francisco

Connecticut

Pop. March 1 (Est.)—2,329,000; Families—697,000; Lic. Stations—2, Sta. CP's—7; Radio Homes—680,000; TV Homes—608,000

WICC-TV—Bridgeport—1952
ABC

Channel: 43 UHF..AP: 91 Kw...VP: 180 Kw.
Owned.....Bridgeport Broadcasting Co.
Business Address.....Box 9140
Tel.: .....AM 8-1601
Representative .....Adam Young
Pres., Gen., Sta. Mgr.....Philip Merryman
Comm. Mgr.....Manning Slater
Pgm. Dir.....Harry Downie
Film Ed.....Irving Magilnick
Chief Engineer.....Russell Adams

WHCT—Hartford—1954—CBS

Channel: 18 UHF..AP: 186 Kw...VP: 197 Kw.
Owned ..... CBS
Address .....555 Asylum Street
Tel.: JA 5-2611.....News Service: AP
Representative .....CBS Spot Sales
Membership .....NAB, TvB
President .....Merle Jones
General Manager .....Harvey Struthers
Gen. Sales Mgr. .....Lamont Thompson
Program Director.....John O. Downey
Dir. Oper.....Harold Dorschug
Prom. Mgr. .....Joseph Dowling

WTIC-TV—Hartford—1957

Channel: 3 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned..Travelers Broadcasting Service Corp.
Business Address.....26 Grove Street
Tel.: JA 5-0801.....News Services: AP, INS
Representative..Harrington, Righter & Parsons
President.....Paul W. Morency
VP & Gen. Mgr.....Walter C. Johnson
V.P., Sales.....Irwin C. Cowper
VP, Prog.....Leonard J. Patricelli
Prom. Dir.....Eugene J. Muriaty
VP, Pub. Rel.....Berard L. Mullins
Chief Engineer.....Herman D. Taylor

WNBC—New Britain
1952—NBC

Channel: 30 UHF..AP: 113.5 Kw..VP: 210.4 Kw.
Owned..New Britain Bcstg. Co. (Subs. of NBC)
Address .....West Hartford 10
Tel.: BA 3-3603.....News Service: AP, UP
Representative.....NBC Spot Sales
Membership .....NAB, TvB
President .....Thomas B. McFadden
Ex. V.P. & Gen. Mgr.....Peter B. Kenney
Sales Dir.....Robert J. Reardon
Mgr. Sls. Dev.....Gustave Nathan
Film Manager.....Phillip B. Hale
Program Manager .....Robert W. Bray
Oper. Mgr., Chief Eng. .....John Shipley
Prom., Pub. Dir.....F. A. Wooding

WNHC-TV—New Haven
1948—ABC

Channel: 8VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By ..Triangle Publications, Inc.
Business Address .....1110 Chapel St.
News Service ..... INS, AP
Representative ..... Katz
Membership .....NAB, TvB
Gen. Mgr.....D. Taddei
Sales Mgr.....John F. Cundiff
Prog. Mgr.....Chester R. Cooper
Chief Engineer.....Howard W. Wessenberg

WATR-TV—Waterbury
1953—ABC

Channel: 53 UHF..AP: 125 Kw...VP: 345 Kw.
Owned-Operated By.....WATR, Inc.
Business Address.....440 Meadow St.
Tel.: PL 5-1121.....News Service: UP
Representative .....Burke Stuart
President .....Harold Thomas
Gen., Sta., Commercial Mgr....Samuel Elman
Prog. Dir., Film Manager.....Astrid Curtis
Promotion Director.....Joseph Tasker
Chief Engineer.....Andrew Toross

Delaware

Pop. March 1 (Est.)—429,000; Families—126,000; Lic. Stations—1, Sta. CP's—0; Radio Homes—118,000; TV Homes—112,000

WVUE—Wilmington—1949

Channel: 12 VHF..AP: 191 Kw..VP: 316 Kw.
Owned-Oper. By.....Storer Broadcasting Co.
Studio Addess.....2809 Baynard Blvd.
Tel.: .....OL 6-8171
Representative .....Katz
Managing Dir.....J. Robert Kerns
Commercial Mgr. .....Glenn B. Lau
Sales Mgr.....Lewis P. Johnson
Station Mgr.....James S. McMurry
Production Manager .....Marvin Fisher
Promotion Manager.....Roy M. Schwartz
Chief Engineer.....William J. Jackson

(See Page 849)

Pop. March 1 (Est.)—887,000; Fam.—260,000; Lic. Stations—4, Sta. CP's—1; Radio Homes—256,000; TV Homes—237,000

WMAL-TV—Washington
1947—ABC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By The Evening Star Bcstg. Co.
Address.....4461 Connecticut Ave., N.W.
Tel. .....KE 7-1100
Newspaper Affiliation.....The Evening Star
Membership .....NAB, TvB
Representative .....H-R Television
News Service .....AP
President.....John W. Thompson, Jr.
General Manager.....F. S. Houwink
Commercial Manager.....Neal J. Edwards
Program Director .....Theodore H. McDowell
Prom. & Pub. Director.....E. Haywood Meeks
Film Manager.....Robert Morgan
Chief Engineer.....Allan Powley

WRC-TV—Washington
1947—NBC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....National Bcstg. Co., Inc.
Business Address.....4001 Nebraska Avenue
Tel.: EM 2-4000...News Service: AP, UP, INS
Representative....NBC Television Spot Sales
Membership .....NAB, TvB
President.....Robert W. Sarnoff
VP, Gen. Mgr.....Carleton D. Smith
Dir. TV Sales, Adv., Prom. & P.R...Wm Coyle
Comm. Mgr.....Peter B. James
Program Dir.....Wes Harris
Prom. Mgr.....Ralph R. McCawley
Pub. Mgr.....Edwin H. Peterson
Chief Engineer.....John Rogers
Dir. of Oper.....Lefferts A. McClelland

WTOP-TV—Washington
1949—CBS

Channel: 9 VHF..AP: 174 Kw...VP: 316 Kw.
Owned-Oper. By .....Washington Post
Business Address.....40th & Brandywine Sts.
Tel.: EM 2-9300.....News Service: UP
Newspaper Affiliation....Wash. Post, Br. Div.
Membership .....NAB, TvB
Representative.....CBS TV Spot Sales
President, Br. Div.....John S. Hayes
Vice-Pres., TV.....George F. Hartford
Comm. Mgr.....Robert A. J. Bordley
Pub. & Prom. Director.....Robert M. Adams
Program Dir.....Thomas Bones
Film Mgr. .....William Hedgepeth
Vice President for Engineering....Clyde Hunt

WTTG—Washington—1947

Channel: 5 VHF..AP: 25 Kw...VP: 50 Kw.
Owned-Oper. By.....DuMont Bcstg. Corp.
Business-Studio Address.....Hotel Raleigh
Tel.: ST 3-5300.....News Service: UP
Representative .....Weed and Co.
Membership .....NAB
President .....Bernard Goodwin
Gen. Manager.....James Bonfils
Program Dir.....William S. Dodson
Prom., Pub. Director.....Charles Heaton
Film Director.....Esther Larkin
Chief Engineer.....Malcolm M. Burleson

To Broadcasters

AP

Means

Added Profits
Added Prestige

The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

Pop. March 1 (Est.)—4,090,000; Families—1,173,000; Lic. Stations—16, Sta. CP's—7; Radio Homes—1,142,000; TV Homes—896,000

WESH-TV—Daytona Beach
1956

Channel: 2 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By.....Telrad, Inc.
Business Address .....P.O. Box 1712
Tel.: CL 3-6591.....News Service: UP
Rep. .....Avery Knodel
President ..... John H. Perry, Jr.
General Manager .... Thomas S. Gilchrist, Jr.
Station Mgr.....Walter Stousse
Program Dir.....James B. Smith
Gen. Sls. Mgr.....Thomas B. Newsom
Chief Engineer .....A. O. Peck

WITV—Ft. Lauderdale—1953
ABC

Channel: 17 UHF..AP: 312 Kw...VP: 536 Kw.
Owned-Oper. By.....Gerico Investment Co.
Bus. Address .....228 N.E. 3rd St.
Tel.: 3-1566
Representative .....Forjoe
Pres., Gen. Mgr.....M. W. Loewi
Sta. Mgr. .....C. Azevedo
Program Dir. .....Jean Sceurman
Nat. Sls. Mgr.....Lee Phillips
Publicity Director.....Eleanor Walker
Film Manager.....Henry Johnson
Chief Engineer.....Bill Latham

WINK-TV—Fort Meyers
1954—ABC-CBS

Channel: 11 VHF...AP: 6 Kw....VP: 12 Kw.
Owned By....United Garage & Service Corp.
Business Address.....Palm Beach Blvd.
Tel.: ED 4-1331.....News Service: AP
Membership .....NAB
President .....Edward McBride
Gen., Sales Mgr. .....A. J. Bauer
Technical Dir.....Bob Bachman
Program Dir.....Frank Nodine
Publicity Dir.....Dixie Howell
Film Mgr.....Bill McHan

WFGA-TV—Jacksonville
1957—NBC

Channel: 12 VHF..AP: 200 Kw...VP: 316 Kw.
Owned.....Florida-Georgia TV Co., Inc.
Address.....1070 E. Adams St.
Tel.: EL 6-3381.....News Service: AP
Representative.....Peters, Griffin, Woodward
Membership .....NAB
President.....George H. Hodges
General Manager.....Jesse H. Cripe
Comm. Mgr.....Ralph Nimmons
Program Dir.....Rusty Bruton
Promotion Dir.....Wm. G. Walker
Film Manager.....James Reidenbach
Chief Engineer.....Harry Wingfield

- WJHP AM/FM/TV Jacksonville
- WCOA Pensacola
- WDLP Panama City
- WTMC Ocala
- WESH-TV Daytona Beach

The PERRY STATIONS

— in fabulous Florida

WMBR-TV—Jacksonville
1949—ABC-CBS

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Washington Post
Business Address.....605 S. Main
Tel.: EX 8-0501.....News Service: UP
Newspaper Affil.....Washington Post
Representative.....CBS TV Spot Sales
Membership .....NAB, TvB
Pres. WMBR Div.....Glenn Marshall, Jr.
V.P., Gen. Mgr. .....Charles Stone
Prom. Dir. ..... Ken McClure
Comm. Mgr. ..... Dave Bocher
Program Dir.....Harry Kalkines
Prod. Manager .....Leonard Mosby
Film Manager.....Jack Sears
Chief Engineer.....Ernest Vordermark

WCKT—Miami—1956—NBC

Channel: 7 VHF.. AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By .. Biscayne Television Corp.
Business Address....Box M, Little River Sta.
Tel.: PL 1-6692.....News Services: AP, INS
Representative .....NBC Spot Sales
Membership .....NAB
President, Gen. Mgr.....Niles Trammell
Station Manager ..... James M. Le Gate
Commercial Manager .....Robert L. Fidlar
Operations Manager ..... Charles L. Kelly
Production Manager.....Gene Walz
Pub. Promotion Director.....Jon Arden
Film Editor ..... Frank L. Struzzieri
Chief Engineer .....M. C. Scott, Jr.
News Dir.....Gene Strul

WPST-TV—Miami—1957
ABC

Channel: 10 VHF..AP: 195 Kw...VP: 316 Kw.
Owned.....Public Service TV, Inc.
Business Address.....21st & Biscayne Blvd.
Tel.: FR 1-6501.....News Service: UP
Representative .....Petry
Membership .....NAB
President.....G. T. Baker
Gen. Mgr.....Walter Koessler
Nat. Sales Mgr.....Bob Hanna
Prod. Mgr.....Jack Barry
Prom., Pub. Dir.....Nat Tashman
Film Mgr.....John Murphy
Chief Engineer.....William R. Needs

WTVJ—Miami—1949
CBS

Channel: 4 VHF...AP: 70 Kw....VP: 100 Kw.
Owned-Oper. By.....WTVJ, Inc.
Address.....316 N. Miami Ave.
Tel.: FR 4-6262.....News Service: UP
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NAB, TvB



President.....Mitchell Wolfson
Exec. V.P., Gen. Mgr.....Lee Ruwitch
Vice-Pres., Operations Mgr.....John A. Shay
Nat'l Sales Dir. .....William Brazzil
Program Director.....Lee Waller
Prom. Dir.....Burt Tappan
Pub. Dir.....George Vickery
Business Film Mgr.....Louis Wolfson
Chief Engineer.....Earl W. Lewis

WDBO-TV—Orlando—1954
ABC-CBS

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Cherry Bcstg.
Business Address.....30 S. Ivanhoe Blvd.
Tel.: CH 1-1491.....News Services: AP, UP
Representative ..... Blair-TV
Membership .....NAB, TvB
President, Gen. Mgr....Harold P. Danforth, Sr.
Sales Co-ordinator.....A. V. Carlson
Prod. Dir.....Mark V. Barker, Jr.
Prog. Dir., Film Buyer .....Walter E. Sickles
Publicity Director.....Donna Carter
Prom. Dir.....L. H. Patterson
Film Manager.....Harold P. Danforth, Jr.
Chief Engineer.....J. E. Yarbrough

WLOF-TV—Orlando—1958
ABC

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned.....Mid Florida TV Corp.
Address.....639 W. Central Ave.
Tel.: GA 2-8163.....News Service: UP
Representative.....Young TV, Inc.
Membership .....NAB
President.....Joseph L. Brechner
V.P., Gen. Mgr.....Donn Colee
Commercial Mgr.....Lee Hall
Promotion Dir.....Walter Baker
Publicity Dir.....Marion McClaran
Chief Engineer.....Dodd Daniels

WPTV—Palm Beach
1954—NBC-CBS

Channel: 5 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper.....John H. Phipps Bcstg.
Business Address ..... 5 Cocoanut Row
Tel.: TE 3-2471.....News Service: AP
Representative .....Blair TV Assoc.
Membership .....NAB, TvB
Owner.....John H. Phipps
General Manager .....Stephen P. Willis
Commercial Manager .....W. L. Woods
Prod. Mgr.....Robert W. Murphy
Film Mgr.....Robert E. Abel
Chief Engiener.....Lewis Evenden

WJDM—Panama City—1953
NBC-ABC-CBS

Channel: 7 VHF..AP: 5.36 Kw...VP: 10.7 Kw.
Owned-Oper. By.....WJOM-TV, Inc.
Business Address.....Box 428
Tel.: .....AD 4-2251
Representative ..... Hollingbery
General Manager..... Mel Wheeler
Ass't. Gen., Nat'l. Sales Mgr. ..Milt De Reyna
Station Mgr. ..... Harry C. Babb
Chief Engineer .....Claude Maenza

WEAR-TV—Pensacola
1953—ABC-CBS

Channel: 3 VHF....AP: 33 Kw.....VP: 55 Kw.
Owned-Oper. By.....Gulfport Bc'g. Corp.
Business Address.....Highway 90
Tel. .....GL 5-7311
Representative .....Hollingbery
Membership .....NAB, TvB
President, Gen. Mgr.....Mel Wheeler
Asst. Gen. Mgr. & National
Sales Manager.....Milt de Reyna, Jr.
Comm. Mgr.....Irv Welch
Chief Engineer .....Gene Sudduth

WSUN-TV—St. Petersburg
1953—ABC

Channel: 38 UHF...AP: 12 Kw....VP: 25 Kw.
Owned-Oper. By.....City of Petersburg
Business Address.....Million Dollar Pier
Representative...Venard, Rintoul & McConnell
Tel. 5-4121.....News Service: UP
Membership .....NAB
General Manager.....Fred P. Shawn
Sales, Prom., Advt. Mgr.....Jerome Baker
Commercial Manager .....Bernard L. Kobres
Pub. Director.....Jean Miller
Chief Engineer.....Louis J. Link

WCTV—Tallahassee—1955
ABC-CBS-NBC

(See Thomasville, Ga.)

WFLA-TV—Tampa—1955
NBC

Channel: 8 VHF..AP: 220 Kw...VP: 316 Kw.
Owned-Oper. By.....Tribune Company
Address .....Box 1410
Tel.: 2-0131.....News Service: AP
Newspaper Affiliation.....Tampa Tribune
Representative ..... Blair-TV
Membership .....NAB, TvB
President.....J. C. Council
V.P., General Manager....George W. Harvey
Sales Mgr. ..... William B. Faber
Film Mgr.....Joe E. Faraghan
Prog. Oper. Mgr.....Carl Bergquist
Prom., Pub. Director.....Byron Taggart
Production Manager.....L. George Geiger
Chief Engineer.....J. H. Mitchell

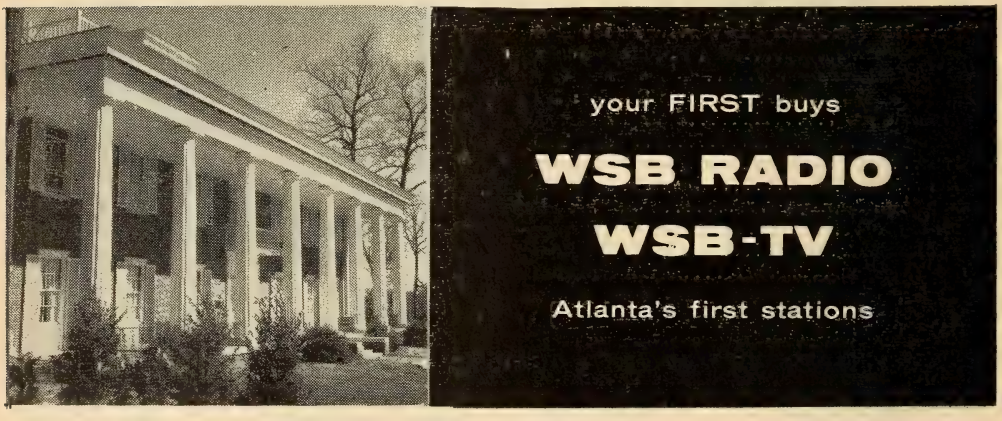
FIRST

—IN AUDIENCE *Check share of total tune-in, sign-on to sign-off, Sunday through Saturday, by any measuring authority. WSB Radio and WSB-TV are Atlanta's dominant firsts month after month.*

—IN COVERAGE *WSB-TV covers 25% more counties than Atlanta's 2nd tv station, 72% more than the third (NCS No. 2). No other Georgia radio station approaches the coverage pattern of 50,000 watt, clear channel WSB Radio.*

—IN RETAIL SALES *Hundreds of millions of dollars more than is delivered by any other radio or tv station in Georgia. Let your Petry man show you the cold cash facts.*

—IN FACILITIES *Local programming of nationally recognized caliber. Southern leader in broadcasting and telecasting in the public interest. Affiliated with The Atlanta Journal-Constitution. NBC affiliate. Represented by Edw. Petry & Co.*



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WTVT—Tampa—1955—CBS

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WKY Television
Address .....3213 Grand Central
Tel.: RE 6-1313.....News Services: AP, UP
Representative ..... Katz
Membership .....NAB, TvB
Exec. V.P., Gen. Mgr.....P. A. Sugg
Commercial Mgr. ..... John Haberlan
Promotion Dir.....Ned Jay
Film Mgr.....Jayne Boyd
Business Manager .....Norman Bagwell
Operations Mgr.....Robert Olson
Program Dir.....Robert Doty
Chief Engineer .....William Witt

WEAT-TV—West Palm Beach 1955—ABC

Channel: 12 VHF..AP: 63 Kw...VP: 112 Kw.
Owned-Oper. By.....WEAT TV, Inc.
Business Address.....P.O. Box 70
Tel.: TE 3-9668.....News Service: UP
Representative.....Venard Rintoul McConnell
President .....Rex Rand
Gen. Mgr. ..... Bertram Lebbar, Jr.
Program Dir. .....Mary O'Connell
Gen. Sales Mgr. ..... E. J. Hennessey
Local Sales Mgr. .....C. C. Levis
Production Director ..... Jack Poole
Chief Engineer.....J. Ross McPherson

Georgia

Pop. March 1 (Est.)—3,764,000; Families—984,000; Lic. Stations—12, Sta. CP's—2; Radio Homes—972,000; TV Homes—696,000

WAGA-TV—Atlanta—1949 CBS

Channel: 5.....AP: 50 Kw.....VP: 100 Kw.
Owned-Operated By.....Storer Bcstg. Co., Inc.
Business Address.....1018 W. Peachtree St.
Tel.: TR 2-3553.....News Service: AP
Representative .....Katz
Membership .....NAB, TvB
President.....George B. Storer, Sr.
Managing Dir.....Glenn C. Jackson
Commercial Mgr. .....Jack Collins
Program Dir., Film Mgr.....Don Naylor
Prom., Pub. Director.....Louis O. Hertz, Jr.
Chief Engineer.....Hugo Bondy

WSB-TV—Atlanta—1949 NBC

Channel: 2 VHF...AP: 50 Kw....VP: 100 Kw
Owned-Oper. By....The Atlanta Newspapers
Address.....10 Forsyth St., N. W.
Tel.: TR 2-7221.....News Services: AP, UP

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Newspaper Affiliations ...Journal-Constitution
Representative .....Petry
Membership .....NAB, TvB
President.....James M. Cox
Exec. Dir.....J. Leonard Reinsch
General Manager.....Marcus Bartlett
Comm. Mgr.....Don E. Heald
Promotion Dir.....Walter Paschall
Film Director.....Jean Hendrix
Chief Engineer.....R. A. Holbrook

WALB-TV—Albany—1954
ABC-NBC

Channel: 10 VHF..AP: 45.7 Kw...VP: 91.2 Kw.
Owned-Oper. By.....Herald Publishing Co.
Address .....Albany, Ga.
Tel.: HE 5-8386.....News Services: AP, UP
Representative...Venard, Rintoul & McConnell
President.....James H. Gray
General Manager.....Raymond E. Carow
Program Director.....Reba Hill
Promotion Dir.....Hal Suit
Chief Engineer.....John Rivard

WLW-A—Atlanta—1951
ABC

Channel: 11 VHF..AP: 160 Kw...VP: 316 Kw.
Owned-Oper. By.....Crosley Bcstg. Corp.
Bus. Address....1611 W. Peachtree St. N.E.
Tel.: TR 21141.....News Service: UP
Representative .....Bomar-Lowrance
Membership .....TvB, NAB
President .....R. E. Dunville
V.P.-General Manager ..... H. A. LeBrun
V.P.-Business Manager .....J. P. Dwyer
Comm. Sales Manager.....James H. Burgess
Program Dir. ..... Bob Hendrickson
Prom. Dir. ..... Howard Rowe
Chief Engineer .....Harvey Aderhold

WJBF-TV—Augusta—1953
NBC-ABC

Channel: 6....AP: 68 Kw..... VP: 100 Kw.
Owned-Oper. By..Georgia-Carolina Bcstg. Co.
Business Address.....P.O. Box 490
Tel.: 2-6664.....News Service: AP
Representative .....Avery-Knodel
Membership ..... TvB
President, Gen. Mgr.....J. B. Fuqua
V.P. .....Donald M. Kelly, Jr.
Program Director.....John Radeck
Comm. Mgr., Prom. Dir. ..Thomas J. Hennesy
Chief Engineer.....John Jopling

WRDW-TV—Augusta—1954
CBS

Channel: 12 VHF...AP: 6 Kw....VP: 10 Kw.
Owned-Oper. By...Southeastern Newspapers
Business Address ....P.O. Box F, N. Augusta
Tel.: 7-5432.....News Service: AP
Newspaper Affiliation.....Chronicle, Herald
Representative .....Branham Company
President .....Pat H. Rice, Jr.
Gen., Sta., Comm. Mgr.....J. W. Hicks
Program Dir. .....Richard A. Fennel
Prom. Director .....Don Shepherd
Chief Engineer.....Joseph P. Gill, Jr.

WRBL-TV—Columbus
1953—CBS-ABC

Channel: 14 VHF..AP: 70 Kw...VP: 100 Kw.
Owned-Oper. By.....Columbus Bcstg. Co.
Business Address.....1350 13th Ave.
Tel.: FA 2-0602.....News Service: UP
Newspaper Affil. .....Ledger Enquirer
Membership .....NAB, TvB
Representative ..... Hollingbery
Pres., Gen. Manager.....J. W. Woodruff, Jr.
Sta. Mgr., Film Buyer.....Ridley Bell
Dir. of Sales & Prom.....George Jenkins
Prod., Prog. Director.....George A. Gingell
Pub. Dir.....Doug Wallace
Film Mgr. .....Howard Shehane
Chief Engineer.....Joe A. Gamble

WTVM—Columbus—1953
NBC-ABC

Channel: 28 UHF..AP: 120 Kw...VP: 204 Kw.
Owned.....Martin Thea. of Georgia, Inc.
Business Address.....1307 1st Ave.
Tel.: FA 2-8828.....News Services: AP, INS
Representative .....Headley Reed
Membership .....NAB
President.....E. D. Martin
Gen. Mgr.....Guy Tiller
Sta. Mgr.....Jack Rathbun
Comm. Mgr.....Joe Windsor
Prog. Dir.....Clyde Allen
Prom. Dir.....Jo Anne Chancellor
Pub. Dir.....Ronnie Otwell
Film Mgr.....James McKinney
Chief Engineer.....Charles Parrott

WMAZ-TV—Macon—1953
CBS-ABC-NBC

Channel: 13 VHF..AP: 125 Kw...VP: 250 Kw.
Owned-Oper. By.....Southeastern Bcstg. Co.
Business Address....Bankers Insurance Bldg.
Tel.: 2-7373.....News Service: UP
Representative .....Avery-Knodel
President, Ch. Eng.....George Rankin, Jr.
General Manager.....Wilton E. Cobb
Prom., Pub. Dir., Film Buyer....Ed Pendleton
Production Manager.....Bob Savage
Comm. Manager.....Frank Crowther
Chief Engineer .....J. D. Lawhon

WSAV-TV—Savannah—1956
ABC-NBC

Channel: 3 VHF..AP: 16.2 Kw...VP: 32.4 Kw.
Owned-Oper. By .....WSAV, Inc.
Business Address....Liberty Nat'l Bank Bldg.
Tel.: AD 6-0303.....News Service: AP
Representative ..... Blair
Membership .....NAB
President, Gen. Mgr., Sta. Mgr. Harban Daniel
Operations Manager .....M. E. Thompson
Commercial Manager .....H. M. Humpidge
Program Director ..... William E. Lucas
Prom., Pub. Dir.....Janet Cochran
Film Manager.....Alyce Miller
Chief Engineer ..... Byron Strong

WTOC-TV—Savannah
1954—CBS-ABC

Channel: 11 VHF. AP: 104 Kw.. VP: 207.5 Kw.
Owned-Oper. By.....Savannah Bcstg. Co.
Business Address.....516 Abercorn St.
Tel.: AD 2-0127.....News Service: UP
Station Representative .....Avery-Knodel
Membership .....NAB
President & Gen. Mgr..William T. Knight, Jr.
Sta. Mgr.....F. Schley Knight
Commercial Mgr.....Ben B. Williams
Film Mgr., Program Director ..Dwight J. Bruce
Prom., Pub. Dir. .....Frank S. Bryson, Jr.
Chief Engineer.....Kyle Goodman

WCTV—Thomasville—1955
ABC-CBS-NBC

Channel: 6 VHF.. AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By ..John H. Phipps Bcstg Co.
Business Address .Box 3166, Tallahassee, Fla.
Tel.: 3-3666.....News Service: AP
Representative .....Meeker; Cummings
Owner .....John H. Phipps
Man. Dir.....L. Herschel Graves
Nat'l Sales Mgr. .....W. L. Woods
Dir. Oper .....Jos. Hosford
Program Director .....Harry R. Wagner
Promotion Dir. ..... Barbara Young
Dir. Engineering .....Wm. A. Snowden

Idaho

Pop. March 1 (Est.)—643,000; Families—188,000; Lic. Stations—5, Sta. CP's—1; Radio Homes—182,000; TV Homes—108,000

KBOI-TV—Boise—1953—CBS

Channel: 2 VHF... AP: 33 Kw.....VP: 65 Kw.
Owned-Oper. By.....Boise Valley Bcstrs. Inc.
Business Address .....1007 Jefferson St.
Tel.: 2-2222.....News Service: UP
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NAB, TvB
Pres., Gen. Mgr.....Westerman Whillock
Sta., Comm. Mgr., Prog. Dir....Earl Glade, Jr.
Production Manager.....Dale Randall
Film Manager.....Robert Howell
Prom.-Pub. Dir.....Vestal Baker
Chief Eng. .....J. A. Johntz, Jr.

KIDO-TV—Boise—1953
ABC-NBC

Channel: 7 VHF..AP: 200 Kw...VP: 100 Kw.
Owned-Oper. By.....KIDO, Inc.
Address .....709 Idaho St.
Tel.: 2-4611.....News Services: AP, INS
Representative ..... Blair
Membership .....NAB, TvB
Pres. and Gen. Mgr. ....Georgia M. Davidson
Commercial Mgr. .....George Ganz, Jr.
Prog. Director.....Del Lundbom
Prom. Mgr.....Evelyn Winters
Film Manager .....William Harvey
Chief Engineer.....Harold Toedtemeier

KID-TV—Idaho Falls—1952
CBS-NBC-ABC

Channel: 3 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By.....Idaho Radio Corp.
Business Address.....Box 761
Tel. .....JA 2-5100
Representative .....Gill-Perna; Moore
President .....A. W. Schwieder
Gen. Mgr.....C. N. Layne
Comm. Manager.....Claude Cain
Film Manager.....Quincy Jensen
Program Dir. ..... Roy Southwick
Prom. Mgr.....Mel Richardson
Prom., Pub. Dir. ..... John Wrigley
Chief Engineer.....Carroll Secrist

KLEW-TV—Lewiston—1956
(Satellite of KIMA-TV, Yakima, Wash.)

KLIX-TV—Twin Falls
1955—ABC-CBS-NBC

Channel: 11 VHF..AP: 14.5 Kw...VP: 29.5 Kw.
Owned-Oper. By ..So. Idaho Bcstg. & TV Co.
Address .....Eastland Dr. & Elizabeth St.
Tel. .....RE 3-5840
Representative ..... Gill-Perna; Moore
Membership .....NAB
V.P. & Gen. Manager.....Cecil L. Heftel
Commercial Manager .....Joe Gibney
Program Director.....Dave Fox
Film Manager.....Vic Graybeal
Chief Engineer.....C. W. Evans

Illinois

Pop. March 1 (Est.)—9,729,000; Families—2,959,000; Lic. Stations—15, Sta. CP's—9; Radio Homes—2,908,000; TV Homes—2,542,000

KTVI—Belleville-St. Louis
1953—ABC

(See St. Louis, Mo. Listing)

WBLN—Bloomington—1953

Channel: 15 UHF..AP: 8.51 Kw...VP: 15.8 Kw.
Owned-Oper. By.....WBLN Television Inc.
Business Address.....Box 646
Tel.: 4-3031.....News Service: UP
Representative .....Jack Masla
Membership .....TvB
Pres., Gen. Manager.....Worth S. Rough
Sales Mgr.....Willard Nichols
Chief Engineer.....Burl Dixon

WCIA—Champaign—1953
CBS-NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.

Owned-Oper. By.....Midwest Television, Inc.
Business Address.....509 S. Neil St.
Tel.: FL 6-8333.....News Service: UP
Representative .....Hollingbery
Membership .....NAB, TvB
President.....August C. Meyer
V.P., Sales Manager.....Guy Main
National Sales Dir. .....Leonard Davis
Production Manager.....James Fielding
Chief Engineer.....Bob Myers

WBBM-TV—Chicago—1953
CBS

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....CBS, Inc.
Bus. Studio Address.....630 N. McClurg Ct.
Tel.: WH 4-6000..News Services: AP, INS, UP
Representative.....CBS TV Spot Sales
Membership .....NAB, TvB
Vice-Pres., Gen. Mgr.....H. Leslie Atlass
Dir. Tech. Oper. .....Luther Pierce
Sales Manager .....George Arkedis
Promotion Dir.....Ralph Trieger
Publicity Dir.....George Condon
Film Mgr.....Elizabeth Bain
Program Director.....Frank Atlass

WBKB—Chicago—1948—ABC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....American Bcstg. Co.
Business Address.....State-Lake Bldg.
Tel. .....AN 3-0800
Representative .....Blair-TV
Membership .....NAB, TvB
Gen., Sls. Mgr. ..... Sterling Quinlan
Nat'l Sls. Mgr. .....Clar Heider
Film Dir. .....Ralph Andrews
Prog. Dir. .....Dan Schuffman
Pub. Dir. .....Elliott Henry
Chief Engineer .....Wm. Kussack

WGN-TV—Chicago—1948

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WGN, Inc.
Business Address.. ....441 N. Michigan Ave
Tel.: MI 2-7600...News Services: AP, INS, UP
Newspaper Affiliation.....Chicago Tribune
Representative ..... Petry
Membership .....TvB, NAB
President.....J. Howard Wood
V.P., Gen. Mgr.....Ward L. Quaal
Program Director.....Edward Roth
Sales Mgr.....Bradley R. Eidmann
Promotion Director.....Charles A. Wilson
Publicity Director.....James Hanlon
Film Director.....Edward Warren
Chief Engineer.....Carl J. Meyers

WNBQ—Chicago—1949—NBC

Channel: 5 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By.....National Bcstg. Co.
Business-Studo Address....Merchandise Mart
Tel. .....SU 7-8300
Representative.....NBC Spot Sales
Membership .....NAB, TvB
President.....Robert Sarnoff
V.P., General Manager.....Jules Herbuveaux
Asst. Gen. Mgr.....Henry T. Sjogren
Sales Dir. ..... Russell Stebbins
Sales Mgr.....Richard C. Ricker
Mgr. Color Sales .....Howard W. Coleman
Prom. Director .....John Keys
Program Dir.....Harry D. Trieg
Publicity Director.....Chet Campbell
Film Manager.....Isabelle Cooney
Chief Engineer .....Howard C. Luttgens

WDAN-TV—Danville—1953
ABC

Channel: 24 UHF..AP: 7.24 Kw...VP: 13.2 Kw.
Owned-Oper. By..Northwestern Publishing Co.
Business Address...1500 N. Washington Ave.
Newspaper Affiliation..The Commercial News
Tel.: 1700.....News Service: AP
Representative.....Everett-McKinney, Inc.
Membership .....NAB
General Manager.....Robert J. Burow
Station Manager.....Max Shaffer
Commercial Manager.....John Eckert
Program Director.....Honore Ronan
Chief Engineer.....Norlyn Dossey

WTVP—Decatur—1953—ABC

Channel: 17 UHF..AP: 93.3 Kw...VP: 174 Kw.
Owned-Oper. By.....Prairie Television Co.
Business Address.....Box 829-Southside Dr.
Tel. 8-4304
Representative .....Gill-Perna
President.....W. L. Shellabarger
Sta. Mgr. .....Robert G. Wright
Comm. Mgr. ..... Ben K. West
Chief Engineer.....Hubert F. Abfalter

WSIL-TV—Harrisburg
1953—ABC-NBC

Channel: 22 UHF..AP: 7.06 Kw..VP: 14.12 Kw.
Owned-Oper. By.....Turner-Farrar Assn.
Business Address.....21 W. Poplar St.
Tel.: 373.....News Service: UP
Representative .....Walker
Pres. .....Oscar L. Turner
Sta. Mgr. ..... O. L. Turner, Jr.
Chief Engineer.....Charles Gilliam

WEEQ-TV—La Salle—1957
NBC

Channel: 35 UHF..AP: 7.15 Kw...VP: 14.3 Kw.
Owned.....West Central Bcstg. Co.
Address .....Tonica, Ill.
Tel.: Tonica 35.....News Service: AP
Representative .....Headley-Reed
Membership .....NAB
General Manager.....Fred C. Mueller
Station Manager.....Edward G. Smith
Commercial Mgr.....Bill Carreras
Program Dir.....Bob Carter
Prom., Pub. Dir.....E. K. Buerke
Chief Engineer.....Larry Caldwell

WEEK-TV—Peoria—1953
NBC

Channel: 43 UHF..AP: 85 Kw...VP: 175 Kw.
Owned-Operated By..West Central Bcstg. Co.
Address.....2907 Springfield Rd., E. Peoria
Tel.: 9-3961.....News Service: AP
Membership .....NAB, TvB
Representative .....Headley-Reed
President.....Robert S. Kerr
Gen., Sta. Manager.....Fred C. Mueller
Comm. Manager.....John Leslie
Program Director.....Victor Fletcher
Prom., Pub. Dir.....David W. Meister, Jr.
Film Manager.....Robert Kroepel
Chief Engineer.....Wayne Lovely

WMBD-TV—Peoria—1957
CBS

Channel: 31 VHF..AP: 581 Kw...VP: 1000 Kw.
Owned .....WMBD, Inc.
Business Address.....212 SW Jefferson Ave.
Tel.: 6-0711.....News Services: AP, UP
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NAB, TvB
President.....Charles C. Caley
V.P. & Mgr.....Robert O. Runnerstrom
Nat'l Sales Mgr.....Robert M. Riley, Jr.
Prom. Dir.....Clarence S. Mugge
Prog. Dir.....Winthrop P. Baker
Chief Engineer.....George Pyle

WTVH—Peoria—1953—ABC

Channel: 19 UHF..AP: 280 Kw...VP: 490 Kw.
Owned.....Hilltop Bcstg. Co.
Business Address.....234 N. Madison Ave.
Tel.: 6-5561.....News Service: AP
Representative .....Petry
Membership .....NAB
President.....Henry P. Slane
Gen. Mgr.....Harold V. Phillips
Controller.....Gerald W. Swank
Comm. Mgr.....William Pipher
Prog. Dir.....Robert Holben
Prom., Pub. Dir.....Andy Amyx
Chief Engineer.....Wallace Wurz

WGEM-TV—Quincy—1953
ABC-NBC

Channel: 10 VHF..AP 158 Kw. ..VP: 316 Kw.
Owned-Oper. By.....Quincy Bcstg. Co.
Business Address.....Hotel Quincy
Tel.: BA 2-6840.....News Service: AP
Newspaper Affiliation....Quincy Herald Whig
Representative.....Young TV Corp.
President.....T. C. Oakley
General Manager.....J. S. Bonansinga
Commercial Mgr. .....J. Ben Stewart
Program Director .....Fred Colgan
Promotion Director .....Hal Heidbreder
Chief Engineer.....Frank E. Laughlin

WREX-TV—Rockford—1953
ABC-CBS

Channel: 13 VHF..AP: 23.9 Kw...VP: 45.7 Kw.
Owned-Oper. By....Greater Rockford TV, Inc.
Business Address...Auburn & Winnebago Rds.
Tel.: RO 8-1813.....News Service: UP
Newspaper Affil.....Star & Republic
Representative .....H-R Representatives
Membership .....NAB, TvB
President.....L. E. Caster
General Manager.....Joe M. Baisch
Comm. Manager.....Rod MacDonald
Program Director.....John Mazzie
Prom., Pub. Dir.....Charles Olson
Film Manager.....Gene Hines
Chief Engineer.....Dick Peck

WTVO—Rockford—1953
NBC-ABC

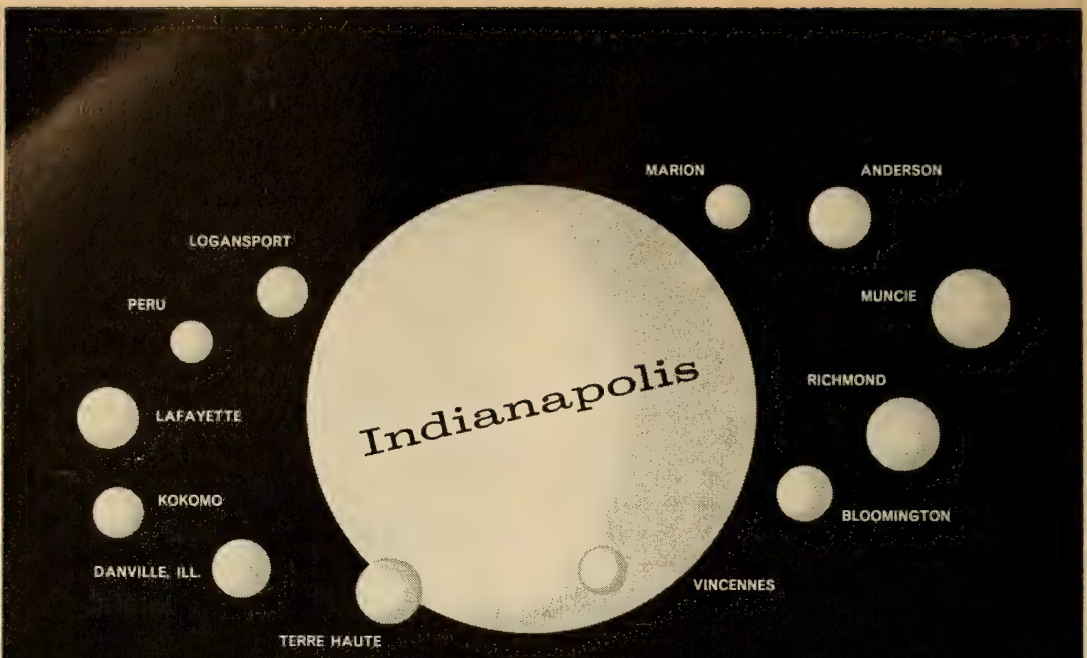
Channel: 39 UHF..AP: 98 Kw...VP: 195 Kw.
Owned-Oper. By..Winnebago Television Corp.
Business Address.....Meridian Rd.
Tel.: 3-5413
Representative ..... Headley-Reed
President .....Harry Balaban
Manager .....Harold Froelich
Sales Manager.....Gene Denari
Production Mgr.....John W. Kelin
Film Director.....Carl P. Stemler
Chief Engineer.....Herbert Eckstein

WHBF-TV—Rock Island
1950—CBS

Channel: 4 VHF...AP: 70 Kw....VP: 100 Kw.
Owned-Oper. By.....Rock Island Bcstg. Co.
Bus.-Trans. Address.....Telco Bldg.
Tel.: RI 6-5441.....News Services: UP, AP
Newspaper Affil......"The Argus"
Representative .....Avery-Knodel, Hyett
Membership .....NAB
President.....Ben. H. Potter
V.P., Sta., Gen. Manager....Leslie C. Johnson
Sales Mgr.....Howard Duncan
Merchandising Mgr. .....H. E. Darton
Prom. Director.....John Drum
Film Manager.....Joseph Grear
Chief Engineer.....Robert J. Sinnett

WICS—Springfield—1953
NBC-ABC

Channel: 20 UHF..AP: 182.5 Kw..VP: 406 Kw.
Owned-Oper. By.....Plains Television Corp.
Business Address.....523 E. Capitol Ave.
Tel.: 8-0465.....News Service: INS
Representative .....Adam Young
President .....Elmer Balaban
Gen., Sta. Manager.....Milton D. Friedland
Comm. Manager.....Warren King
Program Director.....H. J. Hoskins
Film Manager.....William Shaw
Chief Engineer .....Jerrold Merritt



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—where such a widespread market can be covered from *one* central point by television . . . with no overlapping penetration by basic affiliates of the same network?

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. . . with the *only* basic NBC coverage of 740,000 TV set owning families.

CHANNEL 6
WFBM-TV
INDIANAPOLIS
BASIC NBC-TV AFFILIATE

Indiana

Pop. March 1 (Est.)—4,471,000; Families—1,398,000; Lic. Stations—14, Sta. CP's—4; Radio Homes—1,348,000; TV Homes—1,242,000

WTTV—Bloomington—1949 ABC

Channel: 4 VHF..AP: 26.7 Kw...VP: 44.5 Kw.
Owned-Oper. By.....Sarkes Tarzian, Inc.
Address .....East Hillside Dr.
Tel.: 2-1407.....News Service: AP, UP
Representative .....Meeker
Membership .....NAB, TvB
President .....Sarkes Tarzian
Nat. Sls. Mgr.....Frank Willis
Program Manager.....Tom Boyd
Prom., Pub. Dir.....Keith Wilson
Chief Engineer.....Carl Onken

WEHT—Evansville—Henderson, Ky.—1953—CBS

Channel: 50 UHF. AP: 83.2 Kw..VP: 155 Kw.
Owned-Oper. By .....WEHT, Inc.
Business Address .....Box 395
Tel.: HA 4-9215.....News Service: UP
Representative .....Young
Membership .....NAB
Pres., Gen. Mgr. .....Edwin G. Richter, Jr.
Vice Pres.....Ernest Felix
Comm. Mgr.....Howard Duncan
Prom., Pub. Dir.....Lucille Gander
Chief Engineer .....Robert M. Cleveland

WFIE-TV—Evansville—1953 NBC

Channel: 14 UHF..AP: 104.8 Kw..VP: 200 Kw.
Owned .....WAVE, Inc.
Business Address.....1115 Mount Auburn Rd.
Tel.: HA 5-6201.....News Service: UP
Representative .....Raymer
Membership .....NAB
President .....Nathan Lord
V.P., Gen. Mgr.....Berry Smith
Comm. Manager.....Lee Browning
Film Mgr.....Robert Kloepping
Prog. Dir.....James R. Keen
Prom., Pub Director.....Ed Yalowitz
Chief Engineer .....Paul Kelley

WTVW—Evansville—1956 ABC

Channel: 7 VHF ..AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By .....Evansville TV, Inc.
Business Address .....405 Carpenter St.
Tel.: H. 2-1121.....News Service: UP
Representative ..... Hollingbery
Membership .....NAB
President.....Ferris E. Traylor
Gen. Mgr.....Dick Shively
Sta. Mgr. ..... Richard F. Shively
Comm. Mgr. ..... William Spillman
Program Dir. ..... William Hill
Prom. Dir. ..... Georgia Pindell
Film Manager .....S. J. Rusche
Chief Engineer ..... Edward P. Welcome

WANE-TV—Fort Wayne 1954—CBS

Channel: 15 UHF..AP: 127 Kw...VP: 218 Kw.
Owned-Oper. By .Indiana Broadcasting Corp.
Business Address.....2915 W. State Blvd.
Tel.: AN 8475.....News Service: UP
Representative .....Petry
Membership .....NAB, TvB
President .....C. Wrede Petersmeyer
V.P., Gen. Mgr.....R. Morris Pierce
Sales Dir.....John Keenan
Prog. Dir. ..... Franklin C. Mitchell
Promotion Director .....Robert J. Keefe
Film Manager .....James Goheen
Chief Engineer.....Charles E. Wallace

WKJG-TV—Fort Wayne 1953—NBC

Channel: 33 UHF..AP: 144 Kw...VP: 63 Kw.
Owned .....WKJG, Inc.
Business Address.....220 E. Jefferson St.
Tel.: AN 2295.....News Service: AP
Representative.....Paul H. Raymer
Membership .....NAB, TvB
President.....John F. Dille, Jr.
General Manager.....Edward G. Thoms
Commercial Mgr.....Carleton B. Evans
Promotion Director.....Wilson Schroeder
Chief Engineer .....Eugene A. Chase

WPTA—Fort Wayne—1957 ABC

Channel: 21 UHF..AP: 100 Kw...VP: 178 Kw.
Owned.....Sarkes Tarzian, Inc.
Address.....3333 Butler Rd.
Tel.: A-7125.....News Service: UP
Representative .....Meeker
Membership .....NAB
President .....Sarkes Tarzian
General Manager.....Ronald R. Ross
Commercial Mgr.....Richard D. Morgan
Program Dir.....Arthur Hook
Chief Engineer.....Fred Molchin

WFBM-TV—Indianapolis 1949—NBC

Channel: 6.....AP: 50 Kw.....VP: 100 Kw.
Owned By .....Time, Inc.
Oper. By.....TLF Broadcasters
Bus.-Studio Address.....1330 N. Meridian St.
News Service .....AP, INS
Representative .....Katz
Membership .....NAB, TvB
V.P., Gen. Mgr.....Eldon Campbell
Prog. Dir.....William Fall
Comm. Manager.....A. J. Murtha
Sales Service, Film Dir.....Hugh Kibbey
Prom., Pub Director .....Estel Freeman
Production Manager.....Earl C. Johnson
Chief Engineer.....Harold S. Holland

WISH-TV—Indianapolis
1954-CBS

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned .....Indana Bcstg. Corp.
Business Address.....1440 North Meridian
Tel.: ME 4-6411.....News Services: AP, UP
Representative ..... Bolling
Membership .....NAB, TvB
President .....C. Wrede Petersmeyer
Gen., Sta. Manager.....Robert B. McConnell
Commercial Mgr.....Robert F. Ohleyer
Program Director.....Steve Briggs
Prom., Pub. Director.....Jim Buck
Chief Engineer.....Stokes Gresham, Jr.

WLW-I—Indianapolis—1957
ABC

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned.....Crosley Bcstg. Corp.
Address.....714 Merchants Bank Bldg.
Tel.: ME 4-5409.....News Service: UP
Representative .....Crosley Bcstg.
Membership .....NAB, TvB
President.....Robert E. Dunville
Asst. Gen. Mgr.....John B. Babcock
Spec. Bcst. Serv. Dir.....Bruce B. Cox
Sales Manager.....Bob Lamb
Program Mgr.....Chuck Brodhead
Prom., Pub. Dir.....Jack Highberger
Film Buyer-Dir.....John Traxler
Chief Engineer.....Norman Nixon

WFAM-TV—Lafayette
1953—CBS-NBC

Channel: 59 UHF..AP: 51 Kw...VP: 102 Kw.
Owned.....Lafayette Bcstg., Inc.
Business Address.....McCarthy Lane
Tel.: 2-4300.....News Service: UP
Membership .....NAB
Representative .....Rambeau
President.....E. J. Bannon
Sta. Mgr. ..... Henry Rosenthal
Comm. Mgr.....Dick Pittenger
Prom., Prog. Dir.....James Mathis
Film Mgr.....Ron Becker
Chief Engineer.....Richard Cochran

WLBC-TV—Muncie—1953
ABC-CBS-NBC

Channel: 49 UHF..AP: 17 Kw...VP: 8.5 Kw.
Owned-Oper. By.....Tri-City Radio Corp.
Business Address.....Box 271
Tel.: AT 8-8235.....News Service: AP
Representative ..... Holman
Pres., Gen., Sta. Mgr.....Don Burton
Comm., Film Mgr.....Bill Craig
Prom., Program Director.....Lee Allerton
Chief Engineer ..... Pat Finnegan

WNDU-TV—South Bend
1955—NBC

Channel: 16 UHF..AP: 125 Kw...VP: 250 Kw.
Owned-Oper. By.....Michiana Telecasting
Address .....Box 989
Tel.: CE 3-7111.....News Service: AP
Station Representative ..... Petry
Membership .....NAB, TvB
President..Rev. Theodore M. Hesburgh, C.S.C.
Gen. Mgr. ..... Bernard C. Barth
Comm. Manager.....Wm. Thomas Hamilton
Prod. Mgr.....Wm. MacKenzie
Film Manager.....H. Allen Hervey
Chief Engineer ..... Bazil O'Hagan

WSBT-TV—South Bend
1952—CBS

Channel: 22 UHF..AP: 122 Kw...VP: 204 Kw.
Owned-Operated By.....South Bend Tribune
Address.....300 W. Jefferson Blvd.
Tel.: CE 3-3141.....News Services: UP, INS
Membership .....NAB
Newspaper Affil.....Tribune
Representative .....Raymer
President.....Franklin D. Schurz
Sta. Gen. Mgr.....Neal B. Welch
National Sales Mgr. ..... Wilbur R. Darch
Program Director .....Robert Drain
Prom., Pub. Dir.....James Halpin
Film Manager.....Walter A. Sweitzer, Jr.
Chief Engineer.....Arthur R. O'Neil

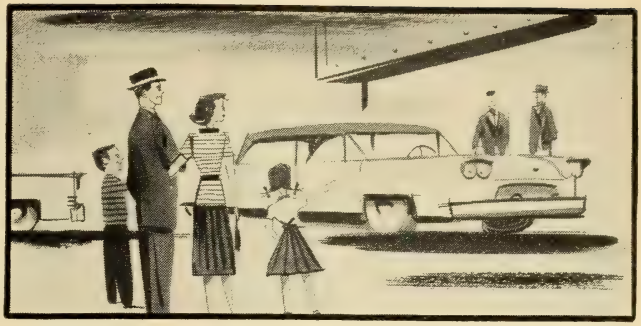
WSJV—South Bend-Elkhart
1954—ABC

Channel: 52 UHF..AP: 120 Kw...VP: 224 Kw.
Owned-Oper. By.....Truth Publishing Co.
Business Address.....Box 403, Elkhart
Tel.: EL 2-1518.....News Services: AP, UP
Newspaper Affiliation.....Elkhart Truth
Representatives .....H-R
Membership .....NAB
President.....John F. Dille Jr.
Gen., Sta., Comm. Mgr.....Paul C. Brines
Program Director.....Edwin J. Lasko
Nat. Sales Mgr.....Vince Doyle
Prom., Pub. Dir.....Robert Barrett
Prog. Production Mgr.....W. Forest Morrow
Film Manager.....Arthur Whitaker
Chief Engineer.....Lester E. Zellner

WTHI-TV—Terre Haute
1954—CBS

Channel: 10 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By....Wabash Valley Bcstg. Co.
Business Address.....918 Ohio Street
Tel.: CR 9481.....News Service: UP
Representative .....Bolling
Membership .....NAB
President.....Anton Hulman, Jr.
General Manager.....J. M. Higgins
Night Oper. Dir. ..... Ben Falber, Jr.
Day Oper. Dir. ..... Pat Murphy
Prom. Dir.....Charles Cogan
Film Dir.....Nancy Langan
Chief Engineer.....Don Petit

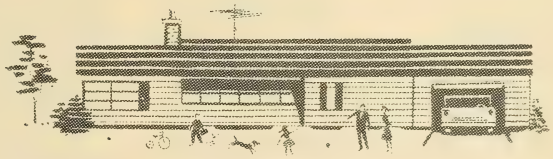
They buy *as a family . . .*



because they were sold *as a family . . .*



by their local *Meredith station!*



KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

Iowa

Pop. March 1 (Est.)—2,772,000; Families—852,000; Lic. Stations—11, Sta. CP's—1; Radio Homes—836,000; TV Homes—786,000

WOI-TV—Ames—1950—ABC

Channel: 5 VHF..AP: 50.1 Kw...VP: 100 Kw.
Owned-Oper. By.....Iowa State College
Address .....Service Bldg.
Tel.: CE 2-3400.....News Services: AP, INS
Representative .....Weed
President.....Dr. James Hilton
Gen. Manger .....Robert C. Mulhall
Assoc. Gen. Manager .....James H. Davis
Commercial Mgr.....Dan Norton
Prom., Pub. Dir.....Doris MacFarquhar
Film Manager.....Warren Royer
Chief Engineer.....Keith Ketcham

KCRG-TV—Cedar Rapids 1953—ABC

Channel: 9 VHF..AP: 156 Kw...VP: 316 Kw.
Owned-Oper. By .....Cedar Rapids TV Co.
Business Address .... 1st Ave. & 1st St., SW.
Tel.: EM 4-4149.....News Services: AP, INS
Representative.....Weed TV Corp.
Newspaper Affiliation ..Cedar Rapids Gazette
Membership .....NAB
President ..... Joseph F. Hladky, Jr.
Gen. Mgr.....Frank T. Nye
Adm. Asst.....Edna A. Herbst
Comm. Mgr.....Richard J. Butterfield
Program Dir. ..... Ralph D. Willey
Prom., Pub. Dir.....Ruthanna W. Ross
Chief Engineer .....Ira V. McDaniel

WMT-TV—Cedar Rapids 1953—CBS

Channel: 2 VHF...AP: 70 Kw....VP: 100 Kw.
Owned-Oper. By.....WMT-TV, Inc.
Bus. Address.....Paramount Theatre Bldg.
Tel.: EM 4-0171..News Services: AP, UP, INS
Representative .....Katz
Membership .....NAB, TvB
President.....William B. Dolph
Exec. V.P., Gen. Mgr.....William B. Quarton
V.P., Sales.....Lew Van Nostrand
V.P., Operations.....Douglas B. Grant
Promotion Manager .....Bob Kenney
Film Mgr.....Belle Warren
Chief Engineer.....George Hixenbaugh

WOC-TV—Davenport—1949 NBC

Channel: 6 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By..... ..Central Bcstg. Co.
Business Address.....805 Brady St.
Tel.: 3-3661.....News Service: UP
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NAB, TvB
President.....Col. B. J. Palmer
Resident Manager.....Ernest Sanders
Sales Manager.....Mark L. Wodlinger
Film Editor.....Ken Wagner
Program Director.....Raymond Guth
Chief Engineer..... ..Paul Arvidson

WHO-TV—Des Moines 1954—NBC

Channel: 13 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By....Central Broadcasting Co.
Business Address.....1100 Walnut St.
Tel.: AT 8-6511...News Services: AP, INS, UP
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NAB, TvB
President.....Col. B. J. Palmer
Exec. V.P.....Ralph Evans
V.P., Resident Manager.....Paul A. Loyet
Prom. Dir.....Robert O. Link
Sales Manager .....Robert H. Harter
Film Buyer, Prog. Director.....Jack Kerrigan
Production Manager.....Kenneth Gfeller
Film Editor.....Robert P. Kress
Chief Engineer.....Roy W. Pratt

KRNT-TV—Des Moines 1955—CBS

Channel: 8....AP: 199.5 Kw.....VP: 316 Kw.
Owned-Operated By.....KRNT-TV Co.
Address .....Ninth & Pleasant St.
Tel.: CH 3-4141.....News Service: AP, UP
Representative .....Katz
Membership .....NAB, TvB
President .....Luther L. Hill
Station Manager.....Robert W. Dillon
Commercial Manager .....Paul M. Elliott
Program Director.....Richard H. Covey
Promotion Director.....Joe G. Hudgens
Prod. Manager.....Guy Koenigsberger
Sls. Mgr.....Bill Hippee
Chief Engineer.....Charles F. Quentin

KQTV—Fort Dodge—1953 NBC—CBS

Channel: 21 UHF..AP: 160 Kw...VP: 330 Kw.
Owned-Oper. By....Northwest Television Co.
Business Address.....Warden Bldg.
Tel. 4-0351
Representative .....Pearson
Membership .....NAB
Pres., Gen., Station Mgr.....Edward Breen
Comm. Manager.....Rollie Camp
Program Director.....Richard Johnson
Film Manager.....Stanley McCurdy
Chief Engineering.....David Sinclair

KGLO-TV—Mason City—1954 CBS

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Lee Radio, Inc.
Business Address....Second & Pennsylvannia
Tel.: GA 3-2540.....News Service: AP, UP
Representative .....Weed
Membership .....NAB
President.....Lee P. Loomis
Exec. V.P., Gen. Manager....Herbert R. Ohrt
Nat'l Sales Mgr.....Walther Rothschild
Film, Comm. Manager.....Lloyd Loers
Prod. Mgr., Prog. Director....Douglas Sherwin

Promotion, Pub. Dir.....Don Harrer
Chief Engineer.....Roger Sawyer

KTVO—Ottumwa—1955
CBS-NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By .....KBIZ, Inc.
Business Address .....209 East 2nd St.
Tel.: MU 2-4535.....News Service: AP
Representative .....Hollingbery
President.....James J. Conroy
General Manager.....Berg Allison
Program Dir. ..... James Bolen
Prom., Pub. Dir.....Kea Rea
Film Manager ..... William Stevens
Chief Engineer ..... James Riley

KTIV—Sioux City—1954
NBC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....KTIV Television Corp.
Address.....Tenth & Grandview
Tel.: 8-0545.....News Service: UP
Newspaper Affil.....Journal-Tribune
Representative ..... Hollingbery
Membership .....NAB
Pres., Gen. Mgr.....Dietrich Dirks
Comm. Mgr.....Eugene T. Flaherty
Prog. Dir.....Don Stone
Prom., Pub. Dir. ..... Bill Mote
Chief Engineer.....Alvin Smith

KVTV—Sioux City—1953
CBS-ABC

Channel: 9 VHF..AP: 144 Kw...VP: 288 Kw.
Owned-Oper. By.....Peoples Bcstg. Corp.
Business Address.....7th & Douglas
Tel.: 2-2711.....News Services: AP, UP
Representative .....Katz
Membership .....NAB, TvB
V.P., Corp. Mgr.....Herbert E. Evans
General Manager .....Donald D. Sullivan
Comm. Manager ..... Robert B. Donovan
Prog. Director.....Clark Pollock
Promotion Director.....John Schambow
Film Manager .....Carl Morris
Chief Eng.....Robert G. Engelhardt

KWWL-TV—Waterloo—1953
NBC-ABC

Channel: 7 VHF..AP: 214 Kw...VP: 316 Kw.
Owned-Oper. By.....Black Hawk Bcstg. Co.
Business Address.....Insurance Bldg.
Tel.: AD 4-4404.....News Service: AP
Representative .....Avery-Knodel
Membership .....TvB
Pres., Gen., Sta. Mgr.....Ralph J. McElroy
Commercial Mgr.....James S. Dugan
Prog. Dir., Film Mgr.....Erma Dufel
Prom., Pub. Dir.....Sue Hanson
Chief Engineer.....T. W. Kirksey

Kansas

Pop. March 1 (Est.)—2,188,000; Families—693,000; Lic. Stations—6, Sta. CP's—4; Radio Homes—684,000; TV Homes—512,000

KTVC—Ensign—1957
ABC-CBS

(Satellite of KAKE-TV, Wichita)
Channel: 6 VHF..AP: 14.1 Kw...VP: 28.2 Kw.
Owned.....S.W. Kansas TV Co., Inc.
Address.....705 2nd St, Dodge City
Tel. .....HU 3-6666, Dodge City
Representative .....Katz
President .....Leigh Warner
General Manager.....Wendell Elliott
Program Dir.....Hershel Holland
Chief Engineer.....Kenneth Karr

KCKT—Great Bend—1954
NBC

Channel: 2 VHF...AP: 52 Kw....VP: 100 Kw.
Owned-Oper. By..Central Kansas TV Co., Inc.
Business Address.....Box 182
Tel.: GL 3-7868.....News Service: UP
Representative .....Bolling
President.....E. C. Wedell
Oper. Mgr.....E. L. Kuhlman
Prom. Dir.....Deanne Cromer
Chief Eng. ..... H. G. Haefele

KTVH—Hutchinson—1953
CBS

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By..Wichita-Hutchinson Co., Inc.
Business Address.....1800 North Plum
Tel.: MO 5-5503.....News Services: AP, UP
Representative .....H-R
Membership .....NAB, TvB
President .....Joyce A. Swan
General Mgr. .....Howard O. Peterson
Gen. Sales Manager.....Eugene C. Gray
Prog. Dept. Super., Film Mgr...Robt. D. Snyder
Asst. Gen. Mgr., Prom. Dir....M. Dale Larsen
Chief Engineer .....Ken H. Cook

KOAM-TV—Pittsburgh
1953—NBC-ABC

Channel: 7 VHF..AP: 138 Kw...VP: 245 Kw.
Owned-Oper...Mid-Continent Telecasting, Inc.
Business Address.....Box 659
Tel.: 2508
Membership .....NAB, TvB
Representative .....Katz
General Manager .....R. E. Wade
Program Director .....Louis R. Martin
Chief Engineer.....Jack Lawrence

WIBW-TV—Topeka—1953
ABC-CBS

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.

Owned.....Stauffer Publications, Inc.
Business Address.....Box 119
Tel.: CE 3-2377.....News Services: AP, UP
Representative .....Avery-Knodel
Membership .....NAB, TvB
President.....O. S. Stauffer
Gen. Mgr.....Thad M. Sandstrom
Sales Coordinator.....Ray C. Senate
Prog. Dir., Film Mgr.....Rush Evans
Chief Engineer.....G. E. Voiles

KAKE-TV—Wichita—1953
NBC

Channel: 10 VHF..AP: 219 Kw...VP: 316 Kw.
Owned-Oper. By .....KAKE-TV, Inc.
Business Address .....1500 N. West St.
Tel.: .....WH 3-4221
Representative ..... Katz
Membership .....NAB
General Manager .....Martin Umansky
Nat'l. Sales Manager .....Don Waldron
Prom., Pub. Dir.....Robert C. Payne
Chief Engineer.....Harold Newby

KARD-TV—Wichita—1950
NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....Wichita TV Co.
Address .....833 N. Main St.
Tel.: AM 5-5633.....News Service: AP
Representative .....Petry
Membership .....NAB, TvB

President.....G. M. Brown
V.P., Gen., Sta. Mgr. .....W. Moyer
Comm. Manager .....Donald Sbarra
Program Director .....Sam Worsham
Pub. Dir. .....Mary J. Phares
Chief Engineer.....Russell V. Goyette

To Broadcasters

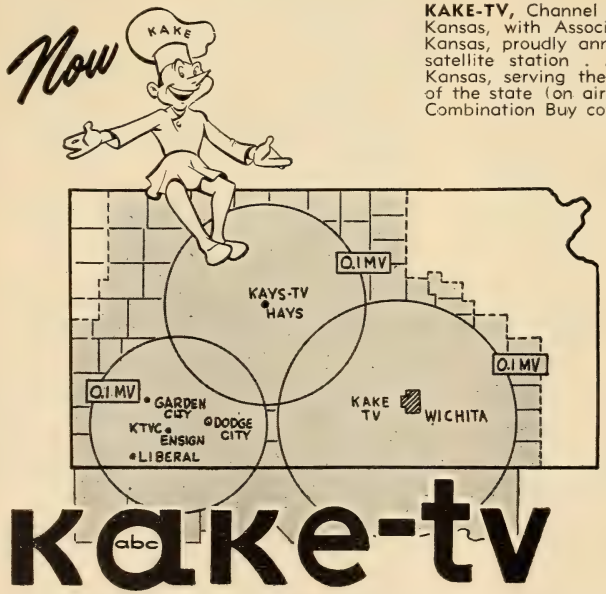
AP

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Added Profits
Added Prestige

The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

THE kakeMAN COVERS
***almost* ALL OF KANSAS**



KAKE-TV, Channel 10 . . . Top-Rated* in Wichita, Kansas, with Associate Station KTVC for Southwest Kansas, proudly announces the addition of a **second** satellite station . . . KAYS-TV, Channel 7, Hays, Kansas, serving the North Central-Northwest section of the state (on air June 1). Now . . . one **KAKE-TV** Combination Buy covers almost all of Kansas.

*The February, 1958 ARB again showed KAKE-TV dominating the ratings in every category, as it has by almost the same margin for the last three preceding ratings, covering a full year of surveys.

4 of the top 10 Network Shows
8 of the top 10 Syndicated Film Shows
9 of the top 10 Multiweekly Shows

Sign-On-To-Sign-Off KAKE-TV leads in the Metropolitan Wichita Share of Sets-In-Use Summary with 50.9 as compared to 28.0 and 28.0 for the other two stations.

Channel 10
WICHITA, KANSAS
Represented by KATZ

Kentucky

Pop. March 1 (Est.)—3,104,000; Families—853,000; Lic. Stations—6, Sta. CP's—5; Radio Homes—836,000; TV Homes—543,000

WKXP—Lexington—1957

Channel: 27 UHF..AP: 8.7 KW..VP: 17.3 Kw.
Owned.....Community Broadcasting Co.
Business Address.....177 N. Upper St.
Tel.: 3-2727.....News Services: AP, UP
Representative.....John E. Pearson Co.
Membership .....NAB, TvB
President, Gen. Mgr.....Frederic Gregg, Jr.
Oper. Mgr.....Zack Hill
Comm. Mgr.....Miller Welch
Prog. Dir.....Henry Allin
Prom., Pub. Dir.....Wm. R. Lacker
Film Mgr.....John Harvey, Jr.
Chief Engineer.....Robert Austin

WLEX-TV—Lexington 1955—ABC-CBS-NBC

Channel: 18 UHF..AP: 9.2 Kw...VP: 17 Kw.
Owned-Oper. By.....WLEX-TV, Inc.
Business Address.....Russell Cave Pike
Tel.: 4-8747
Representatives .....Bolling; Dora-Clayton
Exec. V.P., Gen. Mgr. .....Earl Boyles
Station Manager .....Harry C. Barfield
Sales Manager .....J. M. Pennock
Program Mgr. .....Alex B. Macaulay
Chief Engineer .....Jim Robertson

WAVE-TV—Louisville 1948—NBC-ABC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....WAVE, Inc.
Address.....334 East Broadway
Tel.: JU 5-2201.....News Service: AP
Membership .....NAB, TvB
Representative.....NBC Spot Sales
President.....George W. Norton, Jr.
General Manager .....Nathan Lord
Commercial Manager.....Ralph Jackson
Prog., Film Dir.....George Patterson
Prom., Pub. Dir.....Jas. Caldwell
Chief Engineer.....Wilbur Hudson

WHAS-TV—Louisville—1950 CBS

Channel: 11 VHF..AP: 128 Kw...VP: 316 Kw.
Owned-Oper. By.....WHAS, Inc.
Address.....525 W. Broadway
Tel.: JU 5-2211.....News Service: AP
Representative....Harrington, Righter, Parsons
Membership .....NAB, TvB
President .....Barry Bingham
Director .....Victor A. Sholis
Program Director.....Sam Gifford
Prom. Dir.....William Loader
Film Manager.....Charles McDaniel
Dir. Engineering.....O. W. Towner

WPSD-TV—Paducah—1957 ABC-NBC

Channel: 6 VHF..AP: 34.7 Kw...VP: 58.9 Kw.
Owned.....Paducah Newspapers, Inc.
Business Address.....Box 1037
Tel.: 2-8214.....News Service: AP
Representative .....Pearson
Membership .....NAB
President.....Edwin J. Paxton, Sr.
Gen. Mgr.....E. J. Paxton, Jr.
Prog. Dir.....Fitz Hooton
Prom., Pub. Dir.....Joe Mitchell
Prod. Mgr.....Bill Turner
Dir. of Tech. Oper.....Ernest Pell
Chief Engineer.....William Mobley

Louisiana

Pop. March 1 (Est.)—3,112,000; Families—859,000; Lic. Stations—7, Sta. CP's—9; Radio Homes—814,000; TV Homes—582,000

KALB-TV—Alexandria 1954—NBC-CBS-ABC

Channel: 5 VHF..AP: 15.2 Kw...VP: 28.4 Kw.
Owned.....Lanford Bcstg. Co., Inc.
Business Address.....605-11 Washington
Tel.: 52456-9.....News Services: AP, UP, INS
Representative .....Weed
Membership .....NAB
President.....T. B. Lanford
General Manager.....Willard L. Cobb
Local Sales Manager.....Jesse Sexton
Oper., Prog. Mgr.....Larry McHale
Prom., Pub. Director.....Vivian Close
Film Manager .....Robert Poor
Chief Engineer .....Robert E. Miller

WAFB-TV—Baton Rouge 1953—CBS

Channel: 28 UHF..AP: 100 Kw...VP: 200 Kw.
Owned .....Modern Bcstg. Co., Inc.
Business Address.....929 Government St.
Tel.: DI 4-8571.....News Service: AP
Membership .....NAB, TvB
Reps .....Blair TV; Clarke Brown
Pres., Gen. Mgr. .....Tom E. Gibbens
Comm. Mgr.....Mervyn E. Rhys
Prog. Dir.....Don Hallman
Pub. Dir.....Grace McElveen
Chief Engineer.....Donald K. Allan

WBRZ—Baton Rouge—1954
ABC-NBC

Channel: 2 VHF..AP: 56.2 Kw...VP: 100 Kw.
Owned-Operated By.....La. TV Bcstg. Co.
Address ..... 1650 Highland Rd.
Tel.: DI 8-1491.....News Services: AP, INS
Newspaper Affiliation .....State Times;
Representative .....Hollingbery
Membership .....NAB, TvB
President.....Douglas L. Manship
Gen. Mgr.....John H. Bone
Oper. Mgr.....Jules L. Mayeux
Sales Manager.....Guy Corley
Program Director.....John Ferguson
Promotion Director.....Edward F. Hessel, Jr.
Production Manager .....Aubrey L. Moore
Chief Engineer.....Pat Weathersby

KLFY-TV—Lafayette—1955
CBS

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned.....Camelia Bcstg. Co., Inc.
Address.....1301 Oak Avenue
Tel.: CE 5-9494.....News Service: AP
Representative.....Young TV Corp.
Membership .....NAB
President.....Paul H. DeClouet
Gen. Mgr.....Dierrell Hamm
Comm. Mgr.....Sterling Zimmerman
Prog. Dir.....Jerry Christopher
Prom., Pub. Dir.....Avis Moore
Film Mgr.....LeRoy Guidry
Chief Engineer.....Maurice Wynn

KPLC-TV—Lake Charles
1954—NBC-ABC

Channel: 7 VHF..AP: 316 Kw...VP: 158 Kw.
Owned-Oper. By.....Calcasieu Bcstg. Co.
Business Address .....320 Division St.
Tel.: HE 6-3631.....News Service: UP
Representative .....Weed
President.....T. B. Lanford
Gen., Sta. Manager .....P. E. Mills, Jr.
Comm. Manager ..... Art Reuben
Prom. Dir.....Gay St. Cyr
Prog. Director .....A. B. Craft, Jr.
Chief Engineer.....Ed Barton

KTAG-TV—Lake Charles
1953—CBS

Channel: 25 UHF..AP: 11 Kw...VP: 20.4 Kw.
Owned-Oper. By.....KTAG-TV Associates
Business Address.....645 15th St.
Tel.: HE 9-9413.....News Service: UP
Representative .....Raymer
Membership .....NAB
President.....Warren Berwick
Vice Pres.....Kevin Reilly
Station Mgr.....Harper Clark
Program Dir.....William Smith
Chief Engineer.....Lawrence Vicknair

KNOE-TV—Monroe—1953
CBS-NBC-ABC

Channel: .8 VHF..AP: 115 Kw...VP: 230 Kw.
Owned-Oper. By.....Noe Enterprises, Inc.
Business Address.....Box 1472
Tel.: FA 2-8155.....News Service: AP
Membership .....NAB
Owner ..... James A. Noe
Vice-Pres., Gen. Mgr.....Paul H. Goldman
Sales & Prom. Mgr.....Jack Ansell, Jr.
Program Director, Film Mgr.....Harry Arthur
Operations Mgr. .....Ansel Smith
Dir. Engineering.....Ray Boyd

WDSU-TV—New Orleans
1948—ABC-CBS-NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WDSU Bcstg. Corp.
Business-Studio Address.....520 Royal St.
Tel.: TU 4376.....News Service: AP, UP
Representative .....Blair
Membership .....NAB, TvB
President.....Edgar B. Stern, Jr.
Exec. V.P., Gen. Mgr.....Robert D. Swezey
V.P., Comm. Mgr.....A. Louis Read
Film Dir.....Elaine Phillips
Prog. Mgr.....Richard D. Cross
Prom., Pub. Dir.....Marion Annenberg
Operations Mgr. .....Stanley Holiday
Chief Engineer.....Lindsey Riddle

WJMR-TV—New Orleans
1953—ABC

Channel: 20 UHF..AP: 108 Kw...VP: 216 Kw.
Owned-Oper. By.....Supreme Bcstg. Co. Inc.
Business Address.....Jung Hotel
Tel.: EX 3131.....News Service: INS
Representative ..... Weed
Membership .....NAB
Pres. ..... Chester F. Owens
V.P., Gen. Mgr.....John R. Porterfield
V.P., Secy.-Treas.....Robert E Jeffers
Commercial Mgr. .....Paul Beville
Program Director ..... Tom Abbott

WWL-TV—New Orleans—1957
CBS

Channel 4.....AP: 50 Kw.....VP: 100 Kw.
Owned .....Loyola University
Address.....1024 N. Rampart St.
Tel.: EX 4444.....News Service: UP, AP
Representative .....Katz
Membership .....NAB
President.....Rev. Patrick Donnelly
General Manager.....W. H. Summerville
Sls. Manager.....Bill Flynn
Sales Prom., Pub. Mgr.....Harry Hildebrand
Program Director.....E. M. Hoerner
Chief Engineer.....J. D. Bloom, Jr.

KSLA—Shreveport—1953
CBS

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By ..... Shreveport TV Corp.
Business Address ..... Box 92
Tel: 3-6151.....News Service: AP
Membership .....NAB, TvB
Representative.....Paul H. Raymer
Gen. Mgr. .....Ben Beckham, Jr.
Station Mgr.....Winston B. Linam
Comm. Mgr. .....Deane R. Flett
Prom., Pub. Dir.....Carol Vinson
Film Mgr.....Ralph Oliveri
Chief Engineer.....Morris C. Barton

KTBS-TV—Shreveport
1955—NBC-ABC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....KTBS, Inc.
Address.....312 E. Kings Hwy.
Tel.: 7-3644.....Newse Service: AP
Representative .....Edward Petry
Membership .....NAB
Pres., Gen. Mgr.....E. Newton Wray
Station Manager .....Patrick J. White
Commercial Manager .....Joe B. Foster
Prog. Dir.....Vlada Dimac
Prom.....R. Douglas Dupperault
Film Manager .....Marvin Perry
Chief Engineer.....Claude R. Scott

Maine

Pop. March 1 (Est.)—920,000; Families—268,000; Lic. Stations—5, Sta. CP's—2; Radio Homes—259,000; TV Homes—207,000

WABI-TV—Bangor—1953
ABC-NBC

Channel: 5 VHF..AP: 17.9 Kw...VP: 30 Kw.
Owned-Oper.....Community Telecasting Serv.
Address.....57 State St.
Tel.: 6446.....News Service: UP
Reps. .....Hollingbery, Kettel-Carter
Membership .....NAB
President .....Horace Hildreth
Exec. V.P.....Leon P. Gorman, Jr.
V.P.-Operations.....Walter L. Dickson
Comm. Mgr. ..... Robert C. McCausland
Program Director.....Leon H. Nelson
Station Mgr., Prom. Dir.....Richard B. Bronson
Film Manager.....Ralph Libby
V.P. Chg. Oper.....Walter L Dickson

W-TWO—Bangor—1954—CBS

Channel: 2 VHF...AP: 18 Kw....VP: 36 Kw.
Owned-Oper.....Murray Carpenter & Assoc.
Business Address.....7 Main St.
Tel.: 2-4822.....News Service: UP
Representative..Venard, Rintoul & McConnell, Louis Borgatti
President, Gen., Sta. Mgr...Murray Carpenter
V.P., Bus. Mgr.....Rudy Marcoux
Prog. Dir., Prod. Mgr.....James Robinson
Film Manager .....Don Deakin
V.P., Chief Engineer.....William Clark

WMTW—Poland Spring
1954—CBS-ABC

Channel: 8 VHF..AP: 52.5 Kw...VP: 105 Kw.
Owned-Oper. By....Mt. Washington TV Inc.
Business Address .....Poland Spring
Telephone 51
Representatives.....Harrington, Righter & Parsons
Membership .....NAB
Pres. & Gen. Mgr.....John W. Guider
Program Director.....John T. Madigan
Production Mgr.....Claus Wiese
Film Dir.....Brian Higgins
Chief Engineer.....Parker H. Vincent

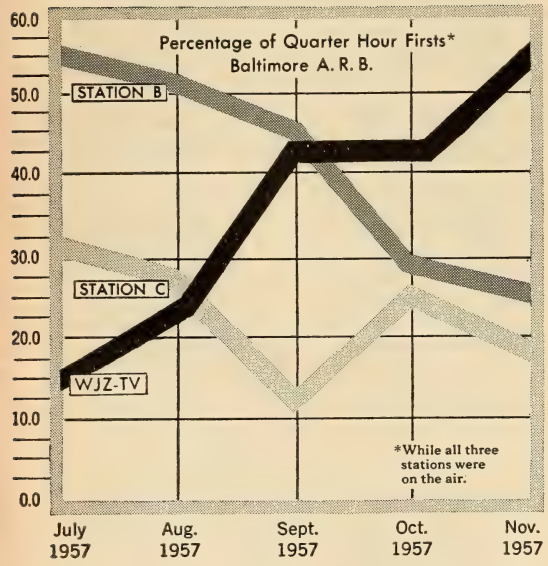
WCSH-TV—Portland—1953
ABC-NBC

Channel: 6 VHF..AP: 70 Kw...VP: 100 Kw.
Owned-Oper. By.....Maine Radio & TV Co.
Business Office.....157 High Street
Tel.: SP 2-0181.....News Service: UP
Representative .....Weed
Membership .....NAB, TvB
President.....Adeline B. Rines
V.P., Managing Dir.....William H. Rines
Station Manager.....Jack S. Atwood
Comm. Manager.....Bruce McGorrill
Program Director.....Burnell Poole, Jr.
Promotion Director.....Linwood T. Pitman
Film Manager.....William Kerkos
Chief Engineer.....Chas. Brown

WGAN-TV—Portland—1954
CBS

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By..Guy Gannett Bcstg. Services
Business Address.....390 Congress St.
Tel.: SP 2-4661.....News Services: AP, UP
Newspaper Affil.....Gannett Publ. Co.
News Service.....AP
Membership .....NAB, TvB
Representative .....Avery-Knodel
President.....Jean Gannett Williams
V.P., Gen. Mgr.....Creighton E. Gatchell
Prog. Dir.....William G. Wadman
Comm. Manager.....Richard E. Bates
Sta. Manager.....Samuel G. Henderson
Prom, Pub. Dir.....G. H. Cummings
Film Manager.....Earl Fenderson
Chief Engineer.....Roger W. Hodgkins

in Baltimore WJZ-TV dominates



A fast picture of the big change in Baltimore TV shows that WJZ-TV, under Westinghouse Broadcasting Company ownership, has moved from 3rd to a dominant 1st place in less than four months!

Like November, the *December* ARB report on quarter hours shows that WJZ-TV is first in more quarter hours than the other two Baltimore stations COMBINED!

WJZ-TV	**(ABC)**	**233 firsts**
Station B	**(CBS)**	**155 "**
Station C	**(NBC)**	**75 "**

WJZ-TV DOMINATES IN SHARE OF SETS-IN-USE TOO!

Confirming WJZ-TV's dominance in the Baltimore TV picture, the December ARB figures for share of sets-in-use are:

WJZ-TV	**(ABC)**	**39.0**
Station B	**(CBS)**	**33.1**
Station C	**(NBC)**	**26.8**

Now . . . in Baltimore, WJZ-TV dominates. In Baltimore, more and more, *no selling campaign is complete without the WBC station.* Your Blair-TV man is ready to talk business, and so is Joe Dougherty, WJZ-TV Sales Manager (MOhawk 4-7600, Baltimore).

WESTINGHOUSE
WJZ 13 TV
BALTIMORE

Represented by Blair-TV

abc

WAGM-TV—Presque Isle
1956—NBC

Channel: 8 VHF..AP: 25 Kw...VP: 50 Kw.
Owned-Oper. By.....Aroostook Bcstg. Corp.
Business Address.....489 Main St.
Tel.: 9-2461
Reps. .....Hollingbery
Exec. V.P.....Lee Gorman
Sls. Mgr.....Forrest Craig
V.P., Oper.....Walter Dixon
Program Mgr.....Don Jordan
Production Mgr. .....Ted Coffin
Chief Engineer.....John Richards

Maryland

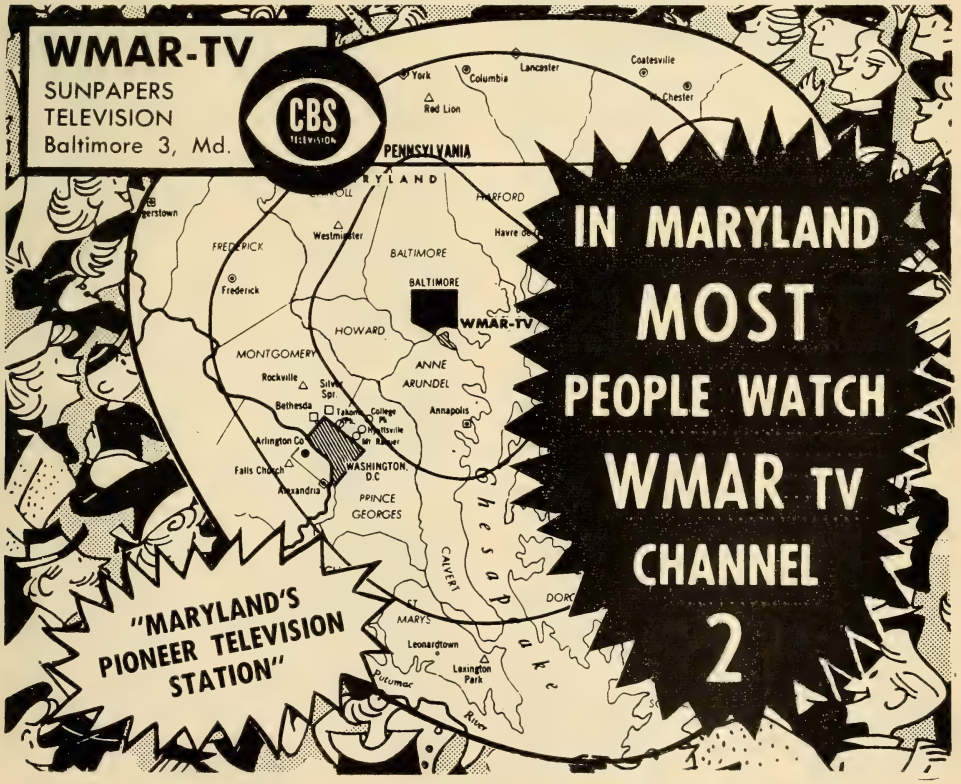
Pop. March 1 (Est.)—2,923,000; Families—812,000; Lic. Stations—3, Sta. CP's—3; Radio Homes—768,000; TV Homes—688,000

WJZ-TV—Baltimore
1948—ABC

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Westinghouse Bcstg. Co.
Business Address.....Television Hill
Tel.: MO 4-7600.....News Service: AP
Representative .....Blair
Membership .....NAB, TvB
President.....Donald H. McGannon
Exec. V.P.....Norman C. Kal
General Mgr.....Larry H. Israel
V. P., Dir. Eng. .....Ben Wolfe
Sales Mgr.....Joseph P. Dougherty
Pub. Dir. ..... Tommy Dukehart
Ops. Mgr.....Jim Kilian
Prog. Mgr.....Joel Chaseman
Adv., Prom. Mgr.....A. H. Christiansen

WMAR-TV—Baltimore
1947—CBS

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....The A. S. Abell Co.
Address.....Charles & Redwood Sts.
Tel.: MU 5-5670
News Services: AP, CBS Newsfilm
Newspaper Affiliation...Baltimore Sunpapers
Representative .....Katz
Membership .....NAB, TvB
President .....William F. Schmick, Sr.
Exec. V.P.....William F. Schmick, Jr.
V.P., Dir. of TV, Sta. Mgr.....Ewell K. Jett
Comm., Prom., Pub. Mgr.....Ernest A. Lang
Program Director.....Robert B. Cochrane
Prom. Co-ordinator .....Alex Dietrich
Film Mgr.....D. V. Stickle
Chief Engineer.....Carlton G. Nopper



WBAL-TV—Baltimore—1948
NBC

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....Hearst Corporation
Business-Studio Address.....2610 N. Charles
Tel.:.....HO 7-3000
Newspaper Affil.....Baltimore News, Post
Representative .....Edward Petry
Membership .....NAB, TvB
V.P., Exec. Dir.....Chas. B. McCabe
Vice-Pres. & Gen. Mgr.....D. L. Provost
Vice-Pres. (Engineering).....John T. Wilner
Vice Pres., Sta. Mgr.....Leslie H. Peard, Jr.
Business Mgr.....Freeman W. Cardall
Program Director.....James E. Kovach
Comm. Manager.....Willis K. Freiart
Publicity Dir.....Roy Meachum
Chief Engineer.....Harrison Brooks

WBOC-TV—Salisbury—1954
ABC-CBS

Channel: 16 UHF..AP: 8.6 Kw...VP: 15.8 Kw.
Owned & Oper....Peninsula Broadcasting Co.
Address .....Radio-Tv, Park
Tel.: PI 9-6131.....News Service: AP
Sta. Rep. .....Headley-Reed
President.....John W. Downing
Gen., Sta., Comm. Mgr.....Charles J. Truitt
Prog. Dir.....John W. Downing Jr.
Chief Engineer.....Jack W. Ward

Massachusetts
Pop. March 1 (Est.)—4,941,000; Families—1,509,000; Lic. Stations—5, Sta. CP's—7; Radio Homes—1,476,000; TV Homes—1,342,000

WCDC—Adams—1953
(Satellite of WTEN, Albany, N. Y.)
Channel: 19 UHF..AP: 100 Kw...VP: 200 Kw.

WBZ-TV—Boston—1948
NBC

Channel: 4 VHF..AP: 28.12 Kw..VP: 56.24 Kw.
Owned-Oper By...Westinghouse B'casting Co.
Address.....1170 Soldiers Field Rd.
Tel.: AL 4-5670...News Services: AP, UP, INS
Representative..Peters, Griffin, Woodward, Inc.
Membership .....NAB, TvB
President ..... Donald H. McGannon
General Mgr. .....F. A. Tooke
Sales Mgr.....James E. Allen
Prom. Dir.....D. H. Edgemon
Publicity Dir. .....Frances Corocoran
Sales Prom. Mgr.....Edward Ryan
Chief Engineer ..... W. H. Hauser

WHDH-TV—Boston—1957
ABC

Channel: 5 VHF..AP: 32.4 Kw...VP: 64.6 Kw.
Owned .....WHDH, Inc.
Address.....6 St. James Ave.
Tel.: HA 6-5500.....News Service: AP
Newspaper Affil.....Herald, Traveler
Representative .....Blair-TV
President.....Robert B. Choate
V.P., Man. Dir.....William B. McGrath
V.P., Sales Dir.....Alexander M Tanger
Dir of TV.....Leslie G. Arries, Jr.
Dir. Sales Prom.....Robert B. Cheyne
Publicity Dir.....Joseph Costanza
Film Manager.....Joseph Levine
Chief Engineer.....Philip K. Baldwin

WNAC-TV—Boston—1948
CBS

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business-Studio Address....21 Brookline Ave.
Tel.: CO 6-0800.....News Service: UP
Representative ..... H-R
Membership .....TvB
President .....Norman Knight
Exec. V.P.....George Steffy
V.P., Sales.....Tom Bateson
Nat. Sales Mgr.....Proctor Jones
Promotion Dir.....George Hallberg
Program Dir.....John D. Maloy
Publicity Dir.....Phyllis Doherty
Technical Director.....Harry Whittemore

WRLP—Greenfield—1957
(Satellite of WWLP, Springfield)
Channel: 32 UHF.. AP: 100 Kw...VP: 200 Kw.

WWLP—Springfield—1952
ABC-NBC

Channel: 22 UHF..AP: 107 Kw...VP: 219 Kw.
Owned-Oper. By.....Springfield Television Bcstg. Corp.
Business Address ..... Box 2210
Tel.: ST 8-0971.....News Service: UP
Station Reps.....Hollingbery, Kettell-Carter
Membership .....TvB
Chairman.....Roger L. Putnam
Pres., Gen. Mgr.....William L. Putnam
Station Manager .....Howard S. Keefe
Gen. Sales Mgr.....James H. Ferguson, Jr.
Program Mgr.....Jerry Barnes
Chief Engineer .....Donald C. Shaw

WHYN-TV—Springfield-Holyoke—1953—CBS
Channel: 40 UHF..AP: 125 Kw...VP: 250 Kw.
Owned-Oper. By..Hampden-Hampshire Corp.
Business Address.....1300 Liberty St.
Tel.: RE 4-1126.....News Service: UP
Representative .....Branham, Wheeler
Membership .....NAB
Gen., Sta. Manager.....Charles N. DeRose
Comm. Manager.....Patrick J. Montague
Program Director.....Murray Tesser
Publicity .....Noah LaMountain
Chief Engineer.....Harold Schumacker

Michigan

Pop. March 1 (Est.)—7,813,000; Families—2,257,000; Lic. Stations—13, Sta. CP's—6; Radio Homes—2,212,000; TV Homes—1,986,000

WPAG-TV—Ann Arbor—1953

Channel: 20 UHF..AP: 10 Kw. VP: 18 Kw.
Owned-Oper. By.....Washtenaw Bcstg. Co.
Business Address.....Hutzel Bldg.
Tel.: NO 2-5517.....News Service: AP
Representative .....Everett-McKinney
Membership .....NAB
President, Gen. Mgr. .....Edward F. Baughn
Program Director.....David Pringle
Chief Engineer.....Bernard Ressler

WNEM-TV—Bay City-Saginaw—1954—NBC-ABC

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By ....Gerity Telecasting Corp.
Business Address.....Wenonah Hotel
Tel.: TW 3-4502.....News Service: AP
Membership .....NAB, TvB
Representative ..... Petry
President.....James Gerity, Jr.
V.P., Sls. Mgr.....Harry Travis
V.P.-Treas. .....D. Scott Hager
Dir. Operations.....Tom Matthews
Chief Engineer .....Robert L. Beurket

WWTV—Cadillac—1953 ABC-CBS

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Sparton Bcstg. Co.
Business Address.....417 N. Mitchell St.
Tel.: PR 5-3478.....News Service: AP
Representative .....Hollingbery
Membership .....TvB, NAB
President .....John J. Smith
V.P., Gen. Mgr.....Gene Ellerman
Prog. Dir.....Paul Hill
Prom., Mdsg. Mgr.....Richard W. Schappa
Prom., Pub. Dir. .....R. W. Bishop
Chief Engineer .....George A. Wilson

CKLW-TV—Detroit-Windsor 1954—CBC

Channel: 9 VHF..AP: 180 Kw...VP: 325 Kw.
Owned-Oper...Western Ontario Brdcstng. Co.
Business Address.....3300 Guardian Bldg.
Tel.: WO 1-7200.....News Services: INS, UP
Membership .....NAB
Rep.....All-Canada TV Ltd., Adam Young
Pres., Gen. Manager.....J. E. Campeau
Dir. of Operations.....S. C. Ritchie
Comm. Mgr.....Norman Hawkins
Publicity Director.....Art Gloster
Film Manager.....Arthur MacColl
Prom. Dir.....T. Don MacQueen
Dir. of Engineering.....Stuart Clark

WJBK-TV—Detroit—1948 CBS

Channel: 2 VHF..AP: 50 Kw. ..VP: 100 Kw.
Owned-Oper. By .....Storer Bcstg Co.
Business Address ..... 7441 Second Blvd.
Tel.: TR 3-7400.....News Services: AP, INS
Newspaper Affiliation .... Miami Beach Sun
Membership .....NAB, TvB
Representative ..... Katz
President ..... George B. Storer
V.P., Managing Dir. .....Bill Michaels
Program Mgr. .....Ralph R. Rust
Nat'l Sales Mgr.....Lewis P. Johnson
Prom., Merch. Mgr.....Bob Edell
Publicity Dir.....Betty Anderson
Service Co-ordinator .....George Kenyon
Film Mgr. .....Jerry E. Christner
Chief Engineer .....Joseph B. Haigh

WWJ-TV—Detroit—1947 NBC

Channel: 4 VHF..AP: 50.1 Kw...VP: 97.7 Kw.
Owned-Operated By....Evening News Assoc.
Tel.: WO 2-2000.....News Services: UP, AP
Newspaper Affiliation .....Detroit News
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NAB, TvB
President.....Warren S. Booth
General Manager.....Edwin K. Wheeler
Asst. General Manager.....Don DeGroot
Sta. Mgr.....James Schiavone
Business Manager.....Henry C. Rogers
Prog. & Prod. Manager .....Ian Harrower
Sales Prom. Manager.....Glenn Kyker
Sls. Development Mgr.....Frank Steltenkamp
Natl. Sls. Mgr.....Ray W. Colie
Local Sls. Mgr.....John A. Wales
Gen. Eng. Manager.....E. J. Love

WXYZ-TV—Detroit—1948 ABC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...American Broadcasting Co.
Business Address.....1700 Mutual Bldg.
Tel.: Wo 3-8321.....News Services: AP, INS
Representative ..... Blair-TV
Membership .....NAB, TvB
President, Gen. Mgr.....James G. Riddell
V.P.....John F. Pival
Sales Manager.....Ralph Dawson
Program Director.....John Lee
Film Mgr.....Ken Sims
Prom., Publicity Director.....Bud Kirvan
Chief Engineer.....Charles Kocher

WOOD-TV—Grand Rapids 1949—NBC-ABC

Channel: 8 VHF.. AP: 158 Kw...AP: 316 Kw.
Owned By.....Wood Bcstg., Inc.
Address.....120 College S E
Tel.: GL 9-4125.....News Service: AP
Membership .....NAB, TvB
Representative .....Katz
Pres., Gen. Mgr.....Willard Schroeder
Gen. Sales Manager.....Arthur M. Swift

Program Director.....Frank G. Sisson
Promotion Mgr.....Clark Grant
Publicity Dir.....John Burpee
Prod. Mgr.....Dick Lamoreaux
Film Mgr.....Bob Smith
Chief Engineer .....Charles Robison

WKZO-TV—Kalamazoo
1950—ABC-CBS

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By.....Fetzer Bcstg. Co.
Address.....590 West Maple
Tel.: FI 5-2101.....News Service: AP
Membership .....NAB, TvB
Representative .....Avery-Knodel, Inc.
President.....John E. Fetzer
V.P., Managing Director.....Carl E. Lee
Sales Manager ..... Donald DeSmit
Program Director.....Charles Lynch
Prom. Dir.....Leonard Colby
Pub. .....Marjorie Marquardt
Film Mgr.....Mel Haavind
Chief Engineer.....Arthur Covell

WJIM-TV—Lansing—1950
ABC-CBS-NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Gross Telecasting, Inc.
Address.....2820 E. Saginaw
Tel.: IV 2-1333.....News Service: UP
Membership .....NAB
Representative.....Peters, Griffin, Woodward
President .....Harold Gross
Sta. Mgr.....Howard K. Finch
Gen. Sales Mgr.....Keith Oliver
Film Manager.....Phil Sherck
Prom., Pub.....George Hancin
Chief Engineer .....Carleton Musson

WDMJ-TV—Marquette
1956—CBS

Channel: 6 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By ....Lake Superior Bcstg Co.
Business Address .... 249 W. Washington St.
Newspaper Affiliation .....Mining Journal
Tel.: CA 6-3524.....News Service: AP
Membership .....NAB
Representative ..... Weed
President ..... Frank J. Russell, Jr.
General Mgr. ..... W. H. Treloar
Sta., Comm. Mgr. ..... Robert J. Luke
Program Dir.....Ted Hansen
Promotion Dir.....Ruby Apostle
Film Mgr. ..... Kenneth Borst
Chief Engineer ..... Paul Anick

WKNX-TV—Saginaw—1953
CBS-ABC

Channel: 57 UHF..AP: 103.5 Kw..VP: 207 Kw.
Owned-Operated By...Lake Huron Bcstg. Co.
Address.....221 S. Wash. Ave.
Tel.: PL 3-4471.....News Services: UP, INS
Representative .....Gill-Perna, Inc.
President, Gen. Mgr.....William J. Edwards
Station Manager.....Howard H. Wolfe
Commercial Manager.....Robert M. Chandler
Program Director .....Robert A. Oliver
Production Manager.....Ernest Whitmire
Prom. Dir.....Vincent Picard
Film Manager ..... Otto Allen
Chief Engineer.....Max W. Thomas

WPBN-TV—Traverse City
1954—NBC

Channel: 7 VHF..AP: 32.4 Kw...VP: 53.7 Kw.
Owned-Oper. By.....Midwestern Bcstg. Co.
Business Address.....Paul Bunyan Bldg.
Tel.: WI 7-7675.....News Service: AP
Representative ..... Hal Holman
President, Gen. Mgr.....Les Biederman
Station Mgr., Prog. Dir.....John Anderson
Commercial Mgr.....R. E. Detwiler
V.P.-Chief Engineer .....William H. Kiker

Minnesota

Pop. March 1 (Est.)—3,303,000; Families—962,000; Lic. Stations—7, Sta. CP's—4; Radio Homes—940,000; TV Homes—738,000

KMMT—Austin—1953—ABC

Channel 6 VHF..AP: 6.17 Kw...VP: 12.3 Kw.
Business Office.....Minnesota-Iowa TV Co.
Business Address.....Hiway No. 105 S.
Representative .....Avery-Knodel, Inc.
Gen. Mgr., Prog.
Dir., Film Buyer ..... Gene P. Loffler
Nat. Sls. Mgr.....James S. Dugan
Sls. Dir.....Don E. Inman
Chief Engineer .....Leo Chenier

KDAL-TV—Duluth-Superior
1954—NBC-ABC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Red River Bcstg. Co., Inc.
Business Address.....Bradley Building
Representative ..... Avery-Knodel
Membership .....NAB, TvB
General Manager.....Odin S. Ramsland
Sales Manager.....John Grandy
Prog. Dir., Film Buyer .....Earl Henton
Exec. V.P., Chief Engineer.....Robert Dettman

WDSM-TV—Duluth-Superior
1952—NBC-ABC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By..Northwest Publications, Inc.
Business Address.....230 E. Superior St.
Tel.: RA 7-6875.....News Service: AP
Representative.Peters, Griffin, Woodward, Inc.
Membership .....NAB
President ..... Robert B. Ridder
General Mgr.....Clarence D. Tully
Gen. Sales Mgr.....Carlo Anneke
Program Dir. ..... Ed Conrad

Prom., Pub. Dir.....Marty Olsen
Film Manager ..... Bill Ashton
Chief Engineer ..... George Carlson

KMGM-TV—Minneapolis
1955

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By ....United Television, Inc.
Business Address ..... Foshay Tower
Tel.: FE 9-8811.....News Service: UP
Representative ..... Branham
Pres., Gen. Mgr.....Donald Swartz
Commercial Mgr.....Milton Westerman
Nat. Sales Mgr.....James W. Anderson
Program Dir.....Joseph Carney
Chief Engineer ..... Gordon Benson

WCCO-TV—Minneapolis
1949—CBS

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Midwest Radio-TV Inc.
Bus.-Studio Address..Radio City—50 S. 9th St.
Tel.: FE 8-0552.....News Services: AP, UP
Membership .....NAB, TvB
Representative..Peters, Griffin, Woodward, Inc.
Chr. of Bd.....Wm. J. McNally
President.....Robert B. Ridder
Exec. V.P. ..... F. Van Konynenburg
Asst. Mgr. for TV ..... Sherman Headley
Comm. Mgr.....Robert N. Ekstrum
Film Manager.....Harry C. Jones
Prom., Pub. Director.....Gene Godt
Program Dir.....Gwen Harvey
Chief Engineer.....John M. Sherman

WTCN-TV—Minneapolis
1953—ABC

Channel: 11 VHF..AP: 189 Kw...VP: 316 Kw.
Owned By.....Time, Inc.
Oper. By.....TLF Bcstrs.
Business Address.....2925 Dean Blvd.
News Service.....AP, UP
Representative ..... Katz
Membership .....NAB, TvB
V.P., Gen. Mgr.....Phil Hoffman
Asst. Mgr.....John M. Baldwin
Gen. Sls. Mgr.....James R. Hoel
Program Dir.....Ted Snider
Promotion Dir.....Dave Lee
Chief Engineer ..... Joseph Kahnke

KROC-TV—Rochester—1953
NBC

Channel: 10 VHF..AP: 120 Kw...VP: 240 Kw.
Owned-Oper. By.....So. Minn. Bcstg. Co.
Business Address.....100 - 1st Ave. Bldg.
Tel.: AT 2-8665.....News Service: UP
Representative .....Meeker TV, Inc.
President.....Mrs. Gregory P. Gentling
V.P., Gen. Mgr. ..... G. David Gentling
Sta. Mgr.....Willard Lampmann
Comm. Mgr.....Will Jackson
Prom., Pub. Director ..... John Miller
Prog. Dir., Film Manager.....Don Perry
Chief Engineer.....Robert W. Cross

KSTP-TV—St. Paul-Minneapolis—1948—NBC

Channel: 5 VHF...AP: 60 Kw....VP: 100 Kw.
Owned-Operated By.....KSTP, Inc.
Bus., Trans. Lo...3415 University Ave., St. Paul
Tel.: MI 5-2724.....News Service: AP
Representative .....Edward Petry
Membership .....NAB
President, Gen. Mgr.....Stanley E. Hubbard
Exec. V.P. & Treas.....K. M. Hance
National Sales Dir.....James E. Blake
V.P. Chge. Sales.....Marvin L. Rosene
V.P. Research, Dev. ..... Stanley S. Hubbard
Prog. Dir., Film Mgr.....Del Franklin
Prom., Pub. Director.....William Davey
Chief Engineer.....Wm. S. Sadler

Mississippi

Pop. March 1 (Est.)—2,179,000; Families—563,000; Lic. Stations—5, Sta. CP's—6; Radio Homes—546,000; TV Homes—246,000

WCBI-TV—Columbus—1956
CBS-NBC

Channel: 4 VHF...AP: 18 Kw.... VP: 20 Kw.
Owned-Oper. By .....Bernie Imes, Jr.
Business Address.....Columbus, Miss.
Tel.: FA 8-5631.....News Service: UP
Newspaper Affiliation .. Commercial Dispatch
Representative .....Everett-McKinney
General Mgr. ..... Bob McRaney
Station Mgr.....P. B. Hinman
Commercial Mgr. ..... Bill Whitfield
Program Dir.....Martha Puckett
Film Manager.....Edward Prescott
Chief Engineer.....Tom McFerrin

WDAM-TV—Hattiesburg
ABC-NBC

Channel: 9 VHF..AP: 33.1 Kw...VP: 55 Kw.
Owned-Oper. By ..... Lion Television Corp.
Business Address ..... Box 1649
Tel.: JU 4-8441.....News Service: AP
Representative ..... Pearson
Membership .....NAB, TvB
President ..... David A. Matison
General Mgr. ..... Marvin Reuben
Comm. Mgr.....Jerry P. Keith
Prog., Prom. Dir.....Keith Glatzer
Prom., Pub. Dir. ..... Miss Pat Flynn
Film Manager ..... Charles Shade
Chief Engineer ..... John Carrol

WJTV—Jackson—1954
ABC-CBS-NBC

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By....Capitol Broadcasting Co.
Business Address.....Box 8187
Tel.: 4-2512.....News Service: AP

Station Representative ..... Katz
President ..... T. M. Hederman, Jr.
Gen., Film Manager.....L. M. Sepaugh
Station Manager.....Owens F. Alexander
Comm. Manager.....Bill Carlier
Prom., Pub. Dir.....Sandy McMillan
Promotion Director.....Ken Jordan
Film Manager.....L. M. Sepaugh, Jr.
Chief Engineer.....C. A. Perkins

WLBT—Jackson—1953
ABC-NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Lamar Life Bcstg. Co.
Business Address.....Box 2171
Tel.: 2-2691.....News Service: UP
Representative .....Hollingbery
Membership .....NAB
President.....P. K. Lutken
Gen., Station Mgr.....Fred L. Beard
Comm. Manager.....Frank Gentry
Program Director.....Maurice Thompson
Prom., Pub. Director.....Charles H. Allen
Chief Engineer.....Bob Smathers

WTOK-TV—Meridian—1953
ABC-CBS-NBC

Channel: 11 VHF..AP: 156 Kw...VP: 316 Kw.
Owned-Oper. By....Southern Television Corp.
Business Address ..... Southern Bldg.
Tel.: 3-1441.....News Service: AP
Representative .....Headly-Reed
Membership .....NAB, TvB
President.....Robert F. Wright
Sales Manager ..... W. B. Crooks
Prog., Prom. Dir. ..... Cecil Germany
Production Director ..... George Shannon
Chief Engineer.....Joe Saxon

WTWV—Tupelo—1956—NBC

Channel: 9 VHF..AP: 13.5 Kw...VP: 27.2 Kw.
Owned-Oper. By.....Tupelo Citz. TV Co.
Business Address .....Beech Springs Rd.
Representative .....Jack Masla
Tel.: VI 2-7620.....News Service: UP
Pres., Gen., Sta., Comm. Mgr. .Frank K. Spain
Sls. Mgr.....Charles H. Hicks, Jr.
Program Dir. ..... Robert D. Gordon
Oper. Supv.....James Stembridge
Chief Engineer.....Joseph G. Petit

Missouri

Pop. March 1 (Est.)—4,375,000; Families—1,329,000; Lic. Stations—14, Sta. CP's—3; Radio Homes—1,293,000; TV Homes—1,104,000

KFVS-TV—Cape Girardeau
1954-CBS

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Hirsch Broadcasting Co.
Business Address.....324 Broadway
Tel.: ED 5-5511.....News Services: UP, AP
Station Representative.....Headley-Reed Co.
President.....Oscar C. Hirsch
Manager of TV.....Robert O. Hirsch
Sales Manager.....Jack Ramey

KOMU-TV—Columbia—1953
ABC-NBC

Channel: 8 VHF..AP: 126 Kw...VP: 251 Kw.
Owned-Oper. By.....Curators of Univ. of Mo.
Business Address ..... Highway 63, South
Tel.: GI 2-1122.....News Service: UP
Representative .....H-R
Membership .....NAB, TvB
Director of TV.....Edward C. Lambert
Sales Mgr.....John O. Conwell
Program Director .....Allen H. Scollay
Promotion Director ..... Milton E. Gross
Film Manager.....Ron C. Hunt
Chief Engineer ..... William J. Reagan

KHQA-TV—Hannibal—1953
CBS

Channel: 7 VHF..AP: 158..Kw...VP: 316 Kw.
Owned-Oper. By.....Lee Broadcasting, Inc.
Business Address...150 Main St. Quincy, Ill.
Tel.: BA 2-6200.....News Services: AP, UP
Membership .....NAB
Representative .....Weed
President.....Lee P. Loomis
Gen., Nat'l. Sls. Mgr.....Walter Rothschild
Prog. Dir., Asst. Mgr.....Merritt Milligan
Promotion Director.....Dick Moore
Film Manager.....Charles Lotz
Chief Engineer.....J. E. Gray

KRCG—Jefferson City—1955
CBS-ABC

Channel: 13 VHF..AP: 52.5 Kw...VP: 105 Kw.
Owned-Oper. By.....Jefferson TV Co.
Address.....Callaway Hills Farm
Tel.: 6-6188.....News Service: AP
Representative.....Blair TV Assoc.
Membership .....NAB, TvB
Pres. ..... Mrs. William H. Weldon
Gen., Sta. Mgr. ..... Robert Blosser
Program Director.....A. Laney Lee
Sales Mgr.....R. E. Maxwell
Prog. Dir.....Laney Lee
Chief Engineer.....Edward Schuelein

KODE-TV—Joplin—1954
ABC-CBS

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By .....WSTV, Inc.
Business Address ..... 1928 W 13th St.
Tel.: MA 3-7260.....News Service: UP
Membership .....NAB
Representative .....Avery-Knodel
President ..... Jack N. Berkman

V.P., General Mgr. .....Harry Burke
Commercial Mgr.....D. T. Knight
Promotion Dir.....William Harned
Promotion Dir. ..... Bill McClinton
Chief Engineer ..... Jack Langford

KCMO-TV—Kansas City 1953—CBS

Channel: 5 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By.....Meredith Publishing Co.
Business Address.....125 East 31st St.
Tel.: JE 1-6789.....News Service: AP
Representative .....Katz
Membership .....NAB, TvB
President.....E. T. Meredith, Jr.
General Manager.....E. K. Hartenbower
Comm. Manager.....S. B. Tremble
Program Dir.....Kenneth W. Heady
Prom., Pub. Director.....F. C. Strawn
Film Manager.....T. R. Thompson
Chief Engineer.....Karl Troeglen

(See Page 811)

WDAF-TV—Kansas City 1949—NBC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Kansas City Star Co.
Business Address.....3030 Summit St.
Tel.: HA 1-1200.....News Service: AP
Newspaper Affiliation ..... Kansas City Star
Representative..Harrington, Righter, & Parsons
Membership .....NAB, TvB
President.....Roy A. Roberts
Managing Dir.....H. Dean Fitzer
Station Mgr.....William A. Bates
Comm. Manager.....E. Manne Russo
Program Dir.....Jay Barrington
Publicity Dir.....Randall Jessee
Chief Engineer ..... James Schmidt

KMBC-TV—Kansas City 1953—ABC

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....KMBC Bcstg. Co.
Business Address .....11th & Central Streets
Membership .....NAB, TvB
Tel.: HA 1-2650.....News Service: AP, UP
Representative.Peters, Griffin, Woodward, Inc.
President ..... Donald Dwight Davis
Exec. V.P. ..... John T. Schilling
V.P. & Sales Man.....George J. Higgins
Station Mgr. ..... Mori Greiner
Production Manager.....Lou Kemper
Prom. Dept.....Fred Harris
Chief Engineer.....Henry Goldenberg

KDRO-TV—Sedalia—1954

Channel: 6 VHF..AP: 8.7 Kw...VP: 16.4 Kw.
Owned-Oper. By.....KDRO-TV & Radio, Inc.
Business Address.....2100 W. Broadway
Tel.: TA 6-1651.....News Service: AP
Representative .....Pearson
President.....Fred G. Phaby
General Manager.....Miss Le Chapman
Comm. Manager.....Harry W. Trotman
Chief Engineer.....Bob Klein

KTTS-TV—Springfield 1953—CBS

Channel: 10 VHF..AP: 190.55 Kw..VP: 316 Kw.
Owned-Oper. By.....Independent Bcstg. Co.
Address.....Chamber of Commerce Bldg.
Tel.: 2-7474.....News Service: AP, UP
Representative ..... Weed
Membership .....NAB
President .....J. H. G. Cooper
V.P., Mgr.....G. Peason Ward
Sales Manager.....Jack Lloyd
Program Director.....Kevin McAndrews
Chief Engineer.....William F. Curry

KYTV—Springfield—1953 NBC

Channel: 3 VHF..AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By....Springfield Television Inc.
Business Address.....999 W. Sunshine
Tel.: 6-2766.....News Service: AP
Representative .....Hollingbery
Membership .....NAB
President.....Tams Bixby, III
Co-Mgr., Comm. Mgr.....Ralph L. Stufflebam
Co-Mgr., Prog. Dir.....Carl Fox
Promotion Dir.....Bob Irvin
Chief Engineer.....E. Dennis White

KFEQ-TV—St. Joseph—1953 ABC-CBS

Channel: 2 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....KFEQ Bcstg. Co.
Business Address ..... 40th & Faraon
Tel.: 3-2528.....News Service: AP
Representative ..... Blair Assoc.
Membership .....NAB, TvB
President.....Jesse D. Fine
General Mgr.....Ted Nelson
Commercial Mgr. ..... A. Wayne Beavers
Prog. Dir., Film Mgr. ..... Gene Milsteen
Chief Engineer.....John Carroll

KSD-TV—St. Louis—1947 NBC

Channel: 5 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By...The Pulitzer Publishing Co.
Address.....1111 Olive St.
Tel.: MA 1-1111.....News Services: AP, INS
Newspaper Affiliation..St. Louis Post-Dispatch
Representative.....NBC Spot Sales
Membership .....NAB, TvB
President .....Joseph Pulitzer, Jr.
Gen. Manager.....Harold Grams
Sales Manager.....Guy E. Yeldell
Pub. Dir. ..... Robert Hannon
Film Mgr. ..... Keith Gunther
Promotion Director ..... Fred J. Mueller
Chief Engineer.....J. E. Risk

KMOX-TV—St. Louis—1954 CBS

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By:.....CBS, Inc.
Address.....9th & Sidney Sts.

Tel.: PR 3-1120.....News Service: AP, UP
Membership ..... TvB
Representative.....CBS-TV Spot Sales
Gen. Mgr.....Gene Wilkey
Sales Manager.....Charles McAbee
Dir. of Tech. Oper.....Harry Harvey
Dir., Pub., Prom.....Tom Stanton

KTVI—St. Louis—1957
ABC

Channel: 2 VHF...AP: 50 Kw....VP: 100 Kw.
Owned.....Signal Hill Telecasting Corp.
Business Address.....5915 Berthold
Tel.: MI 7-3600.....News Service: UP
Representative .....Blair-TV
Membership .....NAB
President .....Harry Tannenbaum
V.P., Gen. Mgr.....Joseph Bernard
Comm. Mgr.....John I. Hyatt
Prog. Dir.....Frederick S. Buschmeyer
Prom., Pub. Dir.....Don B. Curran
Film Manager.....John Link
Chief Engineer.....Richard Trompeter

Montana

Pop. March 1 (Est.)—651,000; Families—204,000; Lic. Stations—7, Sta. CP's—2; Radio Homes—192,000; TV Homes—76,000

KGHL-TV—Billings—1958
NBC

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Address.....214 N. 30th St.
Owned.....Midland Empire Bcstg. Co.
Tel.: 2-2222.....News Service: UP
Representative .....Adam Young
Membership .....NAB
President.....P. N. Fortin
General Manager.....Jeff Kiichli
Commercial Mgr.....Warren Marshall
Program Dir.....Douglas Wildfoester

KOOK-TV—Billings—1953
CBS-ABC-NBC

Channel: 2VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Montana Network
Business Address.....P. O. Box 2557
Tel.: 9-2382.....News Service: UP
Membership .....NAB
Representative.....Headley-Reed
President ..... Joseph Sample
Gen., Station Manager.....V. V. Clark
Comm. Manager.....John Conner
Prog., Oper. Dir. ..... Ed Peiss
Prom., Pub. Director.....Conna G. May
Chief Engineer.....Grant French

KXLF-TV—Butte—1953
ABC-NBC

Channel: 4 VHF..AP: 29.5 Kw...VP: 56.2 Kw.
Owned-Oper. By ..... Television Montana
Business Address.....Box 1988
Telephone 2-9111
Membership .....TvB
Representative .....Walker
President.....E. B. Craney
Station Manager.....Jim Manning
Commercial Mgr.....W. Jake Walker
Chief Engineer .....Lloyd Scott

KXGN-TV—Glendive—1957

Channel: 5 VHF...AP: 2.5 Kw....VP: 5 Kw.
Owned.....Glendive Bcstg. Corp.
Address.....122 S. Merrill Ave.
Tel.: EM 5-3377.....News Service: AP
Representative .....Grant Webb
Membership .....NAB
President.....Lewis W. Moore
General Manager.....Daniel C. Palen
Sales Dir.....Karl R. Johnson
Chief Engineer.....Donald J. Power

KFBB-TV—Great Falls
1954—ABC-NBC-CBS

Channel: 5 VHF..AP: 12.6 Kw...VP: 25.4 Kw.
Owned-Oper. By.....Wilkins Broadcast Inc.
Business Address.....Box 1139
Tel.: GL 3-4377.....News Service: UP
Representative ..... Blair
Pres., Gen. Mgr.....J. P. Wilkins
Prom., Pub. Dir., Ass't. Gen. Mgr. .W. E. Spahr
Comm., Sta. Manager.....W. C. Blanchette
Program Director ..... Pen Brown
Chief Engineer.....Anthony Lopuch

KXLJ-TV—Helena

(Satellite of KXLF-TV, Butte, Mont.)
Channel: 12.....AP: .48 kw.....VP: .97 Kw.

KGEZ-TV—Kalispell—1957
CBS-NBC

Channel: 9.....AP: 8.9 Kw.....VP: 15.1 Kw.
Owned .....KGEZ-TV, Inc.
Address .....Box 439
Telephone .....SK 6-5056
Representative .....Donald Cooke
V.P., Gen. Mgr.....Richard V. Vick
Prog. Dir.....Allen Herriges
Ch. Eng.....Jess Waymire

KMSO-TV—Missoula—1954
ABC-CBS-NBC

Channel: 13 VHF..AP: 95 Kw...VP: 191 Kw.
Owned-Oper. By.....Mosby's Inc.
Business Address.....127 East Main St.
Tel.: 9-4169.....News Service: UP
Representative .....Gill-Perna
Membership ..... NARTB, TvB
President.....A. J. Mosby
Gen. Mgr.....S. John Schile
Program Director.....Ron Maines
Film Dir.....Lynn Paoli
Chief Engineer .....Amos Hargarve

Nebraska

Pop. March 1 (Est.)—1,456,000; Families—442,000; Lic. Stations—9, Sta. CP's—2; Radio Homes—431,000; TV Homes—326,000

KHAS-TV—Hastings—1956
NBC

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By ..... Nebraska TV Corp.
Business Address ..... Box 476
Tel.: 3-1321.....News Service: AP
Newspaper Affiliation Hastings Daily Tribune
Membership .....NAB
Representative ..... Weed
President ..... Fred A. Seaton
General Mgr. ..... Duane L. Watts
Commercial Mgr.....Bob Schnuelle
Promotion Dir.....Karl MacKinnon
Film Manager ..... Marsden Garey
Chief Engineer ..... Duane Allison

KHPL-TV—Hayes Center
1956

(Satellite of KHOL-TV, Kearny)
Channel: 6 VHF..AP: 14 Kw...VP: 28 Kw.

KDUH-TV—Hay Springs
1958

(Satellite of KOTA-TV, Rapid City, S. D.)
Channel: 4.....AP: 50 Kw.....VP: 100 Kw.

KHOL-TV—Kearney—1953
ABC-CBS

Channel: 13 VHF..AP: 102 Kw...VP: 204 Kw.
Owned-Oper. By.....Bi-States Co.
Business Address.....Holdrege, Nebr.
Tel.: WY 5-5952.....News Service: AP
Membership .....NAB, TvB
Representative .....Meeker
President .....Wayne Brewster
Gen. Mgr.....Harold Hamilton
Station Manager.....Jack Gilbert
Film Mgr.....Bob Brooke
Production Manager.....Moe Milliken
Pub. Director ..... Tom Nuss
Dir. of Eng.....Dixie Greely

KOLN-TV—Lincoln—1953
CBS

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned By.....Cornhusker Radio & TV Corp.
Address .....40th and W Sts.
Tel.: 6-2367.....News Services: AP, UP
Representative .....Avery-Knodel
Membership .....NAB, TvB
President.....John E. Fetzer
V.P., Gen. Sta. Mgr.....A. James Ebel
Comm. Manager ..... Lester C. Rau
Program Director ..... Robert L. Johnson
Pub., Promotion Director.....Marie Stewart
Film Manager.....Eli Modenstein
Chief Engineer.....D. R. Taylor

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Successful Farming Magazines

Frank P. Fogarty
Vice President & General Manager

Fred Ebener
Sales Manager

Represented by **BLAIR-TV, Inc.**

KETV—Omaha—1957—ABC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned .....Herald Corp.
Address.....27th & Douglas Sts.
Tel.: HA 4848.....News Services: AP, UP
Newspaper Affil. .....World-Herald
Representative .....H-R Television
Membership .....NAB
President.....Ben H. Cowdery
V.P., Gen. Mgr.....Eugene S. Thomas
Sales Mgr.....Robert O. Paxson
Program Mgr.....John Q. Quigley
Prom., Pub. Dir.....Robert F. Coats
Film Mgr.....Miss Gay Ash
Chief Engineer.....J. S. Petrik

KMTV—Omaha—1949
ABC-NBC

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By.....May Bcstg. Co.
Bus.-Trans. Address.....2615 Farnam St.
Tel.: HA 3333.....News Service: UP
Representative ..... Petry
Membership .....NAB
President.....Edward W. May
Exec. V.P., Gen. Mgr.....Owen Saddler
Gen. Sales Maanger.....Arden Swisher
Program Director.....Lew Jeffrey
Promotion Director ..... Amos Eastridge
Film Manager ..... Jack Katz
Pub. Dir.....Burt Mann
Chief Engineer.....R. J. Schroeder

WOW-TV—Omaha—1949
CBS

Channels: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Meredith WOW, Inc.
Business Address.....Insurance Bldg.
Tel.: WE 3400.....News Service: UP, AP
Representative .....Blair TV
Membership .....NAB, TvB
V.P., Gen. Manager.....Frank P. Fogarty
Asst. Gen. Manager.....Lyle DeMoss
Sales Mgr.....Fred Ebener
Sales Dev. Mgr.....George C. Mirras
Program Director.....Bill McBride
Promotion Dir.....Bob Seitzer
Film Manager.....Bill McBride
Dir. of Engineering.....Wm. J. Kotera
Chief Engineer.....Glenn Flynn

(See Pages 811 and 827)

KSTF—Scottsbluff—1955

(Satellite of KFBC-TV, Cheyenne, Wyo.)
Channel: 10 VHF..AP: 7.5 Kw...VP: 13 Kw.

Nevada

Pop. March 1 (Est.)—276,000; Families—93,000; Lic. Stations—4, Sta. CP's—2; Radio Homes—84,000; TV Homes—51,000

KLRJ-TV—Las Vegas—1955
ABC-NBC

Channel: 2 VHF..AP: 6.3 Kw...VP: 12.2 Kw.
Owned-Oper. By....Southwestern Publishing Corp.
Business Address ..4850 Henderson Highway
Tel.: DU 2-1760.....News Service: UP
Newspaper Affiliation ....Las Vegas Review Journal
Representative .....Avery-Knodel
President .....Donald W. Reynolds
General Mgr. ..... William D. Stiles
Nat'l Sls. Mgr.....Allen W. Dunn
Sales Manager.....Ralph W. Johnson
Managing Director ..... A. E. Cahlan
Program Director ..... Mark Smith
Adv. Dir.....Anne Gibb
Chief Engineer ..... David Rogers

KLAS-TV—Las Vegas—1955
CBS

Channel: 8 VHF..AP: 27 Kw...VP: 55 Kw.
Owned-Oper. By....Las Vegas Television Inc.
Address ..... 250 E. Desert Inn Rd.
Tel.: DU 2-6138.....News Services: AP, INS
Representative .....Weed
Membership .....NAB
President ....Hermann Greenspun
Gen. Sta. Manager.....Marion Komar
Sales Mgr.....Alex Gold
Program Director ..... James Hart
Prom., Pub. Director.....Pat Beesley
Chief Engineer.....Harry Bartolomei

KSHO-TV—Las Vegas—1956
ABC

Channel: 13VHF...AP: 5.5 Kw....VP: 11 Kw.
Owned-Oper.....Nathan & Mervyn Adelson
Business Address ..... Fremont Hotel
Tel.: DU 2-8010.....News Service: AP
Rep. .....McGavren-Quinn
Gen. Mgr.....Mike Schulman
Commercial Mgr.....Jay Cowan
Oper. Mgr.....Lee Peer
Chief Engineer.....Ed White

KOLO-TV—Reno—1953
ABC-CBS-NBC

Channel: 8 VHF...AP: 6 Kw....VP: 12 Kw.
Owned-Oper....Nevada Radio-Television Inc.
Business Address.....770 East 5th St.
Tel.: FA 3-0721.....News Service: UP
Representative .....Pearson
Membership .....NAB, TvB
President.....Donald W. Reynolds
General Manager.....Harry Huey
Sta. Mgr.....Lee Hirshland
Film Oper. Mgr.....Ed Cardinal
Prod. Dir. ..... Durward Yasmer
Pub. Dir. ..... Helen Busscher
Chief Engineer.....Tom Hughes

New Hampshire

Pop. March 1 (Est.)—573,000; Families—172,000; Lic. Stations—1, Sta. CP's—1; Radio Homes—169,000; TV Homes—165,000

WMUR-TV—Manchester
1954—ABC-CBS-NBC

Channel: 9 VHF..AP: 155 Kw...VP: 282 Kw.
Owned-Oper. By....Radio Voice of N. H. Inc.
Business Address.....1819 Elm St.
Tel.: NA 3-8061.....News Service: UP
Representative ..... Forjoe
Membership .....NAB, TvB
President.....Francis P. Murphy
V.P., Gen. Manager ..... Norman Gittleson
Comm. Manager.....Gordon Moore
Prom. Mgr.....Wm. Gildersleeve
Prog. Dir.....Warren S. Park
Chief Engineer.....Charles Halle

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New Jersey

Pop. March 1 (Est.)—5,667,000; Families—1,689,000; Lic. Stations—1, Sta. CP's—4; Radio Homes—1,676,000; TV Homes—1,524,000

WATV—Newark (New York City)—1948

Channel: 13 VHF..AP: 185 Kw...VP: 316 Kw.
Owned-Oper. By.....Atlantic TV
Business Address.....1020 Broad Street
Tel.: MI 2-6400.....News Service: AP
President & Gen. Mgr.....Irving R. Rosenhaus
Nat. Sales Mgr.....James W. Anderson
Comm. Mgr.....Sydney Kavaleer
Program Director.....George Green
Publicity Director.....Robert Macdougall
Prod. Mgr.....Herb Green
Chief Engineer.....Henry L. Dabrowski
Vice-Pres.....Frank V. Bremer

New Mexico

Pop. March 1 (Est.)—871,000; Families—241,000; Lic. Stations—4, Sta. CP's—3; Radio Homes—232,000; TV Homes—104,000

KGGM-TV—Albuquerque
1953—CBS

Channel: 13 VHF..AP: 44.6 Kw...VP: 89.1 Kw.
Owned-Oper. By.....New Mexico Bcstg. Co.
Bus. Address.....1414 Coal Ave. S. W.
Tel.: CH 3-2285.....News Service: AP
Membership .....NAB
Representative .....Branham
Pres., Gen., Sta. Mgr. ..... A. R. Hebenstreit
Comm. Manager ..... Ralph C. Rhoads
Prog. Dir.....Bob Van Driel
Prom. Dir.....Jim Laramore
Traf. Dir.....Vergie Abeyta
Film Manager.....Stretch Scherer
Chief Engineer.....Leonard F. Dodds

KOAT-TV—Albuquerque
1953-ABC

Channel: 7 VHF..AP: 44.7 Kw...VP: 87.1 Kw.
Owned-Oper. By.....Alvarado TV Co.

Business Address.....122 S.E. Tulane Dr.
Telephone 5-8716
Membership .....NAB, TvB
Representative .....Bolling
Pres., Gen. Mgr.....Clinton McKinnon
Film Dir.....Evelene Wills
Prog. Director.....Howard Morgan
Prod. Manager.....Frank Idaspe
Chief Engineer .....James Sharmon

KOB-TV—Albuquerque
1948—NBC

Channel: 4 VHF.. AP: 5.3 Kw...VP: 10.2 Kw.
Owned-Oper. By.....KSTP, Inc.
Bus.-Studio Address....1430 Coal Ave., S. W.
Tel.: CH 3-4411.....News Services: UP, INS
Representative .....Petry
Membership .....NAB, TvB
Pres. .....Stanley Hubbard
Comm. Manager.....Rolf S. Nielsen
Program Director ..... Al Jarrett
Prom., Pub. Director.....Dallas Wyant
Film Manager.....Bill Williams
Gen., Sta. Mgr.....George S. Johnson

KAVE-TV—Carlsbad—1956
CBS-NBC-ABC

Channel: 6 VHF..AP: 5 Kw...VP: 11.7 Kw.
Owned-Oper. By ..Voice of the Caverns, Inc.
Business Address ..... 2907 W. Church St.
Telephone .....TU 5-4101
Membership .....NAB
Representative ..... Branham

President ..... Nancy H. Battison
General Mgr. ..... John H. Battison
Asst. Gen. Mgr.....Don Husted
Program Dir.....Jim Cooper
Chief Engineer ..... W. C. Carnahan

KICA-TV—Clovis—1956
CBS

Channel: 12 VHF.AP: 16.37 Kw. VP: 30.34 Kw.
Owned-Oper. By .....KICA, Inc.
Bus. Address ..Box 111 or 1000 Sycamore St.
Tel. .....PO 3-5511
Representative ..... Pearson
President .....Frank Lesley
Gen. Mgr.....Gene P. Loffler
Sales Mgr.....James W. Richardson
Program Director.....Bud LeRoy
Chief Engineer.....M. S. O'Dell

KSWS-TV—Roswell—1953
NBC-ABC-CBS

Channel: VHF..AP 158 Kw... VP: 316 Kw.
Owned-Oper. By.....John A. Barnett
Business Address.....1717 W. Second St.
Tel.: MA 2-6450.....News Service: AP
Representative.....Meeker, Melville
Membership .....NAB
Owner & Gen. Mgr.....John A. Barnett
Asst. Gen. Manager.....W. L. Shackelford
Director of Sales.....Paul B. McEvoy
Prod. Director .....Owen Moore
Chief Engineer.....Ray Summersgill

New York

Pop. March 1 (Est.)—16,295,000; Families—5,084,000; Lic. Stations—15, Sta. CP's—18; Radio Homes—5,008,000; TV Homes—4,846,000

WTEN—Albany—1953—CBS

Channel: 10 UHF..AP: 72.5 Kw...VP: 145 Kw.
Owned-Oper. By.....Capital Cities TV Corp.
Business Address.....Box 4100
Representative.....Harrington, Righter & Parsons, Inc.
Tel.: 3-2225.....News Service: UP
Membership .....NAB, TvB
President, Managing Dir.....Frank M. Smith
General Manager.....Thomas S. Murphy
Sales Manager ..... William J. Lewis
Oper. Director.....Charles Pogan
Promotion Dir. .....Harry L. Goldman
Chief Engineer.....Charles Heisler

WTRI—Albany—1953—ABC

Channel: 35 UHF ..AP: 85.2 Kw..VP: 380 Kw.
Owned-Oper By ..... Van Curler Bcstg Corp.
Business Address ..... 15 N. Pearl St.
Tel.: AL 5-5291.....News Service: UP

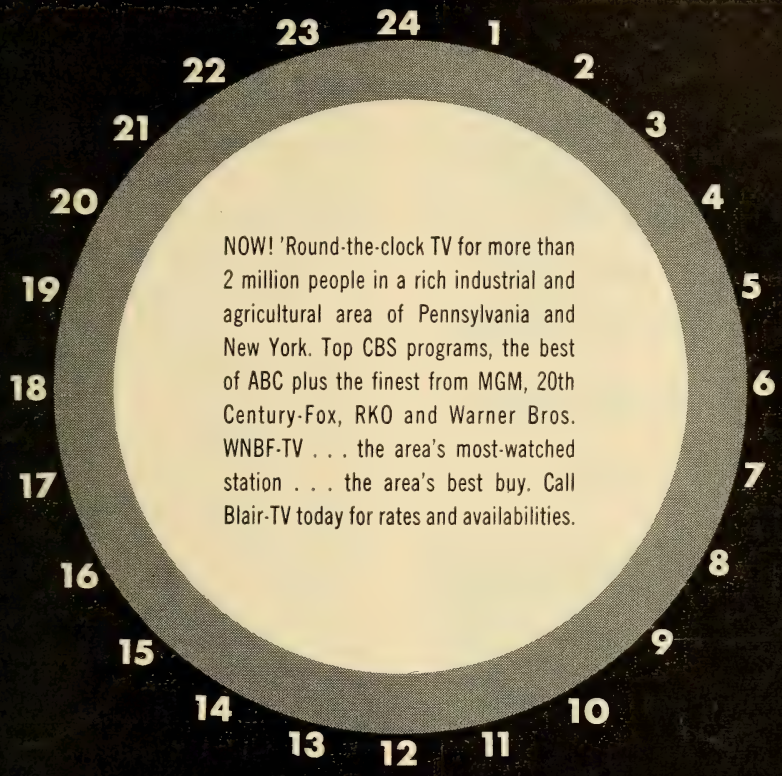
Membership .....NAB
Representatives Venard, Rintoul & McConnell
President .....S. H. Fabian
General Mgr.....William A. Riple
Commercial Mgr. ..... Dom Tovino
Program Dir. ..... Fred D. Shavor
Chief Engineer.....Elmer C. Snow

WINR-TV—Binghamton

Channel: 40 UHF..AP: 535 Kw...VP: 1070 Kw.
Owned.....Binghamton Press Co.
Business Address.....70 Henry St.
Tel.: 4-4318.....News Service: UP
Representative .....Hollingbery
Membership .....NAB
Gen. Mgr.....Dale Taylor
Comm. Mgr.....Victor Ludington, Jr.
Prog. Dir.....Bill Densmore
Pub. Dir.....Don Johnson
Chief Engineer.....G. Ricciardelli

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The second biggest market in the nation's biggest-spending state is defined and digested for you in the new WBEN-TV Coverage Brochure.

This brochure includes market facts of the 14 Western New York and four Northwestern Pennsylvania counties served by WBEN-TV. It also contains a graphic coverage map that pin points your total sales area where 3½ billions are spent annually at the retail level. In all, it presents a clear and concise picture of all you need to know to stimulate sales thinking and sales effort.

And to help you reach and penetrate this huge market the most effective way, you'll find this brochure brimming with facts on facilities and service that have proven to TV advertisers since 1948 that "TV dollars count for more on Channel 4".

We'll be happy to send you a copy of this fact-packed brochure. Just write our Sales Department or HARRINGTON, RIGHTER & PARSONS, Inc.

WBEN-TV

channel 4
CBS in Buffalo

The Pioneer Station of Western New York



WNBF-TV—Binghamton
1949—ABC-CBS-NBC

Channel: 12 VHF..AP: 83 Kw... VP: 166 Kw.
Owned Oper. By....Triangle Publications, Inc.
Business Address.....One Henry St.
Tel.: BI 3-7311.....News Services: AP, INS
Representative.....Blair TV, Inc.
Membership .....NAB, TvB
General Manager .....George R. Durham
TV Sales Manager.....Andrew G. Hubbell
Dir. Nat. Sales.....Ed. H. Benedict
Bus. Mgr.....E. W. Farneti
Oper. Mgr.....Russ Baker
Chief Engineer.....Sherman Egan

(See Page 831)

WBEN-TV—Buffalo
1948—CBS

Channel: 4 VHF..AP: 54 Kw...VP: 100 Kw.
Owned-Oper. By.....WBEN, Inc.
Business Address.....Hotel Statler
Tel.: MO 0930....News Services: AP, INS, UP
Representative.....Harrington, Righter & Parsons, Inc.
Membership .....NAB
President ..... Alfred H. Kirchhofer
General Manager.....C. Robert Thompson
Comm. Manager.....Nicholas J. Malter
Station Mgr.....George R. Torge
Prom. Director.....Joseph A. Haeffner
Film Director.....Quintin P. Renner
Program Dir.....Frederick A. Keller
Chief Engineer.....Ralph J. Kingsley

WBUF—Buffalo—1953—NBC

Channel: 17 UHF.AP: 500 Kw..VP: 1,000 Kw.
Owned-Oper. By .....NBC
Business Address.....2077 Elmwood Ave.
Tel.: VI 8300.....News Service: UP
Representative.....NBC Spot Sales
Membership .....NAB, TvB
President.....Robert Sarnoff
General Manager.....C. C. Bevis
Sales Manager.....W. B. Decker
Prom. Mgr.....Robert A. Fillmore
Pub. Mgr.....Howard Vandermeulen
Mgr. Oper.....George C. Lenfest
Prog. Mgr.....Frank Harns

WGR-TV—Buffalo—1954
ABC

Channel: 2VHF...AP: 66 Kw....VP: 100 Kw.
Owned.....Transcontinent TV Corp.
Business Address.....184 Barton St.
Tel.: SU 7115....News Services: AP, INS, UP
Representative.....Peters, Griffin, Woodward
Membership .....NAB, TvB
President.....David C. Moore
Sta. Mgr.....Van Beuren W. DeVries
Comm. Mgr.....G. Paschall Swift
Program Dir.....Paul Sciandra
V.P., Dir. Eng.....Karl B. Hoffman

WCNY-TV—Carthage—1954
ABC-CBS

Channel: 7 VHF..AP: 95-5 Kw...VP: 178 Kw.
Owned-Oper. By....The Brockway Company
Bus. Address..P. O. Box 211, Watertown, N. Y.
Tel. 2930
Representative .....Weed
Membership .....NAB
President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station Manager.....James W. Higgins
Sales Manager.....Alford M. Tauroney
Prog., Director.....David M. Graves
Film Manager.....John A. LaLiberte
Chief Engineer.....Michael R. Yonkovig

WSYE-TV—Elmira—1956

(Satellite of WSYR-TV, Syracuse)
Channel: 8 VHF..AP: 87.5 Kw...VP: 175 Kw.

WCDB—Hagaman—1955

(Satellite WCDA-TV, Albany)
Channel: 29 UHF..AP: 125 Kw...VP: 252 Kw.

WATV—Newark, N. J.

(See New Jersey listing)

WABC-TV—New York—1948
ABC

Channel: 7 VHF..AP: 55 Kw...VP: 110 Kw.
Owned-Oper. By
American Bcstg.-Paramount Theatres, Inc.
Business Address.....7 W. 66th St.
Tel.: SU 7-5000.....News Services: INS, AP
Membership .....NAB, TvB
Representative .....Blair TV
President .....Leonard Goldenson
V.P., Gen. Mgr.....R. L. Stone
Sales Manager.....J. Stamler
Prom. Dir.....John Curtis
Program Director.....A. L. Hollander, Jr.
Dir., Res. & Sls. Dev.....L. J. Polleck
Sales Service Mgr.....Barbara Case
Production Mgr.....Gordon Kunz
Publicity Director.....Lawrence Eisenberg
Film Dir.....T. Kako
Chief Engineer.....G. Edward Hamilton

WABD—New York—1944

Channel: 5 VHF..AP: 18.6 Kw...VP: 37.1 Kw.
Owner-Oper.....DuMont Bcstg. Corp.
Business Address.....205 E. 67th St.
Tel.: LE 5-1000.....News Service: INS
Representative .....Weed
V.P.....Richard D. Buckley
President .....Bernard Goodwin
V.P., Sta. Mgr.....Bennett H. Korn
Program Dir.....John H. Grogan
Adv., Prom. Dir.....Kenneth Klein
Film Manager.....Jack Lynn
Publicity Dir.....David Yarnell
Chief Engineer.....William Kelly

WCBS-TV—New York—1941
CBS

Channel: 2 VHF...AP: 21 Kw....VP: 42 Kw.
Owned-Oper.....Columbia Bcstg. System Inc.
Business Address.....485 Madison Ave.
Tel.: PL 1-2345
News Services: AP, UP, CBS TV News Film
Representative.....CBS TV Spot Sales
Membership .....NAB, TvB
President (CBS Inc.).....Frank Stanton
Pres. (CBS TV Stations Div.)....Merle S. Jones
General Manager.....Sam Cook Digges
General Sales Mgr.....Norman Walt
Asst. Gen. Mgr., Dir. Pub. Serv.....Clarence Worden
Program Dir.....Hal Hough
Dir. Adv., Sales Promotion.....Robert G. Patt
Publicity Director.....Robert Fuller
Film Dept. Manager.....William C. Lacey
Dir. Tech. Operations....Robert G. Thompson



WGR-TV now leads all Buffalo stations with the largest share of the viewing audience from sign-on to sign-off seven days a week. Source: ARB. ABC Affiliate. Call Peters, Griffin, Woodward for availabilities.

WGR-TV
ABC CHANNEL 2
BUFFALO

WOR-TV—New York—1949

Channel: 9 VHF...AP: 65 Kw....VP: 130 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business Address.....1440 Broadway
Tel.: LO 4-8000. News Service: INS, UP, Reuters
Station Representative .....H-R
Membership .....NAB, TvB
President.....Thomas F. O'Neil
V.P., Gen. Mgr.....Gordon Gray
Executive Asst.....Seymour Handy
Comm. Manager.....William Dix
Dir. Sls. Dev.....Robert Hoffman
Program Dir.....Ivan Reiner
Film Manager.....Dan German
Chief Engineer.....Harry Tilley

WPIX—New York—1948

Channel: 11 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....N. Y. Daily News
Address.....220 E. 42nd St.
Tel.: MU 2-6500.....News Service: UP
Newspaper Affiliation....N. Y. Daily News
Representative. Peters, Griffin, Woodward, Inc.
President.....F. M. Flynn
Pub. Super.....Frank Langley
Live Program Manager.....W. D. Engels
Adv. & Promotion Manager.....Frank Tuoti
Film Mgr.....Wm. L. Cooper, Jr.
Chief Engineer.....O. S. Freeman

WRCA-TV—New York—1941
NBC

Channel: 4 VHF..AP: 12.9 Kw...VP: 30.2 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business Address.....30 Rockefeller Plaza
Tel.: CI 7-8300...News Services: AP, INS, UP
Representative.....NBC Spot Sales Dept.
Membership .....NAB, TvB
President.....Robert Sarnoff
General Manager.....William Davidson
Station Mgr.....Max Buck
Commercial Manager.....Jay Heitin
Program Director.....George Heineman
Audience Prom. Director.....Tony Kraemer
Sales Prom. Mgr.....Michael Lannon
Publicity Mgr.....John O'Keefe
Film Manager.....Al Odeal
Chief Engineer.....John H. Riedel

WPTZ—Plattsburgh—1954
NBC

Channel: 5 VHF...AP: 12 Kw....VP: 30 Kw.
Owned-Oper. By.....Rollins Bcstg. Co.
Business Address.....357 Cornelia St.
Tel.: 3070.....News Services: AP, UP
Representative .....Blair TV
President.....O. Wayne Rollins
General Comm. Mgr.....George Baren Bregge
Prom., Pub. Dir.....Dick Ford
Prog. Dir.....Al. Cahill
Chief Engineer.....Joseph Missick

WHEC-TV—Rochester—1953
CBS-ABC

Channel: 10 VHF..AP: 66 Kw...VP: 124 Kw.
Owned-Oper. By.....WHEC, Inc.
Business Address.....40 Franklin St.
Tel.: BA 5-3050.....News Service: AP
Representative.....Everett-McKinney, Bolling
Membership .....NAB, TvB
President.....Frank E. Gannett
Gen. Mgr.....C. Glover DeLaney
Asst. Gen. Manager.....Lowell H. MacMillan
Comm. Manager.....LeMoine C. Wheeler
Prog., Prom. Dir.....William J. Adams
Film Mgr.....Dorothy Cottin
Technical Director.....Richard K. Blackburn

WROC-TV—Rochester—1949
NBC-ABC

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Transcontinental TV Corp.
Business Address.....201 Humboldt St.
Tel.: BU 8-8400.....News Service: AP
Membership .....NAB, TvB
Representative.....Peters, Griffin, Woodward
Gen. Mgr.....Gunnar O. Wiig
Ass't. Gen. Mgr.....John W. Kennedy, Jr.
Commercial Mgr.....Armin N. Bender
Prom., Pub. Dir.....L. Walton Smith
Dir. Adv. & Sales.....L. Walton Smith
Film Manager.....David D. Manning
Chief Engineer.....Kenneth Gardner

WVET-TV—Rochester—1953
CBS-ABC

Channel: 10 VHF..AP: 62.5 Kw...VP: 123 Kw.
Owned-Oper. By.....Veterans Bcstg. Co., Inc.
Business Office.....17 Clinton Ave. S.
Tel.: HA 6-4820.....News Service: UP
Membership .....NAB, TvB
Representative .....Bolling
Pres., Gen., Station Mgr.....Ervin F. Lyke
Comm. Manager.....Arthur Murrellwright
Program Dir.....Paul C. Louther
Prom., Pub. Dir.....Bill Schubert
Film Manager.....Arthur V. Cook
Chief Engineer.....Raymond Jobes

WRGB—Schenectady—1939
CBS-ABC

Channel: 6 VHF..AP: 47 Kw...VP: 93 Kw.
Owned-Oper. By.....General Electric Co.
Tel.: FR 7-2261.....News Services: AP, UP
Business-Studio Address...1400 Balltown Rd.
Representative.....NBC Spot Sales
Membership .....NAB, TvB
Gen. Mgr.....J. Milton Lang
Sta. Mgr.....Merl L. Galusha
Department Mgr.....Bob B. Hanna, Jr.
Sales Manager.....George F. Spring
Prog. Dir.....Albert G. Zink
Prom., Pub. Director.....James Q. Cobb
Film Mgr.....William Monroe
Chief Engineer.....Willard J. Purcell

WHEN-TV—Syracuse—1948
ABC-CBS

Channel: 8 VHF..AP: 190 Kw...VP: 316 Kw.
Owned-Oper. By.Meredith Syracuse TV Corp.
Address.....101 Court St.

Tel.: GR 4-8511.....News Service: AP
Membership .....NAB, TvB
Representative .....Katz
President.....E. T. Meredith, Jr.
Vice-Pres. & Gen. Mgr.....Paul Adanti
Comm. Manager.....Frederick R. Menzies
Prog. Dir.....Gordin Alderman
Prom., Publicity Director.....Robert G. Peel
Film Mgr. Comm.....Ed Herr
Chief Engineer.....Donald Langham

(See Page 811)

WSYR-TV—Syracuse—1950
NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Central N. Y. Bcstg. Corp.
Business Address.....224 Harrison St.
Telephone .....GR 1-7111
News. Affil...Post & Standard, Herald-Journal
Representative ....Harrington-Righter-Parsons
Membership .....NAB

Pres., Gen., Sta. Mgr.....E. R. Vadeboncoeur
Comm. Manager.....William R. Alford, Jr.
V.P. in Charge of Prog.....William V. Rothrum
Prom., Pub. Director.....Louis Switzer
Film Manager.....Pat Montfort
Chief Engineer.....Albert Eicholzer

WKTV—Utica—1949
ABC-CBS-NBC

Channel: 13 VHF..AP: 159 Kw...VP: 316 Kw.
Owned-Oper. By....Copper City Bcstg. Corp.
Business Address.....Smith Hill Rd.
Telephone .....UT 3-0404
Representative.....Donald Cooke, Inc.
President.....Myron J. Kallet
Exec. Vice Pres.....William T. MacNeilly
Gen., Sta., Comm. Mgr.....M. C. Fusco
Publicity Director.....Frank Gruenwald
Promotion Director.....Steve Purcell
Film Manager.....Joseph Casaletta
Chief Engineer.....De Forest T. Layton, Jr.

North Carolina

Pop. March 1 (Est.)—4,559,000; Families—1,127,000; Lic. Stations—6, Sta. CP's—11; Radio Homes—1,102,000; TV Homes—764,000

WISE-TV—Asheville—1953
NBC-CBS

Channel: 62.....AP: 12 Kw.....VP: 24 Kw.
Owned.....Thoms Radio-TV Enterprises
Address.....92 Haywood St.
Tel.: AL 3-5381.....News Service: AP
Representative .....Bolling
President.....Harold H. Thoms
Gen. & Nat. Sales Mgr.....G. I. Norman, Jr.

WLOS-TV—Asheville—1954
ABC-CBS

Channel: 13 VHF..AP: 85 Kw...VP: 170 Kw.
Owned-Oper. By....Skyway Broadcasting Co.
Business Address.....288 Macon Avenue
Tel.: AL 2-2431.....Newse Service: UP
Rep.....Venard, Rintoul & McConnell; Ayers
Membership .....NAB, TvB
Executive V.P.....Charles B. Britt

To Broadcasters

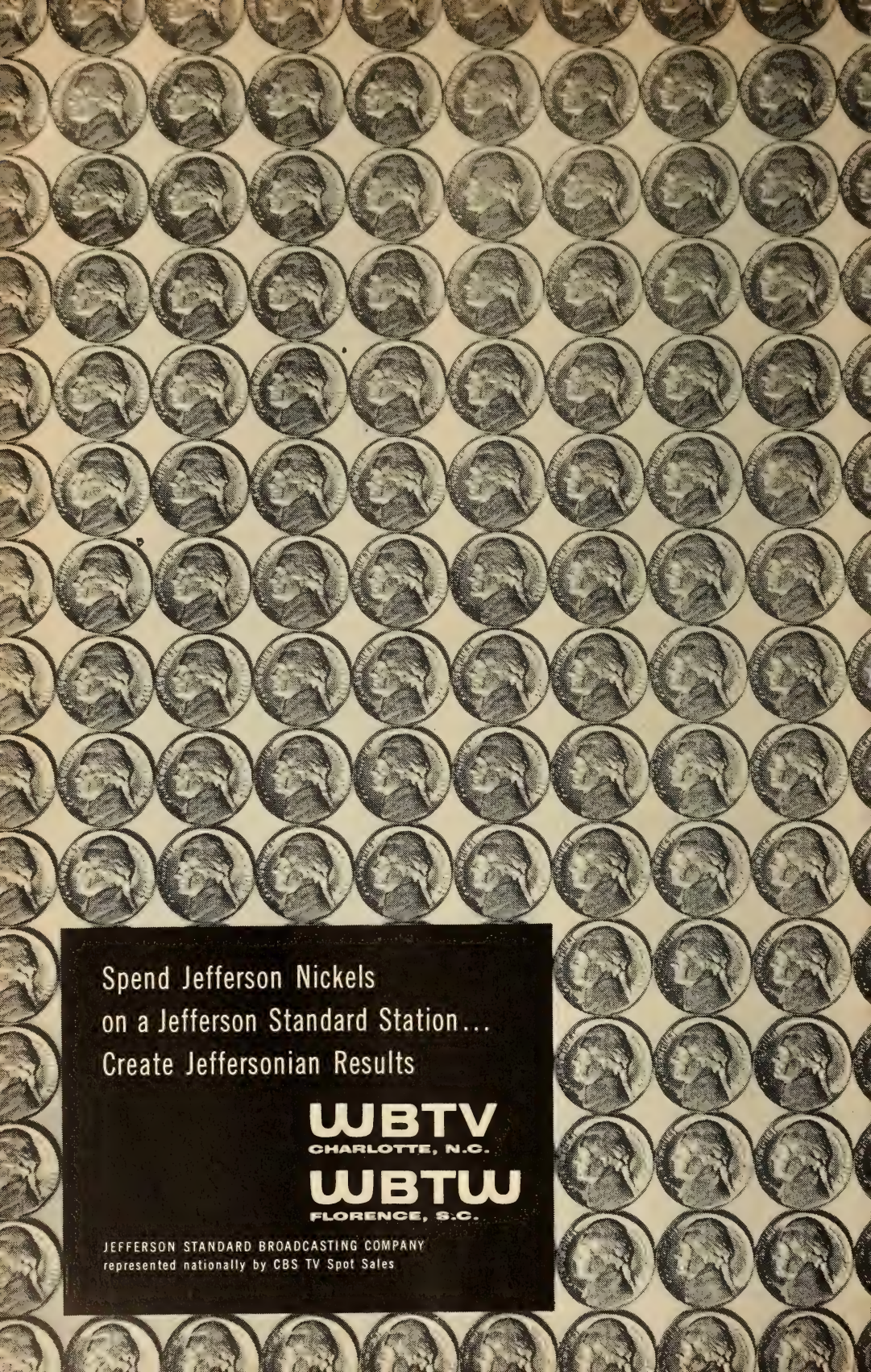
AP

Means

Added Profits

Added Prestige

The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.


Spend Jefferson Nickels
on a Jefferson Standard Station...
Create Jeffersonian Results
WBTV
CHARLOTTE, N.C.
WBTW
FLORENCE, S.C.
JEFFERSON STANDARD BROADCASTING COMPANY
represented nationally by CBS TV Spot Sales

Regional Sales Mgr.....H. J. Britt
Prod. Manager.....Sterling W. Wright
Prom. Dir.....Dan Mirto
Film Mgr.....Bob Hensley
Chief Engineer.....George Sprague

WBTV—Charlotte—1949
CBS-NBC

Channel: 3 VHF...AP: 60 Kw....VP: 100 Kw.
Owned-Oper. By..Jefferson Standard Bcstg. Co.
Business Address.....1 Jefferson Pl.
Tel. .....ED 3-8833
Representative.....CBS TV Spot Sales
Membership .....NAB, TvB
President.....Joseph M. Bryan
Exec. V.P., Gen. Mgr....Charles H. Crutchfield
V.P., Managing Dir.....Kenneth J. Treadwell
V.P. Dir. of Engineering.....Thomas Howard
Gen. Sales Mgr.....Wallace J. Jorgenson
Promotion Mgr.....John Dillon
Prod. Mgr.....Robert L. Rierson
Prog. Mgr.....Lacy Sellars
Publicity Director.....James Babb
Film Supervisor.....J. Nathan Tucker

WSOC-TV—Charlotte—1957
NBC-ABC

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned.....WSOC Bcstg. Co.
Business Address.....Box 2536
Tel.: FR 6-8401...News Services: AP, INS, UP
Representative .....H-R
Membership .....NAB
Pres., Gen. Mgr.....Larry Walker
V.P., Gen. Sales Mgr....C. George Henderson
Prog. Dir.....Robert Provence
Prom. Dir.....James W. Evans
Film Mgr.....Gregory S. Eaton
Chief Engineer.....L. L. Caudle, Jr.

WTVD—Durham—1954
ABC-CBS

Channel: 11 VHF..AP: 170 Kw...VP: 316 Kw.
Owned-Oper...Durham Bcstg. Enterprises, Inc.
Business Address.....1750 Newton Rd.
Tel.: 2-2111.....News Services: AP, UP
Representative .....Petry
President.....Frank N. Smith
Sta., Gen. Mgr.....Harmon L. Duncan
Comm. Manager.....Floyd Fletcher
Program Director.....Ernie Greup
Prom., Pub. Dir.....Ken Corbitt
Film Mgr.....Clyde Knight
Chief Engineer.....Henry Cronin

WFLB-TV—Fayetteville
1955—CBS-NBC-ABC

Channel: 18 UHF..AP: 7.4 Kw...VP: 13.1 Kw.
Owned-Oper. By.....Fayetteville Bcstrs, Inc.
Business Address.....Box 512
Telephone 2-7136
Representative ..... Burn-Smith
General Manager.....Marvin Rosenberg
Sls. Mgr.....Fred Nave
Program Director.....John Paras

WFMY-TV—Greensboro
1948

Channel: 2 VHF..AP: 25 Kw...VP: 50 Kw.
Owned-Operated By....Greensboro News Co.
Address .....Phillips Ave.
Tel.: BR 4-0114.....News Service: UP
News. Affil.....News, Record
Representative..Harrington, Righter & Parsons
Membership .....NAB, TvB
Gen., Sta. Manager.....Gaines Kelley
Comm. Manager.....Joe E. Lake
Program Director.....Gomer R. Lesch
Chief Engineer.....Doyle D. Thompson

WNCT—Greenville—1953
ABC-CBS

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Carolina Bcstg. System Inc.
Business Address.....Box 898
Tel.: 6181.....News Service: UP
Representative .....Hollingbery
Membership .....NAB, TvB
President.....Earl Westbrook
General Manager.....A. Hartwell Campbell
Oper. Mgr.....Marion B. Tribley
Comm. Manager.....John G. Clark, Jr.
Prog. Director.....Eck Wall
Prom., Pub. Manager.....Dave Mosier
Production Manager.....John Warner
Film Mgr.....Bill Carroll
Chief Engineer.....Heber Adams

WRAL-TV—Raleigh—1956
NBC

Channel: 5 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Capitol Bcstg. Co., Inc.
Business Address.....1117 Hillsboro St.
Tel.: TE 3-5553.....News Service: UP
Membership .....NAB, TvB
Representative ..... H-R
President.....A. J. Fletcher
V.P., Gen. Mgr.....Fred Fletcher
Nat'l Sales Mgr.....Fletcher Turner
Prog. Dir.....George Hall
Film Mgr.....James Riddle
Prom., Pub. Dir.....David Witherspoon
Chief Engineer.....Virgil Duncan

WITN—Washington—1955
NBC

Channel: 7 VHF..AP: 160 Kw...VP: 316 Kw.
Owned-Oper. By.....North Carolina TV, Inc.
Business Address .....Washington
News Service .....UP
Representative .....Headley-Reed
Membership .....NAB
Pres., Gen., Sta. Mgr.....W. R. Roberson, Jr.
V.P., Sls. Manager.....T. H. Patterson
Dir. Ops., Film Mgr.....Hal Wilson
Prod. Mgr.....Bob McCoy
Chief Engineer.....Harvey Mason

WECT—Wilmington—1954
ABC-NBC-CBS

Channel: 6 VHF..AP: 62 Kw...VP: 100 Kw.

Owned-Oper. By.....WMFD-TV, Inc.
Address.....225 Princess St.
Tel.: RO 3-4666.....News Service: UP
Representatives...Roy V. Smith; James Ayers
Membership .....NAB
President.....Dan. D. Cameron
General Manager.....Hartwell Campbell
Sta., Comm. Mgr.....Claud O'Shields
Program Dir.....Wayne Jackson
Production Mgr.....Bob West
Chief Engineer.....E. I. Herring, Jr.

WSJS-TV—Winston-Salem
1953—NBC

Channel: 12 VHF.. AP: 195 Kw...VP: 316 Kw.

Owned-Oper. By.....Triangle Bcstg. Corp.
Business Address.....419-21 N. Spruce St.
Tel.: PA 5-2311.....News Service: UP
Newspaper Aff...Journal & Twin City Sentinel
Representative .....Headley-Reed
Membership .....NAB, TvB
Exec. V.P. & Gen. Mgr.....Harold Essex
Sales Manager.....Harry B. Shaw
Program Manager.....John A. Comas
Prom. & Pub. Director.....Dick Barron
Director News.....F. O. Carver
Film Manager.....Carl Wiegold
Operations Manager.....Phil Hedrick

North Dakota

Pop. March 1 (Est.)—671,000; Families—184,000; Lic. Stations—8, Sta. CP's—1; Radio Homes—178,000; TV Homes—99,000

KBMB-TV—Bismarck—1955
CBS

Channel: 12 VHF...AP: 45 Kw....VP: 90 Kw.
Owned-Oper. By.....North Dakota Bcstg. Co.
Business Address..4000 W. Main, Fargo, N. D.
Tel.: CA 3-9197.....News Services: AP, UP
Representative ..... Weed
Pres.....John W. Boler
Sta., Commercial Mgr.....Frank Fitzsimmons
Prog. Dir.....Tom Starkel
Prom., Pub. Dir.....Connie Wiensberg
Chief Engineer.....Thomas Ahner

KUMV-TV—Williston—1957

(Satellite of KFYR-TV, Bismarck, N. D.)
Channel: 8....AP: 51.3 Kw.....VP: 93.3 Kw.

KFYR-TV—Bismarck—1953
NBC-ABC

Channel: 5 VHF..VP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Meyer Bcstg. Co.
Business Address.....202½ Fourth St.
Tel.: CA 3-0900.....News Service: UP
Membership .....NAB, TvB

NORTH DAKOTA HAS MONEY AND TV HOMES

And the Market Maker stations cover over 90% of the State

TV HOMES (according to February, 1958, Television Magazine)

KXJB-TV, Valley City-Fargo	161,530
KBMB-TV, Bismarck	55,780
KCJB-TV, Minot	34,187

...plus radio
KSJB, Jamestown
KCJB, Minot
serving the top of the nation

Retail Sales in North Dakota*
1st 13 Cities

Fargo	$ 85,585,700
Minot	58,029,900
Grand Forks	50,459,400
Bismarck	45,705,600
Williston	37,411,800
Jamestown	23,558,600
Devils Lake	18,143,100
Dickinson	17,499,600
Valley City	13,373,400
Mandan	11,791,600
Grafton	9,787,400
Wahpeton	8,211,700
Rugby	6,531,700
Total 13 Cities	$386,090,000
State Total	$723,000,000

* 1957 Retail Sales Tax Figures

Station Representatives:
Weed Television
Bill Hurley, 300 Roanoke Bldg., Minneapolis, Minn.

Representative .....Blair-TV Assoc.
President, Gen. Mgr.....William Ekberg
Station Manager.....Cal Culver
Comm. Manager.....A. L. Anderson
Prog. Dir.....Larry Kindle
Prom., Pub. Dir.....Wayne Turner
Film Mgr.....Curt Dirlam
Chief Engineer.....Ivar Nelson

KDIX-TV—Dickinson—1956
CBS

Channel: 2 VHF...AP: 13 Kw....VP: 26 Kw.
Owned-Oper. By.....Dickinson Radio Ass'n
Business Address.....119 2nd Ave. West
Tel.: 5133.....News Service: AP
Membership .....NAB, TvB
Representative .....Hal Holman
President.....Dr. P. J. Weir
Gen., Sta. Mgr.....Orville F. Burda
Commercial Mgr.....James O'Leary
Program Director.....Lauren Haacke
Prom. Dir.....W. F. Halvorson
Film Manager.....John Harvey
Chief Engineer.....Benjamin Lockerd

WDAY-TV—Fargo—1953
NBC-ABC

Channel: 6 VHF..AP: 28.2 Kw...VP: 56.2 Kw.
Owned-Oper. By.....WDAY, Inc.
Business Address.....207 N. 5th St.
Telephone 2-3371
Representative..Peters, Griffin, Woodward, Inc.
Membership .....NAB, TvB
President.....E. C. Reineke
Gen., Sales Mgr.....Tom Barnes
TV-Radio Manager.....Jack Dunn
Program Manager.....Ken Kennedy
Promotion Mgr.....Roy Pedersen

KNOX-TV—Grand Forks
1955—NBC

Channel: 10 VHF..AP: 14.1 Kw...VP: 28.2 Kw.
Owned-Oper. By.....Community TV Corp.
Business Address.....Box 1110
Tel.: 4-4611.....News Service: UP
Membership .....NAB
Rep.....Rambeau; Bulmer & Johnson
Commercial Mgr.....Robert C. Lukkason
Program Director.....Jim Syrdal
Promotion Director.....Hilde Osten
Film Editor.....Duane Eastvold
Chief Engineer.....David L. Chumley

KCJB-TV—Minot—1953
ABC-CBS

Channel: 13 VHF..AP: 120 Kw...VP: 245 Kw.
Owned-Oper. By.....North Dakota Bcstg. Co.
Address.....4000 W. Main St., Fargo
Tel.: 5-4461.....News Service: AP
Representative .....Weed
President .....John W. Boler
V.P., Sta. Mgr.....Chester Rieten
Commercial Mgr.....Henry Buechler
Chief Engineer.....Joe Main

KMOT—Minot—1957
(Satellite of KFYR-TV, Bismarck)
Channel: 10 VHF..AP: 13.5 Kw...VP: 26.9 Kw.

KXJB-TV—Valley City
1954—CBS

Channel: 4 VHF..AP: 57 Kw...VP: 100 Kw.
Owned-Oper. By....North Dakota Bcstg. Co.
Bus. Address...400 W. Main St., Fargo, N. D.
Tel.: 5-4461.....News Service: AP
Representative .....Weed
Pres., Gen. Mgr.....John W. Boler
Commercial Mgr.....Fred Drewry
Program Dir.....Don Kingsley
Prom., Pub. Dir.....Connie Wiensberg
Film Manager.....Buzz Starkey
Chief Engineer.....Robert Ridgeway

Ohio

Pop. March 1 (Est.)—9,411,000; Families—2,827,000; Lic. Stations—17, Sta. CP's—12; Radio Homes—2,746,000; TV Homes—2,594,000

WAKR-TV—Akron—1953
ABC

Channel: 49 UHF..AP: 107 Kw...VP: 213 Kw.
Owned-Oper. By.....Summit Radio Corp.
Business Address.....853 Copley Road
Tel.: PO 2-8811..News Services: AP, UP, INS
Representative .....Burke-Stuart
Membership .....NAB
President.....S. Bernard Berk
V.P., Gen., Sta. Mgr.....Roger G. Berk
V.P., Dir. Sales.....Kenneth M. Keegan
Prog., Prom., Pub. Dir.; Film Mgr..Rob't Bostian
Chief Engineer.....Irwin L. Knopp

WCPO-TV—Cincinnati
1949—ABC

Channel: 9 VHF..AP: 158 Kw...VP: 309 Kw.
Owned-Oper. By..Scripps-Howard Radio, Inc.
Business Address.....2345 Symmes St.
Tel.: CA 1-0777.....News Service: UP
Newspaper Affiliation.....Cincinnati Post
Representative ..... Blair
Membership .....NAB, TvB
President .....Jack R. Howard
V.P., General Mgr.....M. C. Wallers
Asst. Gen. Mgr.....Glenn C. Miller
Nat. Sls. Coord.....V. M. Finney
Prog. Director.....Colin G. Male
Prom., Pub. Director.....Vera Schulte
Film Manager.....Bernie Borden
Chief Engineer.....Paul Adams

WKRC-TV—Cincinnati
1949—CBS

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.

Owned-Oper. By.....Radio Cincinnati, Inc.
Business Address.....Times-Star Bldg.
Tel. .....GA 1-1331
Newspaper Affil. .....Times-Star
Representative .....Katz
Membership .....NAB
General Manager.....David G. Taft
Gen. Sales Mgr.....Roger B. Read
Natl. Sls. Manager.....Kenneth Church
Program Director.....Paul E. Shumate
Dir. of Marketing.....John J. Walsh
Prod. Manager.....William Horstman
Publicity Director.....Gregory Olberding
Promotion Director.....Lila Lambert
Film Manager.....John Hill
Chief Engineer.....Ralph Mlaska

WLW-T—Cincinnati—1948
NBC

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By....Crosley Bcstg. Corp.
Address.....140 W. Ninth St.
Tel.: CH 1-1822.....News Services: UP, INS
Rep...WLW Sales, NBC Spot Sales, Bomar Lowrance
Membership .....NAB, TvB
Chairman of the Board.....James D. Shouse
Pres., Gen. Mgr.....Robert E. Dunville
V.P.-Television.....John T. Murphy
V.P.-Programming .....Al Bland
V.P.-Pub. Relations.....Gil Kingsbury
V.P.-Treas.....K. T. Murphy
V.P.-Sales.....H. P. Lasker
V.P.-Engineering.....R. J. Rockwell
Sales Mgr.....Steve Crane
Dir. Client Service Dept.....Jack Frazier
Program Dir.....Abe Cowan
Film Dir.....Tom Storey
Tech. Adm. Ass't.....Howard Lepple

WEWS—Cleveland—1947
ABC

Channel: 5 VHF.. AP: 60.3 Kw...VP: 93.3 Kw.
Owned-Oper. By...Scripps-Howard Radio, Inc.
Bus. Address.....Euclid at E. 30th St.
Tel.: HE 2-1500.....News Service: UP
Newspaper Affiliation.....E. W. Scripps Co.
Membership .....NAB
Representative .....Blair TV
President.....Jack R. Howard
General Manager.....James C. Hanrahan
Pub. Dir.....Robert K. Doerr
Pub. Service Dir.....John J. Moffitt
Nat'l Adv. Mgr.....Jay S. Kerkes
Film Director.....John J. Richards
Ohio Sales Mgr.....Peter Hlinka
Ass't Gen. Mgr.....Donald L. Perris
Operations Dir.....Ernest E. Sindelar
Prod. Supervisor.....James E. Kirkey
Prog. Supervisor.....Earl W. Keyes
Chief Engineer.....Joseph B. Epperson

KYW-TV—Cleveland—1948
NBC

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By.....Westinghouse Bcstg. Co.

WJW-TV in Cleveland



6th MARKET
IN
TV ADVERTISING

GREATER CLEVELAND
the nation's 6th market
in net effective
buying income*

4,300,000 Viewing
WJW-TV
in Ohio's
BIGGEST MARKET

**1,250,000
TELEVISION
FAMILIES**

A STORER STATION

CBS

WJW·TV

Represented Nationally by the Katz Agency

*SRDS DATA

Business-Studio Address....815 Superior Ave.
Tel.: CH 1-0942.....News Service: AP, UP, INS
Representative..Peters, Griffin, Woodward, Inc.
Membership .....NAB, TvB
President .....D. McGannon
V.P., Gen. Mgr.....Rolland V. Tooke
Sales Manager.....Albert Krivin
Program Manager.....Ralph Hanson
Adv't. Prom.....Robert Nashick
Chief Engineer.....Sidney V. Stadia

WJW-TV—Cleveland—1949
CBS

Channel: 8 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Address.....1630 Euclid Ave.
Tel.: TO 1-6080.....News Service: UP, AP, INS
Representative .....Katz
Membership .....NAB, TvB
President .....George B. Storer
Managing Director.....Ben Wickham
Gen. Sales Mgr.....Peter Storer
Local Sales Mgr.....John B. Garfield
Publicity Director.....Ted Anthony
Prom. Dir.....Joseph Mertens
Prog. Dir., Film Mgr.....Edward L. Herp
Chief Engineer.....H. A. Brinkman

WBNS-TV—Columbus—1949
CBS

Channel: 10 VHF..AP: 123 Kw...VP: 219 Kw.
Owned By.....Dispatch Printing Co.
Business Address.....33 N. High St.
Tel.: CA 8-3538.....News Service: AP
Station Representative.....Blair TV
Membership .....NAB, TvB
Dir. of Television.....Richard A. Borel
Program Director.....John A. Haldi
Sales Director.....Robert D. Thomas
Promotion Director.....Jack Dorr
Dir. News & Spe. Events.....Chester S. Long
Production Dir.....Gene McPherson
Public Serv. Dir.....Larry Rhodes
Sales Serv Mgr.....Robert M. Sprouse
Merchandising Dir.....Mel Grossman
Film Buyer.....Betty Dixon
Chief Engineer.....Lester H. Nafzger

WLW-C—Columbus—1949
NBC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....Crosley Bcstg. Corp.
Business Address...3165 Olentangy River Rd.
Telephone .....AM 3-5441
Membership .....NAB, TvB
Reps. .....Crosley Sales
Gen. Mgr.....James Leonard
Sales Dir.....Gregory T. Lincoln
Film Dir.....Juanita W. Mitchell
Program Director.....Bud Gillis
Chief Engineer.....Charles Sloan

WTVN-TV—Columbus—1949
ABC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Radio Cincinnati
Address.....753 Harmon Ave.
Tel.: CA 8-5801.....News Services: AP, UP
Representative .....Katz
Membership .....NAB
President.....Hulbert Taft, Jr.
Exec. Vice-President.....Kenneth Church
General Manager.....J. W. McGough
Ass't Gen., Nat'l Sales Mgr.....Robert C. Wiegand
Comm. Mgr.....Charles Dwyer
Prom. Pub. Director.....Don Hardin
Prog. Dir.....Joseph A. Jenkins
Film Manager.....Richard McKinney
Chief Engineer.....William H. Hansher

WHIO-TV—Dayton—1949
CBS

Channel 7 VHF...AP: 100 Kw....VP: 200 Kw.
Owned-Oper. By...Miami Valley Bcstg. Corp.
Business Address.....1414 Wilmington Ave.
Newspaper Affil.....Dayton Daily News
Tel.: MA 6581.....News Service: UP, AP
Representative .....Hollingbery
Membership .....NAB, TvB
President.....James M. Cox Jr.
General Manager.....Robert H. Moody
Commercial Manager.....Stanley G. Mouse
Prog., Prom. Director.....Charles Gay
Chief Engineer.....Ernest L. Adams

WLW-D—Dayton—1948
NBC-ABC

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Crosley Bcstg. Corp.
Business-Studio Address...4595 S. Dixie Hwy.
Tel. .....AX 3-2101
Membership .....NAB, TvB
President .....R. E. Dunville
Station Manager.....George Gray
Comm. Manager.....Dale A. Smith
Program Dir.....Paul Law
Prom., Pub. Director.....Dorothy A. Sanders
Film Mgr.....Mel Bratton
Chief Engineer.....Robert Wehrmann

WIMA-TV—Lima—1953
NBC-ABC-CBS

Channel: 73 UHF..AP: 9.55 Kw...VP: 16.2 Kw.
Owned-Operated By.....WLOK, Inc.
Business Address.....1424 Rice Ave.
Tel.: CA 5-3010.....News Service: UP
Representative .....H-R
Membership .....NAB
President.....G. E. Hamilton
Gen., Sta. Manager.....R. W. Mack
Commercial Mgr.....J. L. Spring
Program Director.....Easter Straker
Chief Engineer.....M. J. Lamb

WSTV-TV—Steubenville
1953—CBS-ABC

Channel: 9 VHF..AP: 117 Kw...VP: 234 Kw.
Owned-Oper. By.....WSTV, Inc.
Business Address.....Exchange Realty Bldg.

WSPD-TV's "Billion Dollar Market"

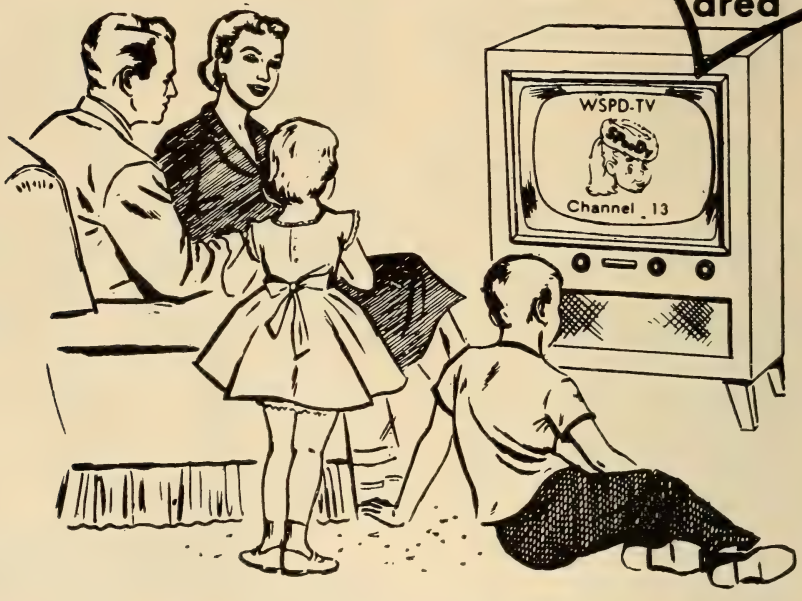


Where you get the most in a Single station market with top Programming and Low Dollar cost

Your message Travels farther so, "SPeeDy" is a Very good buy for you.



Your Message Delivered to 406,000 TV Homes in this 75 mile area



YOUR BEST BUY IN TV TODAY IS CHANNEL 13

NORTHWESTERN OHIO'S LEADING TELEVISION STATION

WSPD-TV - Toledo, Ohio

STORER BROADCASTING COMPANY • Represented Nationally by THE KATZ AGENCY

Tel.: AT 2-6265.....News Service: UP
Representative .....Avery-Knodel
President .....Jack N. Berkman
Gen., Sta. Manager.....John J. Laux
Asst. Gen. Mgr.....Joseph M. Troesch
Publicity Dir.....Scott McMurray
Prom. Director.....Bill McClinton
Prod. Super.....Clyde Higgins
Film Manager.....Carl Kroskey
Chief Engineer.....Charles S. Shepherd

WSPD-TV—Toledo—1948
CBS

Channel: 13 VHF..AP: 160 Kw...VP: 316 Kw.
Owned-Oper. By.....Storer Bdcstg. Co.
Business-Studio Address.....136 Huron St.
Tel.: CH 8-6201.....News Service: INS, UP
Representative .....Katz
Membership .....NAB, TvB
President .....George B. Storer
V.P. & Managing Dir.....Allen L. Haid
National Sales Mgr.....Bill Ashworth
Film Director.....Helen Eidson
Prog. Director.....Al Ruhfel
Prom., Pub. Director.....D. Merle Gore
Chief Engineer.....Bill Stringfellow

WFMJ-TV—Youngstown
1953—NBC

Channel: 21 UHF..AP: 87.5 Kw...VP: 175 Kw.
Owned-Operated By...Vindicator Printing Co.
Address.....101 W. Boardman Street
Tel.: RI 4-8611.....News Services: AP, UP
Membership .....NAB
Newspaper Affil...The Youngstown Vindicator
Representative .....Headley-Reed
President.....William F. Maag Jr.
Gen., Sta., Comm.....Mitchell F. Stanley
Program Director.....Jay A. Grier
Film Manager.....Eugene L. Donahay
Chief Engineer.....Frank A. Dieringer

WKBN-TV—Youngstown
CBS

Channel: 27 UHF..AP: 89 Kw...VP: 178 Kw.
Owned-Operated By.....WKBN Bcstg. Co.
Address.....3930 Sunset Blvd.
Tel.: ST 2-1145.....News Services: UP, AP
Newspaper Affil.....Forest City Pub. Co.
Membership .....NAB
Representative .....Raymer
President, Gen. Mgr.....W. P. Williamson, Jr.
Station Director.....J. L. Bowden
Program Director.....Paul Turner
Prom., Pub. Dir.....W. P. Williamson, III
Film Manager.....Norman Berger
Chief Engineer.....B. T. Wilkens

WKST-TV—Youngstown
1952—ABC

(See New Castle, Pa.)

WHIZ-TV—Zanesville—1953
ABC-CBS-NBC

Channel: 18 UHF..AP: 40.7 Kw...VP: 74.1 Kw.
Owned-Oper. By...Southeastern Ohio TV Sys.
Business Address.....Lind Arcade Bldg.
Tel.: GL 2-5431.....News Services: AP, UP
Representative .....Pearson
Membership .....NAB, TvB
President .....Clay Littick
Gen., Station Mgr.....Allan Land
Comm. Manager.....Nate Milder
Program Director.....Reed Mellon
Prom., Pub. Director.....Naomi Lorton
Film Manager.....Ralph Young
Chief Engineer.....William A. Hunt, Sr.

Oklahoma

Pop. March 1 (Est.)—2,291,000; Families—683,000; Lic. Stations—8, Sta. CP's—5; Radio Homes—664,000; TV Homes—536,000

KTEN—Ada—1954
ABC-CBS-NBC

Channel: 10 VHF..AP: 141 Kw...VP: 252 Kw.
Owned-Oper. By....Eastern Okla. TV Co., Inc.
Business Address.....P. O. Box 10
Tel.: FE 2-2211.....News Service: AP
Rep.....Venard, Rintoul & McConnell
Membership .....NAB
V.P.; Gen., Comm. Mgr.....Bill Hoover
V.P. & Station Mgr.....Brown Morris
Program Director.....Doc Bowen
Prom., Pub. Director.....Lona Pyles
Film Manager.....Doyle Page
Chief Engineer.....Fred Smith

KSVO-TV—Ardmore—1956
NBC

Channel 12 VHF..AP: 13.7 Kw...VP: 27.3 Kw.
Owned-Oper. By.....John F. Easley
Business Address.....114 N. Washington
Tel.: 946.....News Service: AP
Newspaper Affil.....Daily Ardmoreite
Representative ..... Pearson
General Mgr.....John Easley Riesen
Sta. Mgr.....Gordon E. Lack
Commercial Mgr.....Cleo Long
Program Director.....Lola Silkwood
Promotion Dir.....Barbara Winkler
Film Manager.....J. Galey Varnell
Chief Engineer.....Bill Kolb

KOCO-TV—Enid—1954—ABC

Channel: 5 VHF.. AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Streets Electronics
Business Address.....206 East Randolph
Telephone .....TR 8-2113
Representative.....Blair TV Assoc.
Membership .....NAB
Gen. Mgr.....Ashley L. Robison
Sls. Mgr.....Charles Keys
Chief Engineer.....Eugene Clark

KSWO-TV—Lawton—1953 ABC

Channel: 7 VHF....AP: 5 Kw.....VP: 10 Kw.
Owned-Operated By
Oklahoma Quality Bcstg. Co.
Address .....Box 699
Tel.: EL 5-1380.....News Service: UP
Representative .....Pearson
Membership .....NAB
President..... .....R. H. Drewry
General Manager.....Emmett Keough
Comptroller.....Paul N. Goode
Prog. Dir.....Tom Reddell
Prom., Pub. Dir.....Hoke S. Ross, Jr.
Film Mgr.....Robert H. Scott
Chief Engineer.....Jim Lockerd

KWTV—Oklahoma City—1953 CBS-ABC

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Oklahoma Television Corp.
Business Address.....Box 8788
Telephone .....VI 3-6641
Representative .....Avery-Knodel
Membership .....NAB, TvB
President.....Roy J. Turner
General Manager.....Edgar T. Bell
Commercial Mgr.....Fred L. Vance
Promotion, Pub. Dir.....Montez Tjaden
Nat. Sls. Mgr.....Jack de Lier
Prog. Dir.....Carl Gadd
Chief Engineer.....Morris W. Thomas

WKY-TV—Oklahoma City 1949—NBC

Channel: 4 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By.....WKY TV System, Inc.
Studio Address.....500 E. Britton Rd.
Tel.: TR 8-2161.....News Services: UP, AP
News Affil.....Okla. Publishing Co.
Representative .....Katz
Membership .....NAB, TvB
President.....E. K. Gaylord
Exec. V.P.....P. A. Sugg
V.P., Sta. Mgr.....R. W. Welpott
Nat'l Sales Mgr.....Jim Terrell
Program Director.....Joe Jerkins
Prom., Publicity Dir.....Jim Willis
Oper. Mgr.....Kieth Mathers
Chief Engineer.....H. J. Lovell

KOTV—Tulsa—1949—CBS

Channel: 6 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By.....KOTV, Inc.
Business Address.....302 S. Frankfort St.
Tel.: CH 2-9233.....News Service: UP
Membership .....NAB, TvB
Representative ..... Petry
President.....C. Wrede Petersmeyer
V.P., General Mgr.....James C. Richdale, Jr.
Comm. Mgr.....George Stevens
Prog., Film Mgr.....Dale E. Hart
Chief Engineer.....LaVoy Hooker

KTUL-TV—Tulsa—1954 ABC

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Tulsa Broadcasting Co.
Business Address .....Box 9697
Telephone .....HI 6-6185
Membership .....NAB, TvB
Representative .....Avery-Knodel
President.....James C. Leake
Station Mgr.....William D. Swanson
Loc.-Reg. Sls. Mgr.....John J. Black, Jr.
Prom., Pub. Director.....Chas. E. Larkins
Chief Engineer.....Louis O. Brown

KVOO-TV—Tulsa—1954 NBC

Channel: 2 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oped...Central Plains Enterprises, Inc.
Business Address.....3701 S. Peoria
Telephone .....RI 2-5561
Representative .....Blair TV
Membership .....NAB, TvB
General Manager.....C. B. Akers
Comm. Manager.....John Devine
Marketing, Prom. Dir.....Gordon Gerhardt
Program Director.....Bill Sadler
Chief Engineer.....John Barth

Oregon

Pop. March 1 (Est.)—1,815,000; Families—576,000; Lic. Stations—7, Sta. CP's—2; Radio Homes—568,000; TV Homes—396,000

KVAL-TV—Eugene—1954 NBC

Channel: 13 VHF..AP: 33 Kw...VP: 56 Kw.
Owned-Oper. By.....Eugene Television, Inc.
Business Address.....P. O. Box 548
Tel.: DI 3-2551.....News Service: UP
Rep.....Hollingbery, Art Moore
Membership .....NAB, TvB
President .....Bob Booth
Gen., Sta. Manager.....S. W. McCready
Sales Manager.....Phil George
Prog. Dir.....R. E. Anderson
Prom., Pub. Director.....Arlene J. Richardson

Film Manager.....Martin Levinson
Chief Engineer.....William R. Riley

KOTI-TV—Klamath Falls
1956—ABC-CBS-NBC

Channel: 2 VHF..AP: 6.76 Kw...VP: 13.5 Kw.
Owned-Oper. By.....Calif.-Oreg. TV, Inc.
Business Address.....Box 732
Tel. .....TU 4-8131
Membership .....NAB
Representative .....Blair TV
General Mgr.....William B. Smullin
Station Mgr.....Walter R. Richartz
Chief Engineer.....B. L. Smith

KBES-TV—Medford—1953
CBS-ABC-NBC

Channel: 5 VHF..AP: 15.8 Kw...VP: 28.8 Kw.
Owned-Oper. By.....Calif.-Ore. TV Inc.
Business Address.....Box 1189
Tel. .....SP 3-4581
Newspaper Affil.....Grants Pass Courier
Representative .....Blair TV
President .....Amos Voorhies
Gen. Mgr., Sec'y. Treas.....W. B. Smullin
Vice-Pres., Business Mgr.....Everett A. Faber
Sta. Manager.....Jerold R. Poulos
Chief Engineer.....Nestor L. Williams

KGW-TV—Portland—1956
ABC

Channel: 8 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By.....Pioneer Bcstg. Co.
Business Address.....1139 S. W. 13th Ave.
Telephone .....CA 3-6364
Representative .....Blair TV
Membership .....NAB, TvB
Station Manager.....Walter E. Wagstaff
Sales Manager.....John Pindell
Program Director.....Tom Dargan
Production Mgr.....Bernie Carey
Prom., Pub. Dir.....Wm. R. Nutt
Chief Engineer.....Clare Hanawalt

KOIN-TV—Portland—1953
CBS

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned By...Mt. Hood Radio & TV Bcstg. Corp.
Business Address.....140 S.W. Columbia St.
Tel.: CA 8-3333.....News Service: AP
Newspaper Affil.....Oregonian
Rep.....CBS Spot Sales
Membership .....NAB, TvB
President.....Theodore R. Gamble
V.P., Managing Dir.....C. Howard Lane
National Sales Mgr.....John L. Palmer
Program Director.....Ted W. Cooke
Promotion Director.....Robert McGill
Film Manager.....Ted W. Cooke
Chief Engineer.....Louis S. Bookwalter

KPTV—Portland—1952
NBC

Channel: 27 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By.....Oregon TV, Inc.
Address.....735 S.W. 20th Pl.
Tel.: CA 2-9921.....News Service: UP
Membership .....NAB, TvB
Representative .....Katz
President .....George Haggarty
Sta. Manager.....Francis Riordan
Oper. Mgr.....Terry Mason
Program Director.....Gordon White
Pub., Prom. Dir.....A. R. McLaughlin
Chief Engineer.....Eugene Phelps

KPIC—Roseburg—1956
NBC

(Satellite of KVAL-TV, Eugene, Ore.)
Channel: 4 VHF..AP: 2.6 Kw...VP: 5.21 Kw.

Pennsylvania

Pop. March 1 (Est.)—11,360,000; Families—3,682,000; Lic. Stations—11, Sta. CP's—27; Radio Homes—3,602,000; TV Homes—3,148,000

WFBG-TV—Altoona—1952
ABC-CBS

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Triangle Publications, Inc.
Address.....1320 11th Ave.
Tel.: WI 4-2031...News Services: AP, INS, UP
Representative .....Blair TV
Membership .....NAB, TvB
General Mgr.....Frank Palmer
Station Manager.....Jack Snyder
Dir. Nat. Sales.....E. H. Benedict
Sales Mgr.....Bob Miller
Prog. Dir.....George Carroll
Film Dir.....Betty Adams
Chief Engineer.....K. R. Brubaker

(See Page 846)

WSEE—Erie—1954—CBS

Channel: 35 UHF..AP: 85.2 Kw...VP: 170 Kw.
Owned-Oper. By...Great Lakes Television Co.
Address.....1220 Peach Street
Tel.: 5-7575.....News Service: UP
Newspaper Affiliation.....Times
Membership .....NAB, TvB
Representative.....Young TV Corp.
President .....George J. Mead
Gen. Manager.....Cecil M. Sansbury
Prom., Pub. Dir.....Bob Harris
Asst. Gen. Mgr., Prog. Dir.....Roger Garrett
Film Manager.....Frank Herrick
Chief Engineer.....Edward Zellefrow



WFBG-TV is dominant in 15 Central Pennsylvania counties—the only area where it competes alone for the audience with the Johnstown station. Proof from Central Pennsylvania Trendex—the first complete rating study ever made in the area: WFBG-TV delivers 16.7% MORE audience, Monday-Friday. Only CBS station covering the area from Pittsburgh to Harrisburg, WFBG-TV also carries the best of ABC including "American Bandstand," the nation's Number ONE network program from 4-5 PM, Monday-Friday. Call Blair-TV today for rates and availabilities.

Sources: Trendex, February 1958/15-County Central Pennsylvania Trendex, November 1957

A TRIANGLE STATION

WFBG-TV

ALTOONA—JOHNSTOWN, PA.

Channel 10

ABC-TV • CBS-TV

***Represented by* BLAIR-TV**

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV,** Binghamton, N.Y. / **WHGB-AM,** Harrisburg, Pa.

WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV,** Hartford-New Haven, Conn. / **WLBR-TV,** Lebanon-Lancaster, Pa.

Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

WICU-TV—Erie—1949
ABC-NBC

Channel: 12.....AP: 15 Kw.....VP: 30 Kw.
Owned-Oper.....Dispatch, Inc.
Bus.-Trans. Address.....3514 State St.
Newspaper Affil. .....Dispatch
Tel.: 4-5201.....News Service: AP
Representative .....Petry
Membership .....NAB
President .....Edward Lamb
Gen., Sta. Manager.....Ben McLaughlin
Comm. Manager.....Bob Lundquist
Sales Prom. Dir.....James Spence
Program Director.....Bruce Flaherty
Pub. Director.....Bob Weschler
Production Manager.....Dick Johnson
Film Manager.....John Cook
Chief Engineer.....Mike Csop

WCMB-TV—Harrisburg
1954

Channel: 71 UHF..AP: 120 Kw...VP: 240 Kw.
Owned-Oper. By.....Rossmoyne Corp.
Business Address.....228 Court St.
News Service .....AP
Representative .....Gill-Perna
President.....Edgar T. Shepard, Jr.
Gen., Sta., Comm. Mgr.....Ed K. Smith
Program Director.....Ed Conway
Promotion Dir.....Tom Harrison
Film Manager.....Glenn Horner
Chief Engineer.....J. Howard Bair

WHP-TV—Harrisburg—1953
CBS

Channel: 55 UHF.AP: 502 Kw..VP: 1,000 Kw.
Owned-Oper. By.....WHP, Inc.
Business Address.....216 Locust St.
Tel.: CE 4-3211.....News Service: UP
Representative ..... Bolling
Membership .....NAB
Station Mgr.....A. K. Redmond
Comm. Mgr.....Mrs. A. K. Redmond
Prom., Pub. Dir.....George Gottschalk, Jr.
Film Manager.....Charles Baddorf
Chief Engineer.....E. Daniel Leibensperger

WTPA—Harrisburg—1953
ABC

Channel: 27 UHF..AP: 648 Kw...VP: 1030 Kw.
Owned-Oper. By.....Patriot-News Co.
Business Address.....3235 Hoffman St.
Tel.: CE 8-7171.....News Service: UP
Newspaper Affiliation.....Patriot-News
Membership .....NAB
Representative...Harrington, Righter, Parsons
General Manager.....Donald D. Wear
Sales Mgr.....Allen Solada

ERIE? NOT JUST A MARKET . . .

THE NEW ERIE MARKET

U. S.		CANADA
1,160,000	Pop.	836,000
309,000	TV homes	176,000
$1,885,000,000	E.B.I.	$1,200,000,000
$1,337,000,000	Retail Sales	$846,000,000
$317,000,000	Food Sales	$171,000,000

Source: Sales Management Survey of Buying Power, 1957

A $3 BILLION INTERNATIONAL GOLD MINE

19 U. S. AND 8 CANADIAN COUNTIES!!



Check your nearest Petry man for phenomenal audience gain since maximum power increase, Christmas day 1957.

AN EDWARD LAMB ENTERPRISE



(*Dried apples with dumpling and ham slice)



Pennsylvania Dutch Favorites

"WONDERFUL GOOD" ALL DAY

Latest area survey proves WLBR-TV delivers more audience at lower cost than competition. **"Popeye"**... 2.5% more audience than Lancaster station; nearly 3 times combined audience of both Harrisburg stations. **"American Bandstand"** ... for 2½ hours daily, 2½ times combined audience of Harrisburg stations.

"WONDERFUL GOOD" ALL NIGHT

"World's Best Movies"... 16.3% more audience than Harrisburg stations combined. WLBR-TV delivers America's Number ONE UHF Market at a fraction of the cost of nearest competitor. Blair-TV Associates has the amazing, dollar-saving facts.

Source: Trendex, Lebanon County, Feb. 3-7, 1958



LEBANON-LANCASTER-HARRISBURG-YORK
... AMERICA'S NUMBER 1 UHF MARKET

A TRIANGLE STATION

WLBR-TV

LEBANON—LANCASTER, PA.

abc Channel 15

Blair Television Associates, Inc.

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N. Y. / **WHGB-AM**, Harrisburg, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLBR-TV**, Lebanon-Lancaster, Pa.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

Prom., Prog. Dir.....Mac McCauley
Film Mgr.....Glenn Hoerner
Chief Engineer.....Paul Gross

WARD-TV—Johnstown
1953—ABC-CBS

Channel: 56 UHF...AP: 10 Kw....VP: 20 Kw.
Owned-Oper. By.....Rivoli Realty Co.
Business Address.....Porch Bldg.
Tel.: 8-1216.....News Service: AP
Representative .....Weed
President.....W. M. Thomas
General Manager.....R. Butterfield
Gen. Sls. Mgr.....Howard C. Evans
Prog. Dir.....Samuel Goodman
Prom., Pub. Dir.....Warren Louder
Chief Engineer.....Ernest Reaty

WJAC-TV—Johnstown
1949—NBC-ABC

Channel: 6 VHF..AP: 35.4 Kw...VP: 70.8 Kw.
Owned-Operated By.....WJAC, Inc.
Business Address.....329 Main St.
Tel.: 5-1262.....News Service: UP
Newspaper Affil.....The Tribune-Democrat
Representative .....Katz
Membership .....NAB, TvB
President.....Walter W. Krebs
General Manager.....Alvin D. Schrott
Comm. Manager.....John H. Hepburn
Prog., Film Director.....Frank P. Cummins
V.P.-Technical Oper.....Nevin L. Straub
Chief Engineer.....Theodore Campbell

WGAL-TV—Lancaster—1949
CBS-NBC

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....WGAL, Inc.
Address.....Lincoln Highway W.
Tel.: EX 3-5851.....News Service: AP
Representative .....Meeker
Membership .....NAB, TvB
President, Gen. Mgr.....Clair R. McCollough
Ass't Gen. Mgr.....J. Robert Gulick
Station Manager.....Harold E. Miller
Nat'l Sales Mgr.....Robert Dreher
Regional Sales Manager.....Leroy K. Strine
Program Director.....Paul Rodenhauser
Promotion Director.....Paul I. Woodland
Technical Director.....J. E. Mathiot

WLBR-TV—Lebanon—1957
ABC

Channel: 15 UHF..AP: 69.2 Kw...VP: 129 Kw.
Owned.....Triangle Publications, Inc.
Bus. Address.....R. D. #5, Television Hill
Tel. LE 3-1601.....News Services: UP, INS
Representative .....Blair
Membership .....TvB
Gen. Mgr.....Joe Zimmermann
Oper. Mgr.....Dave Miller
Dir. Nat. Sales.....Edward H. Benedict

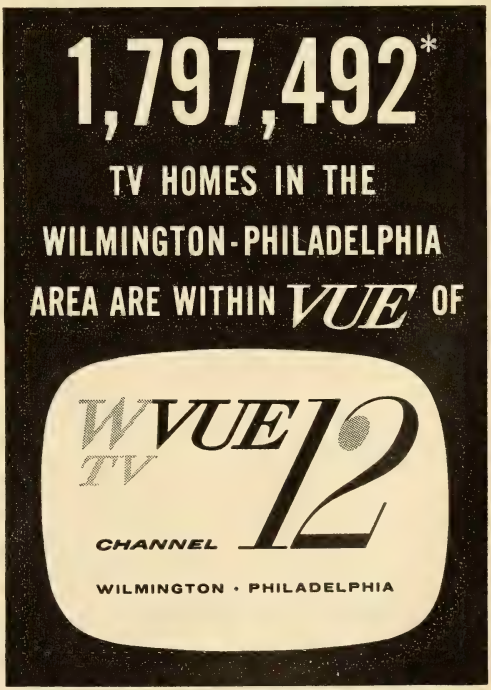
WBPZ-TV—Lock Haven
1957

Channel: 32 UHF..AP: 11.9 Kw...VP: 21.9 Kw.
Owned.....Lock Haven Bcstg. Corp.
Business Address.....132½ E. Main St.
Tel.: 4038.....News Services: AP, UP
Membership .....NAB
President.....Donald C. Welch
Gen., Sta. Mgr.....Harris Lipez
Prog. Dir.....Dave King
Prom., Pub. Dir.....Dick Yohe
Film Mgr.....Blair Heaton
Chief Engineer.....Albert Stratmoen

WKST-TV—New Castle—1953
ABC

Channel: 45....AP: 118 Kw.....VP: 200 Kw.
Owned .....WKST, Inc.
Address.....First Federal Plaza
Telephone .....OL 4-5501
Representative .....Everett-McKinney
Pres., Gen. Mgr.....S. W. Townsend
Sls., Prod. Mgr.....Robert C. Harnack
V.P., Prog. Dir.....Harry Reith
Ch. Eng.....Robert Emch

WVUE—Philadelphia
(See Wilmington, Del.)



*Trendex Survey, backed by Storer Engineering Co. Survey

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A STORER STATION

WFIL-TV MEANS FIRST

FIRST in DELAWARE VALLEY

- more people watch WFIL-TV than any other station*
- with 24-hour television
- with maximum power and **now** a 70% higher tower and double signal strength
- with daily colorcasts

FIRST in AMERICA

- with daily TV newsreel
- first and ONLY station to win **two** DuPont Awards
- first and ONLY station to win the Marshall Field Award for "imaginative contributions to the welfare of children"
- to present college-level courses five days a week—"The University of the Air," now in its 8th year

*ARB, Nov. & Dec. 1957/Jan. & Feb. 1958

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PHILADELPHIA, PENNSYLVANIA

ABC-TV **CHANNEL 6** BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLBR-TV**, Lebanon-Lancaster, Pa.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

WFIL-TV—Philadelphia
1947—ABC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Triangle Publications Inc.
Business Address.....46th & Market Sts.
Newspaper Affiliation...Philadelphia Inquirer
Tel.: EV 2-4700.....News Services: UP, INS
Representative .....Blair TV
Membership .....NAB, TvB
Gen. Station Mgr.....Kenneth W. Stowman
General Manager.....Roger W. Clipp
Station Mgr.....George A. Koehler
T.V. Sales Mgr.....Kenneth Curto
Business Mgr.....John C. Harlan
Dir. Natl. Sales.....Edward H. Benedict
Chief Engineer.....Henry Rhea

WRCV-TV—Philadelphia
1941—NBC

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business Address.....1619 Walnut St.
Tel.: LO 4-3700...News Services: AP, UP, INS
Membership .....NAB, TvB
Representative .....NBC Spot Sales
President (NBC).....Robert W. Sarnoff
V.P., Gen. Mgr.....Lloyd E. Yoder
Dir. Operations.....Curtis D. Peck
Dir. of Sales.....Theo. H. Walworth, Jr.
Local Sales Mgr.....Chester R. Messervey
Program Dir.....Robert Lemon
Adv., Prom. Dir.....John P. Wiley
Publicity Dir.....Gene E. Stout
Mgr. Tech. Oper.....William A. Howard

FOR COMPLETE INFORMATION

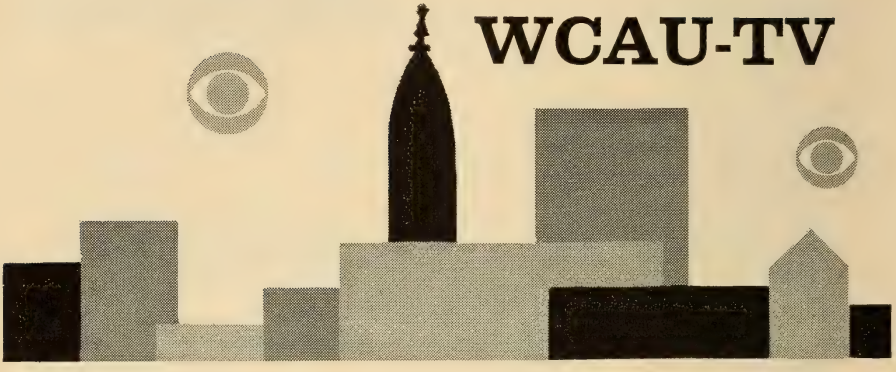
ON TELEVISION NETWORKS —

MAPS, PERSONNEL, AFFILIATES,

BIOGRAPHIES —

TURN TO PAGE 751

the eyes of Philadelphia are on WCAU-TV



What does it take to win and hold attention in a market with nearly 7,500,000 potential customers?

The imagination, facilities and skill to build the highest rated news programs . . . leadership in women's shows . . . the impact of award winning motion pictures . . . the most popular local programs . . . plus the superb programming of CBS-TV . . . keeps the eyes of the vast Philadelphia market on WCAU-TV.

WCAU-TV
means *business*
in Philadelphia
Represented nationally by CBS-TV Spot Sales

WCAU-TV—Philadelphia
1948—CBS

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WCAU, Inc.
Address.....City & Monument Aves.
Tel.: GR 7-8300.....News Service: AP, UP
Representative.....CBS TV Spot Sales
Membership .....NAB, TvB
President & Gen. Mgr...Donald W. Thornburgh
V.P. in charge of TV.....Charles Vanda
V.P., Ass't Gen. Mgr.....Joseph L. Tinney
V.P., TV Sales Mgr.....Robert M. McGredy
V.P. chg. Pub. Rel. & Prom.....Robert N. Pryor
Nat. Sls. Mgr.....Marvin L. Shapiro
Film Oper. Manager.....Allen Ludlum
V.P. in chg. Engineering.....John G. Leitch

KDKA-TV—Pittsburgh—1949
CBS

Channel: 2.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By..Westinghouse Brdcstng. Co.
Business Address.....Gateway Center
Tel.: EX 1-3000.....News Service: UP
Rep.....Peters, Griffin, Woodward
Membership .....NAB, TvB
President.....Donald H. McGannon
Vice President.....Harold C. Lund
Gen. Mgr.....Ted Reeves
Comm. Manager.....John Stilli
Program Director.....Cal Jones
Promotion Director.....David N. Lewis
Film Manager.....Richard Dreyfus
Publicity Director.....Peter Thornton
Chief Engineer.....Raymond Rodgers

WIIC—Pittsburgh—1957—NBC

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned .....WIIC, Inc.
Address.....341 Rising Main St.
Tel.: WE 1-6900.....News Service: UP
Newspaper Affil.....Post Gazette
Representative .....Blair TV
Membership .....NAB
President.....Oscar M. Schloss
Gen. Mgr.....Robert A. Mortensen
Commercial Mgr.....Roger D. Rice
Operations, Prod.....Shelton Weaver
Prom., Pub. Dir.....Caley E. Augustine
Chief Engineer.....Henry Kaiser

WNEP-TV—Scranton—1954
ABC

Channel: 16 UHF..AP: 102 Kw...VP: 191 Kw.
Owned-Oper. By.....Union Bcstg. Co.
Business Address.....333 Madison Ave.
Tel.: DI 3-1245.....News Service: AP
Representative .....Avery-Knodel
V.P., Gen. Mgr.....Thomas P. Shelburne
Ch. Eng.....Roswell J. Parker
Prog. Dir.....Hal Berg

WDAU-TV—Scranton—1953
CBS

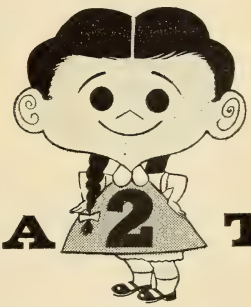
Channel: 22 UHF..AP: 500 Kw...VP: 1000 Kw.
Owned-Oper. By.....Scranton Bcstrs., Inc.
Business Address.....1000 Wyoming Ave.
Tel.: DI 2-7634.....News Services: AP, UP

Channel 2 is No. 1 in Pittsburgh!

Day after day, within 38 counties in Pennsylvania, Ohio, West Virginia, and Maryland, more people watch KDKA-TV than any other medium!

Month after month, ARB share-of-audience figures, from sign-on to sign-off, give KDKA-TV an average of almost twice that of the 2nd Pittsburgh station!

There are some 4.5 million TV viewers within range of Channel 2. So, if you want great sales results, remember . . . *no selling campaign is complete without the WBC station . . .*



KDKA 2 TV

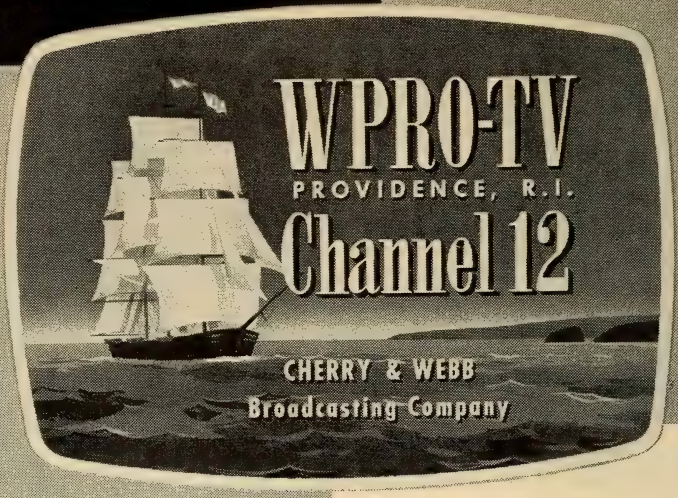
CBS PITTSBURGH

Represented by PGW

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

THE TRADEMARK OF LEADERSHIP

Represented by BLAIR-TV



IN SOUTHEASTERN NEW ENGLAND'S

3-CITY MARKET

Providence
Fall River
New Bedford

CBS TELEVISION

BASIC

Maximum Power

Representative .....H-R
Membership .....NAB, TvB
President.....Donald W. Thornburgh
Vice-Pres., Gen. Mgr.....Vance Eckelsley
General Sales Mgr.....Anton J. Moe
Station Manager.....Robert E. McDowell
Prog. Dir., Film Mgr.....Mort Rosenthal
Promotion Director.....Douglas Holcomb
Chief Engineer.....K. R. Cooke

WBRE-TV—Wilkes-Barre
1953—NBC

Channel: 28 UHF..AP: 500 Kw...VP: 1000 Kw.
Owned-Oper. By.....WBRE TV Inc.
Address.....62 S. Franklin St.
Tel.: VA 3-3101.....News Service: AP
Representative .....Headley Reed
Membership .....NAB, TvB
President.....Louis G. Baltimore
V.P., General Manager....David M. Baltimore
Operations Manager.....F. D. Coslett
Comm. Manager.....Ernest Lewis
Program Director.....Franklin D. Coslett
Production Manager.....Fred Foerster
Film Manager.....Robert Gibson
Chief Engineer.....Charles Sakoski, Sr.

WILK-TV—Wilkes-Barre
1953—ABC

Channels: 34 UHF..AP: 700 Kw..VP: 1,400 Kw.
Owned-Oper. By..Wyoming Valley Bcstg. Co.
Business Address.....88 North Franklin St.
Tel.: VA 4-4666.....News Service: AP
Representative ..... Avery-Knodel
Membership .....NAB
V.P., Gen. Mgr.....Thomas P. Shelburne
Ch. Eng.....Roswell J. Parker
Prog. Dir.....Hal Berg

WNOW-TV—York—1953

Channel: 49 UHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WNOW, Inc.
Business Address.....25 So. Duke St.
Tel.: 2-7821.....News Service: AP
Representative .....Young TV
General Manager.....William F. Rust, Jr.
Chief Engineer.....Glenn M. Winter

WSBA-TV—York—1952
ABC

Channel: 43 UHF..AP: 10 Kw...VP: 20 Kw.
Owned-Operated By..Susquehanna Bcstg. Co.
Address .....Queen St.
Tel.: YO 2-5531.....News Service: AP
Representative .....Jack Masla
President.....Louis J. Appell, Jr.
Comm. Mgr.....Robert M. Stough
Prog. Dir., Film Mgr.....Jim Curtis
Prom., Pub. Dir.....Stephen B. Fayer
Chief Engineer.....Arthur C. Hafer

Rhode Island

Pop. March 1 (Est.)—849,000; Families—256,000; Lic. Stations—2, Sta. CP's—1; Radio Homes—249,000; TV Homes—232,000

WJAR-TV—Providence
1949—ABC-NBC

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....The Outlet Co.
Business-Studio Address....176 Weybosset St.
Tel.: GA 1-8255.....News Services: AP, UP
Representative .....Petry
Membership .....NAB, TvB
Vice President.....George O. Griffith
Sta. Mgr.....J. S. Sinclair
Oper. Manager.....Frederick R. Griffiths
Dir. TV Sales.....David J. Shurtleff
Sales Manager.....Edward Boghosian
Program Director.....Seymour Horowitz
Film Mgr.....Chester Dowling
Chief Engineer.....Thomas Prior

WPRO-TV—Providence—
1955—CBS

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By..Cherry & Webb Bcstg. Co.
Address.....24 Mason St.
Tel.: PL 1-9776.....News Service: UP
Representative ..... Blair-TV
Membership .....NAB, TvB
President.....William S. Cherry, Jr.
General Manager.....Arnold F. Schoen, Jr.
Comm. Mgr.....Eugene W. Wilkin
Prog. Dir.....Raymond A. Gilvard
Prod. Mgr.....Donald S. Moeller
Chief Engineer.....John V. Ferri

South Carolina

Pop. March 1 (Est.)—2,437,000; Families—601,000; Lic. Stations—6, Sta. CP's—5; Radio Homes—584,000; TV Homes—417,000

WAIM-TV—Anderson
1953—ABC-CBS

Channel: 40 UHF..AP: 207 Kw..VP: 103.5 Kw.
Owned-Oper. By.....Wilton E. Hall
Business Address.....321 Kingsley Rd.
Tel.: CA 6-1511.....News Service: INS
Newspaper Affil....Independent & Daily Mail
Representative .....Headley-Reed
Owner .....Wilton E. Hall
Gen., Sta. Mgr.....Glenn P. Warnock
Sales Mgr.....John McCallum
Program Director.....Ray Barath
Chief Engineer.....Earl Cosend

WCSC-TV—Charleston
1953—CBS

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WCSC, Inc.
Business Address.....485 East Bay St.
Tel.: 3-8371.....News Service: UP
Representative.....Peters, Griffin, Woodward
President, Gen. Mgr.....John M. Rivers
Nat. Comm., Sta. Mgr.....Roland Weeks
Reg., Comm. Manager.....Ralph Thornley
Program Director.....Charles Hall
Prom., Pub. Director....Mrs. Annie Lee Small
Production Manager.....Emmett Robinson
Film Manager.....Annie Laurie Quarterman
Chief Engineer.....John Broughton

WUSN-TV—Charleston
1954—NBC-ABC

Channel: 2 VHF...AP: 53 Kw....VP: 100 Kw.
Owned-Oper. By...Southern Broadcasting Co.
Address.....P. O. Box 879
Tel.: TU 4-4141.....News Service: UP
Representative ..... Weed
Membership ..... TvB
Pres., Gen. Mgr.....J. Drayton Hastie
Sec'y, Ass't Gen. Mgr.....Doug M. Braham
Commercial Mgr.....Grange S. Cuthbert, Jr.
Prod. Director.....Clark Davis
Prom., Pub. Dir.....Ann Clark
Film Manager.....Gray Carroll
Chief Engineer.....Walter M. Nelson

WIS-TV—Columbia—1953
NBC-ABC

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Bcstg. Co. of the South
Business Address.....1111 Bull St.
Tel.: AL 3-6431.....News Services: UP, AP
Representative..Peters, Griffin, Woodward, Inc.
Membership .....NAB
Exec. V.P.....G. Richard Shafto
Managing Dir.....Charles A. Batson
Comm. Manager.....Law Epps
Exec. Prod., Film Buyer.....Adrian Munzell
Prog. Dir.....Dixon Lovorn
Prom., Pub. Dir.....John Bondeson
Chief Engineer.....Barnett Goldberg

WNOK-TV—Columbia—1953
CBS

Channel: 67 UHF..AP: 43.8 Kw...VP: 93.5 Kw.
Owned-Oper. By.....Palmetto Radio Corp.
Business Address.....1811 Main Street
Tel.: AL 2-7737.....News Service: AP
Representative .....Raymer
Membership .....NAB
V.P., Gen. Mgr.....H. Moody McElveen, Jr.
Comm. Mgr.....David C. Phillips
Program Director.....Graham Thomas
Chief Engineer.....Charlton W. Bowers

WBTW—Florence—1954
ABC-CBS-NBC

Channel: 8 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By.Jefferson Standard Bcstg. Co.
Address .....Box 630
Tel.: MO 2-1566.....News Service: AP
Representative.....CBS Television Spot Sales
Membership .....NAB, TvB
President.....Joseph M. Bryan
General Manager.....Charles H. Crutchfield
Managing Director.....J. William Quinn
Nat'l Sales Mgr.....John H. Brock
Prog. Dir., Prod. Mgr.....George B. Burnette
Prom., Pub. Director.....Whitefoord Smith
Film Manager.....Harry Hughes
Chief Engineer.....E. A. Sellars

WFBC-TV—Greenville
1953—NBC

Channel: 4 VHF..AP: 50 Kw, VP: 100 Kw.
Owned-Oper. By..... WMRC, Inc.
Business Address.....505 Rutherford St.
Tel.: CE 9-1321.....News Service: AP
Representative .....Weed
Membership .....NAB, TvB
President.....R. A. Jolley
Gen., Sta. Manager.....Kenneth Beachboard
Program Director.....Norvin C. Duncan
Comm. Mgr.....Robert Q. Glass, Jr.
Prom. Director.....Edna Seaman
Film Director.....Charles Howard
Chief Engineer.....W. E. Garrison

WSPA-TV—Spartanburg
1956—CBS

Channel: 7 VHF...AP: 144 Kw....VP: 257 Kw.
Owned-Oper. By.....Spartan Bcstg. Co.
Business Address.....224 E. Main St.
Telephone 3-3621
Representative .....Hollingbery
Pres., Gen. Mgr.....Walter J. Brown
Sec'y-Treas. .....D. S. Burnside
Nat'l Sales Mgr.....Chas. E. Bell
Local Sales Mgr.....Robert H. Walton
Program Director.....James B. Hobbs, Jr.
Production Dir.....Peter W. Swanson, Jr.
Promotion Mgr.....William A. Adams
Engineering Dir.....Harold Beckholt

South Dakota

Pop. March 1 (Est.)—715,000; Families—201,000; Lic. Stations—5, Sta. CP's—4; Radio Homes—194,000; TV Homes—119,000

KXAB-TV—Aberdeen—1958
NBC-ABC

Channel: 9 VHF...AP: 15 Kw....VP: 30 Kw.
Owned.....North Dakota TV Network
Bus. Address...4000 W. Main St., Fargo, N.D.
Tel.: 5-4461.....News Service: AP
Representative .....Weed
Membership .....NAB
President.....John W. Boler
Gen. Mgr.....Chester Reiten
Comm. Mgr.....G. Klien
Prog., Prom. Dir.....Connie Wiensberg
Film Mgr.....Dennis Falk
Chief Engineer.....Henry Hausler

KDLO-TV—Florence—1955
CBS-NBC-ABC

(Satellite of KELO-TV, Sioux Falls, S. D.)
Channel: 3 VHF...AP: 60 Kw....VP: 100 Kw.

KOTA-TV—Rapid City—1955
ABC-CBS-NBC

Channel: 3 VHF..AP: 37.5 Kw...VP: 72.4 Kw.
Owned-Oper. By....Duhamel Enterprises, Inc.
Business Address.....524½ 6th St.
Tel.: FI 2-2000.....News Services: AP, UP
Membership .....NAB
Representative ..... Headley-Reed
Pres., Gen. Mgr.....Helen S. Duhamel
Commercial Mgr.....William F. Turner
Prog. Dir., Film Mgr.....J. Norman Heffron
Promotion Dir.....Arthur Jones
Chief Engineer.....Robert Musfeldt

KRSD-TV—Rapid City—1958
NBC

Channel: 7...AP: 12.9 Kw....VP: 25.7 Kw.
Owned.....Heart of Black Hills Stations
Address .....Box 609
Telephone .....FI 2-6050
Representative .....Devney
Gen. Sls. Mgr.....Eli Daniels

KPLO—Reliance—1957

Channel: 6 VHF..AP: 31.6 Kw...VP: 53.7 Kw.
(Satellite of KELO-TV, Sioux Falls, S.D.)

KELO-TV—Sioux Falls—1953
ABC-CBS-NBC

Channel: 11 VHF..AP: 123 Kw...VP: 220 Kw.
Owned-Oper. By.....Midcontinent Bcstg. Co.
Business Address.....8th St. & Phillips Ave.
Tel.: 4-5841.....News Services: UP, AP, INS
Membership .....NAB, TvB
Representative .....H-R; Bulmer & Johnson
President.....Joseph L. Floyd
Gen. Mgr.....Evans A. Nord
Station Mgr.....Tom Sheeley
Prom., Pub. Director.....Jack Townsend
Film Manager.....Bob Johnson
Chief Engineer.....Les Froke

Tennessee

Pop. March 1 (Est.)—3,562,000; Families—974,000; Lic. Stations—13, Sta. CP's—2; Radio Homes—942,000; TV Homes—689,000

WCYB-TV—Bristol—1956

(See Listing Under Bristol, Va.)

WDEF-TV—Chattanooga
1954—CBS

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WDEF Broadcasting Co.
Address .....Volunteer Building
Tel.: AM 7-3393.....News Service: UP
Representative .....Branham
Membership .....NAB, TvB
President.....Carter M. Parham
General Mgr.....Harold E. Anderson
Comm. Manager.....Otis H. Segler
Prog., Pub. Dir.....Morris Quave
Prod. Director.....James Garner
Film Manager.....John Bonney
Chief Engineer.....B. C. Baker

WRGP-TV—Chattanooga
1956—NBC

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Mountain City TV, Inc.
Business Address.....1214 McCallie Ave.
Tel.: OX 8-1505.....News Service: UP
Membership .....NAB
Representative ..... H-R
Pres., Gen. Mgr.....R. G. Patterson
Sta. Mgr.....Helen Patterson
Commercial Mgr.....George P. Moore
Film Mgr.....Jim Nabors
Prog., Prom., Pub. Dir.....Helen Patterson
Chief Engineer.....B. B. Barnes

WTVC—Chattanooga—1958

Channel: 9 VHF...AP: 158 Kw....VP: 316 Kw.
Owned.....Martin Theatres of Georgia, Inc.
Address.....319 Hamilton Nat. Bank Bldg.
Tel.: AM 6-4151.....News Service: UP
Representative .....Meeker, Ayres
Gen. Mgr.....Reeve Owne
Prog. Dir.....Jack Sausman
Nat. Sls. Mgr.....Joe Windsor
Mng. Cons.....Earl Winger
Prom. Dir.....Conrad Alexandria
Ch. Eng.....Leon Webb

WDXI-TV—Jackson—1955
ABC-CBS

Channel: 7 VHF..AP: 44 Kw...VP: 86.7 Kw.
Owned-Oper. By.....Robinson Enterprises
Business Address.....Box 309
Tel.: 7-5681.....News Service: UP

Membership ..... NAB
Representative .... Venard, Rintoul, McConnell
President ..... Aaron B. Robinson
General Manager ..... John E. North
Prog. Dir., Film Mgr. ..... James W. Hoppers
Promotion Dir. ..... Marge Borg
Chief Engineer ..... James Thomas

WJHL-TV—Johnson City
1953—ABC-CBS

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By ..... WJHL, Inc.
Business Address ..... 145 W. Main St.
Tel.: 2780 ..... News Service: UP
Membership ..... NAB
Representative ..... Pearson
Pres., Gen. Mgr. ..... W. Hanes Lancaster, Jr.
Sales Mgr. ..... J. Will Hall
Program Director ..... Richard Ellis
Prom., Pub. Director ..... W. A. McDonald
Film Manager ..... Vernita Wright
Chief Engineer ..... Rowland Medler

WATE-TV—Knoxville
1953—NBC

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. ..... WATE, Inc.
Business Address ..... 612 S. Gay St.
Tel.: 2-7111 ..... News Service: UP
Membership ..... NAB, TvB
Representative ..... Avery-Knodel
V.P., Gen. Mgr. ..... W. Henry Linebrough
Comm. Manager ..... J. T. McCloua
Program Director ..... Jack Weiderman
Prom. Publicity Director ..... Carl Huster
Film Buyer ..... J. H. Reese
Chief Engineer ..... Fred M. Andrews

WBIR-TV—Knoxville—1956
CBS

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By ..... WBIR, Inc.
Business Address ..... 1513 Hutchison Ave.
Tel.: 5-8101 ..... News Service: UP
Membership ..... NAB
Representative ..... Katz
Pres., Gen. Mgr. ..... John P. Hart
Local Sales Mgr. ..... R. S. Quinn
Prom., Pub. Dir. ..... Robert Wilson
Prog. Dir., Film Mgr. ..... Neal Branch
Chief Engineer ..... J. Rex Horton

WTVK—Knoxville—1953
ABC

Channel: 26 UHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By ..... So. Central Bcstg. Co.
Business Address ..... Memorial Park Rd.
Tel. 5-2113
Representative ..... Pearson
Pres., Gen., Sta., Comm. Mgr...J. Engelbrecht
Program Dir., Film Mgr. ..... Bill Eckstein
Prom., Pub. Dir. ..... Florence Woodford
Chief Engineer ..... Carl Lawson

WHBQ-TV—Memphis—1953
ABC

Channel: 13 VHF..AP: 160 Kw...VP: 316 Kw.
Owned-Oper. By ..... RKO Teleradio Pictures
Business Address ..... 1381 Madison Ave.
Tel. ..... BR 2-3441
Representative ..... H-R
Membership ..... TvB
President ..... Thomas J. O'Neil
Gen. Manager ..... William H. Grumbles
Sales Manager ..... Boone F. Nevin
Sales Service Manager ..... Jack Starr
Prom. Dir. ..... Gene Roper
Film Mgr. ..... Freddie Burns
Chief Engineer ..... Welton Roy

WMCT—Memphis—1953
NBC

Channel: 5 VHF...AP: 60 Kw....VP: 100 Kw
Owned-Operated ..... Scripps Howard
Address ..... Box 31
Tel.: JA 6-7464 ..... News Service: U
Newspaper Affil. ..... Commercial Appea
Representative ..... Blair TV
Membership ..... NAB, TvB
President ..... Enoch Brown
General Manager ..... H. W. Slavick
Station, Comm. Mgr. ..... Earl Moreland
Program Dir. ..... Wilson Mount
Chief Engineer ..... E. C. Frase, Jr.

WREC-TV—Memphis—1956
CBS

Channel: 3 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By ..... WREC Bcstg. Service
Business Address ..... Hotel Peabody Bldg.
Tel.: JA 5-1313 ..... News Service: UP
Membership ..... NAB, TvB
Representative ..... Katz
Owner, Gen. Mgr. ..... Hoyt B. Wooten
Commercial Mgr. ..... Charles B. Brakefield
Prog. Dir., Film Mgr. ..... Jack Michael
Prom., Pub. Dir. ..... Henry Clark
Chief Engineer ..... Wilson Raney

WLAC-TV—Nashville
1954—CBS

Channel: 5 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. ..... WLAC-TV Inc.
Address ..... 159 Fourth Avenue North
Tel: CH 2-4331 ..... News Service: UP
Representative ..... Katz
Membership ..... NAB
Exec. V.P. & Gen. Mgr. ..... T. B. Baker, Jr.
Ass't to Mgr. ..... Ruth C. Talley
Gen. Sls. Manager ..... R. M. Reuschle
Operations Mgr. ..... Roy A. Smith
Adv. Director ..... Harold Tomlin
Film Mgr. ..... Tommy Ervin
Chief Engineer ..... Ralph L. Hucaby

WSIX-TV—Nashville—1953
ABC

Channel: 8 VHF...AP: 89 Kw....VP: 177 Kw.
Owned-Oper. By.....WSIX Inc.
Business Address.....Nashville Trust Bldg.
Tel.: AL 5-5431.....News Service: AP
Membership .....NAB
Representative .....H-R
President.....Louis R. Draughton
Sta., Gen. Mgr.....E. S. Tanner
V.P., Gen. Sales Mgr.....G. H. Morris
Production Manager.....James Lynagh
Dir., Oper., Film Mgr.....R. L. Chaudoin
Prom. Dir.....James Wharton
Chief Engineer.....Charles Duke

WSM-TV—Nashville—1950
NBC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned....Nat'l Life & Accident Insurance Co.
Address .....7th & Union
Tel.: AL 4-5656...News Services: AP, UP, INS
Membership .....NAB, TvB
Representative .....Petry
President .....John H. DeWitt, Jr.
Gen. Manager.....Irving Waugh
Comm. Manager.....Hi Bramham
Sales Dir.....Tom Griscom
Operations Mgr.....Brad Crandall
Production Mgr.....Elmer Alley
Prom. Dir.....Charlie Cash
Film Manager.....Elmer Cartwright
Chief Engineer.....Aaron Shelton

Texas

Pop. March 1 (Est.)—9,268,000; Families—2,668,000; Lic. Stations—37, Sta. CP's—12; Radio Homes—2,602,000; TV Homes—2,030,000

KPAR-TV—Abilene—Sweetwater—1956—CBS

Channel: 12 VHF..AP: 13.1 Kw...VP: 26.2 Kw.
Owned-Oper. By.....Texas Telecasting, Inc.
Bus. Address.7400 College Ave., Lubbock, Tex.
Tel. .....SH 4-2345
Membership .....NAB, TvB
Representative ..... Branham
President.....W. D. "Dub" Rogers
Station Manager.....Dan C. Guthrie
Prog. Dir., Film Mgr.....Ray Trent
Nat. Sales Mgr.....E. A. "Buzz" Hassett
Promotion Dir.....W. H. Shipley
Publicity Dir.....Duncan Ellison
Chief Engineer.....Rudy Starnes

KRBC-TV—Abilene—1953
NBC

Channel: 9 VHF..AP: 13.8 Kw...VP: 27.5 Kw.
Owned-Oper. By.....Abilene Radio & TV Co.
Business Address.....4510 So. 14th St.
Tel.: OR 2-8491.....News Service: AP
Representative ..... Raymer
Membership .....TvB
President & Gen. Mgr.....Dale Ackers
Comm. Manager.....Bill Fox
Prog. Dir.....Al Evans
Sta., Film Mgr.....George Breeding
Chief Engineer.....Troy Mallon

KFDA-TV—Amarillo—1953
CBS-ABC

Channel: 10 VHF..AP: 125 Kw...VP: 250 Kw.
Owned & Oper. By....Amarillo Bsctg. Co., Inc.
Address .....P. O. Box 1440
Tel.: DR 4-5343.....News Services: AP, UP
Representative .....Blair
Membership .....NAB, TvB
President.....Gene L. Cagle
General Manager.....Ed Moore
Prom., Pub. Dir.....Dick Bay
Merch. Dir.....Howard Roberson
Prog. Dir.....Vernon Poerner
Oper.-Film Mgr.....Vernon Poerner
Chief Engineer.....Bill Spiller

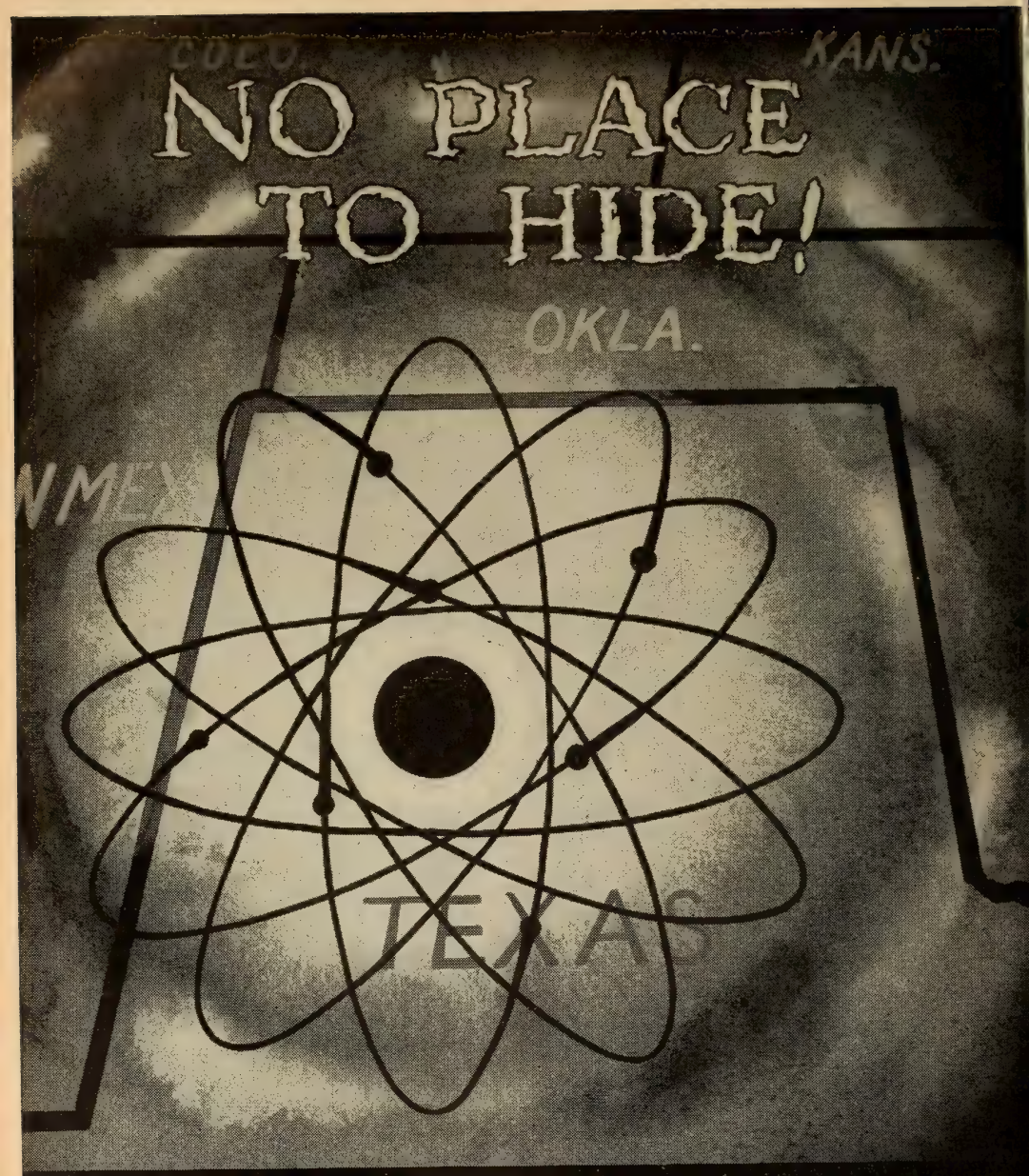
To Broadcasters

AP

Means

Added Profits
Added Prestige

The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.



Advertising on KGNC-TV triggers reaction! . . . From Liberal, Kansas . . . to Tucumcari, New Mexico . . . to Altus, Oklahoma . . . a BIG audience hears . . . heeds . . . and responds. KGNC-TV is the High Plains station . . . HIGH audience-percentage, WIDE coverage-area, and HANDSOME returns on the advertising dollar!

KGNC-TV **Channel 4** **AMARILLO**

KGNC-TV—Amarillo—1953
NBC-ABC

Channel: 4 VHF.. AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By..Globe News Publishing Co.
Address .....2200 North Polk St.
News Affil.....News, Times, Globe
Tel.: DR 4-4601.....News Service: AP, UP
Membership .....NAB, TvB
Representative .....Katz
General Manager.....Wes Izzard
Station Manager.....Aubrey Jackson
Ass't Sta. Mgr.....Bob Watson
Prod. Mgr.....Bud Pursley
Adv., Prom.....Marion Thomas
Chief Engineer.....W. H. Torrey

KVII—Amarillo—1957—ABC

Channel: 7.....AP: 23 Kw.....VP: 46 Kw.
Owned.....Southwest States, Inc.
Address .....Box 8066
Telephone .....FL 6-5241
Representative...Venard, Rintoul & McConnell
Pres., Gen. Mgr.....Murry Woroner
Prod. Mgr.....Jerry Gardner
Ch. Eng.....Don Daniels

KTBC-TV—Austin—1952
ABC-CBS-NBC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....The L-B-J Co.
Address .....Box 1155
Tel.: GR 2-2424.....News Service: UP
Representative .....Raymer
Chairman of Bd.....Claudia T. Johnson
Pres., Gen. Mgr.....J. C. Kellam
Gen. Sales Manager.....O. P. (Bob) Bobbitt
Sales, Prom. Director.....Charles Brooks
Program Director.....Richard "Cactus" Pryor
Publicity Dir.....Elmo Brown
Chief Engineer.....Ben Hearn

KFDM-TV—Beaumont—1955
ABC-CBS

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Beaumont Bcstg. Corp.
Business Address .....1420 Calder Ave.
Tel.: TE 8-4731.....News Service: UP
Membership .....NAB
Representative ....Peters, Griffin, Woodward
President .....D. A. Cannan
General Manager.....C. B. Locke
Commercial Mgr.....Mott M. Johnson
Program Dir.....Bob McManus
Film Manager.....Paul McDuffie
Chief Engineer.....Harold W. Bartlett

KEDY-TV—Big Spring—1955
CBS

Channel: 4 VHF...AP: 6.3 Kw....VP: 12.9 Kw.
Owned-Oper. By.....Texas Telecasting
Address.....2500 Kentucky Way
Tel.: SH 4-2345.....News Service: AP
Representative .....Branham
President.....W. D. Rogers
V.P., Prom.....W. H. Shipley
Natl. Sales Mgr.....Ed "Buzz" Hassett
Comm. Mgr.....John McMinn
Prog., Film Mgr.....Ray Trent
Chief Engineer.....Rudy Starnes

KBTX-TV—Bryan—1957
ABC-CBS

Channel: 3 VHF..AP: 30.2 Kw...VP: 60.3 Kw.
Owned.....Brazos Bcstg. Co.
Business Address.....Box 3237
Tel.: VI 6-777.....News Service: AP
Representative .....Raymer
President.....W. C. Mitchell
Gen. Mgr.....M. N. Bostick
Sta. Mgr.....Harry Lee Gillam
Comm. Mgr.....David G. Haines
Prog. Dir.....Rod Whisenant
Pub. Dir.....Barbara Keller
Film Mgr.....Charles Henderson
Chief Engineer.....W. B. Cox

KRIS-TV—Corpus Christi
1956—ABC-NBC

Channel: 6 VHF..AP: 50 Kw., VP: 100 Kw.
Owned-Oper. By.....Gulf Coast Bcstg. Co.
Business Address..... Box 840
Telephone .....TU 3-6511
Representative.....Peters, Griffin, Woodward
Membership .....NAB
Pres., Gen. Mgr.....T. Frank Smith
V.P.-Sales .....W. M. Eikner
V.P.-Programs .....Charles Nethery
Promotion Dir.....Harry Abbott
Chief Engineer.....Joseph W. Collier

KZTV—Corpus Christi—1956
CBS

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....KSIX-Television, Inc.
Business Address.....Show Room Bldg.
Tel.: TU 4-1616.....News Service: AP
Representative .....H-R; Clarke Brown
Pres., Gen. Mgr.....Vann M. Kennedy
Prom., Pub. Dir.....M. L. Kennedy
Commercial Mgr.....Raymond Dorsey
Program Dir.....Gene Looper
Chief Engineer.....Bill Kessel

WBAP-TV—Dallas—1948

(See Ft. Worth Listing)

WFAA-TV—Dallas—1949
ABC

Chtannel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....A. H. Belo Corp.
Business Address....3000 Harry Hines Blvd.
Tel.: RI 1-3315.....News Services: AP, UP
Newspaper Affiliation.....Morning News
Membership .....NAB, TvB
Representative .....Petry
Managing Dir.....Alex Keese
Station Manager.....Mike Shapiro
Nat. Sales Mgr.....Dick Drummy
Program Director.....Tom Palmer

THE PACE IS...
PROGRESS
in the FORT WORTH - DALLAS area
the NATION'S 12TH MARKET

The trend is up and the growth rate is steady. Look at these startling predictions for 1960:*

Tarrant-Dallas County Population	1,522,900
Tarrant-Dallas County Estimated Buying Income	$3,291,088,000
Tarrant-Dallas County Retail Sales	$2,409,432,000

To sell your products in this fast-paced, rapidly-expanding 12th U S Market choose the facilities of WBAP-TV—the first station in the market.

Rates and packages on request.

WBAP-TV — Channel 5

Basic NBC for North Texas

*Source: Sales Management, "Marketing on the Move", Nov. 10, 1957.

WBAP

3900 Barnett • Fort Worth, Texas

AM • FM • TV

1900 N. Akard • Dallas, Texas



NATIONAL REPRESENTATIVES PETERS, GRIFFIN & WOODWARD

Prom., Pub. Director.....Winona Portwood
Film Manager.....Dunlap Clark
Chief Engineer.....Jim W. Cooper

KFJZ-TV—Dallas—1955

(See Ft. Worth Listing)

KRLD-TV—Dallas—1949
CBS

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned.....Times Herald Printing Co.
Business Address.....Herald Square
Tel.: RI 2-6811.....News Services: AP, UP
Newspaper Affiliation...Dallas Times Herald
Membership .....NAB
Representative .....Branham
President.....Clyde Rembert
General Manager.....Roy M. Flynn
Comm. Manager.....Gene Cuny
Program Director.....Ves Box
Prom., Pub. Director.....Jack Saunders
Film Manager.....Nick Mueller
Chief Engineer.....B. B. Honeycutt

KELP-TV—El Paso—1956
ABC

Channel: 13 VHF..AP: 15.8 Kw...VP: 26.6 Kw.
Owned-Oper. By.....KELP TV Corp.
Business Address.....4530 Delta St.
Tel.: KE 3-3658.....News Service: UP
Representative .....Young TV
Vice-Pres.....Richard E. Jones
Gen. Mgr.....Herb Golombeck
Sls. Mgr.....Irv Prell
Prog. Dir.....Hillman Taylor
Pub. Dir.....Bill Provolet
Ch. Eng.....Michael Gaglio

KROD-TV—El Paso—1952
CBS

Channel: 4 VHF...AP: 31 Kw....VP: 62 Kw.
Owned-Oper. By.....Roderick Bcstg. Co.
Address.....2201 Wyoming St.
Tel.: KE 2-6551.....News Service: AP
Membership .....NAB
Representative .....Branham
President .....D. D. Roderick
V.P., General Manager.....Val Lawrence
Sales Manager.....Dick Watts
Program Dir.....Bernie Bracher
Promotion Mgr.....Gordon Phillips
Film Mgr.....Don Manning
Chief Engineer.....Edward P. Talbott

KTSM-TV—El Paso—1953
NBC

Channel: 9 VHF...AP: 29 Kw....VP: 58 Kw.
Owned-Operated By.....Tri-State Bcstg. Co.
Address.....801 N. Oregon St.
Tel.: KE 2-5423.....News Service: UP
Membership .....NAB, TvB
Representative .....Hollingbery
Pres., Gen. Mgr.....Karl O. Wyler, Sr.
Exec. Ass't.....Karl O. Wyler, Jr.
V.P., Comm. Manager.....Roy T. Chapman
Prog. Director.....Jack Rye
Publicity Dir.....Jack Elliott
Chief Engineer.....Kenneth J. Walton

WBAP-TV—Fort Worth
1948—NBC

Channel: 5 VHF..AP: 60.3 Kw...VP: 100 Kw.



KRLD-TV, telecasting with maximum power from atop Texas' tallest tower, is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only full-time 50,000-watt station in the Dallas-Fort Worth area.

John W. Runyon, *Chairman of the Board* Clyde W. Rembert, *President*

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

We're first, but...

WHO WANTS TO ARGUE ABOUT ~~4½~~ 3½ PER CENT ?



Channel

KFJZ-TV

It seems there's a new champ born with almost every rating book in Dallas/Fort Worth. Only one fact is **constant** . . . It's the **tightest** four-station market in America! Right now **we're first** with 27.7 per cent* share of audience. (Sign on to sign off Sunday through Saturday.) The fourth station trails by a mere 3.4 per cent . . . So who wants to argue?

High-rated nighttime minutes now available delivering a top family audience of 2.84 (average) viewers per set — 12 per cent more than nearest competitor!

*Dallas/Fort Worth combined ARB, January, 1958.

Ask BLAIR-TV

or Joe Evans, National Sales Manager

Owned-Oper. By.....Carter Publications, Inc.
Business Address.....3900 Barnett St.
Tel.: JE 6-1981.....News Service: AP
Newspaper Affiliation.....Fort Worth Star-Telegram
Representative ....Peters, Griffin, Woodward
Membership .....NAB
President.....Amon Carter, Jr.
General Manager.....George Cranston
Commercial Mgr.....Roy Bacus
Program Director.....Robert Gould
Prom., Pub. Dir.....Margret McDonald
Film Manager.....Lynn Trammell
Chief Engineer.....R. C. Stinson

KFJZ-TV—Fort Worth—1955

Channel: 11 VHF..AP: 105 Kw...VP: 210 Kw.
Owned-Oper. By...Texas State Network, Inc.
Address .....4801 W. Freeway
Tel.: PE 7-6631.....News Service: AP
Representative .....Blair TV
Pres., Gen. Mgr.....Gene L. Cagle
Nat'l Sales Mgr.....Joe Evans
Comm. Mgr.....John Hopkins
Prog. Dir.....Olin Terry
Pub. Director.....Edith Coenders
Film Mgr.....Arno W. Mueller, Jr.
Chief Engineer.....James T. Peterson

KGUL-TV—Galveston-Houston 1952—CBS

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Gulf Television Corp.
Business Address.....11 Video Lane
Tel.: GA 3-1607.....News Service: UP
Representative.....CBS Television Spot Sales
Membership .....NAB, TvB
Pres., Gen. Mgr.....Paul E. Taft
Comm. Manager.....Robert S. Wilson
Program Director.....Thomas L. Thompson
Prom., Pub. Dir.....Roland Brazier
Film Manager.....Bud Johnson

KGBT-TV—Harlingen—1953 CBS-ABC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By .....KGBT-TV
Business Address.....Box 711
Tel.: GA 3-4880.....News Services: AP, UP
Representative .....H-R Reps.
Membership .....NAB
President .....McHenry Tichenor
General Manager.....Troy McDaniel
Comm. Manager.....Harry Mooradian
Chief Engineer.....Al Beck

KPRC-TV—Houston—1950 NBC

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Houston Post Co.
Business Address.....2318 Polk Ave.
Telephone .....MA 3-9271
Representative .....Petry
Membership .....TvB
V.P., Gen. Mgr.....Jack Harris
Sta. Manager.....Jack McGraw
Promotion Mgr.....Kirt Harris
Film Manager.....Earl Corridon
Publicity Director.....Edna Forester
Traffic .....Katherine Estes
Local Sls. Mgr.....Jack Healy
Chief Engineer.....Paul Huhndorff

(See Page 866)

KTRK-TV—Houston—1954 ABC

Channel: 12 VHF..AP: 170 Kw...VP: 316 Kw.
Owned-Oper...Houston Consolidated TV Co.
Address.....P. O. Box 12
Tel.: JA 6-1313.....News Services: AP, INS
Newspaper Affiliation .....Chronicle
Representative .....Hollingbery
Membership .....NAB, TvB
President.....John T. Jones, Jr.
Exec. V.P., Gen., Sta. Mgr....W. E. Walbridge
Program Director.....John E. Hill
Comm. Manager.....William F. Bennett
Prom., Pub. Director.....John Chapman
Film Manager.....Hugh Pickett
Chief Engineer.....Tom Hiner

To Broadcasters

AP

Means

Added Profits

Added Prestige

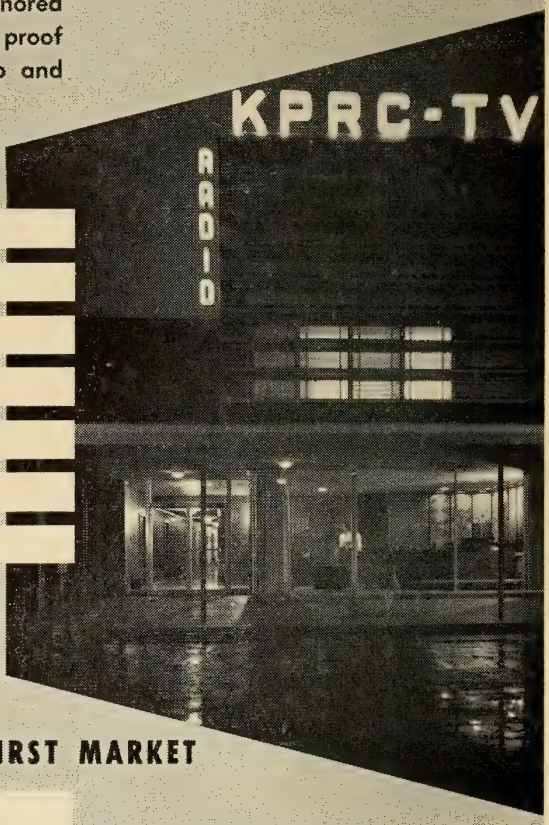
The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

First in Houston

radio and television

KPRC and KPRC-TV Dominate the Houston Market

KPRC RADIO has been the first choice of Houston Gulf Coast listeners for more than 30 years. KPRC-TV, now over five years old, is also first choice with these same people. More than a time-honored habit, this loyalty is indisputable proof of KPRC's experienced leadership and consistent fine quality.



- FIRST IN EXPERIENCE
- FIRST IN PUBLIC SERVICE
- FIRST IN NEWS
- FIRST IN LOCAL TALENT
- FIRST IN FARM NEWS
- FIRST IN RATINGS
- FIRST IN FACILITIES

FIRST IN THE SOUTH'S FIRST MARKET

NBC 950 KPRC HOUSTON
ON YOUR DIAL

KPRC-TV CHANNEL 2 HOUSTON

JACK HARRIS
Vice President and General Manager
Nationally Represented by
EDWARD PETRY AND COMPANY

KHAD-TV—Laredo—1956
ABC-CBS-NBC

Channel: 8 VHF..AP: 1.07 Kw...VP: 2.14 Kw.
Owned-Oper....Vidicon Industries of America
Business Address.....820 Convent Ave.
Tel.: 3-3674.....News Service: AP
Representative ..... Pearson
Asst. Manager.....Al Samuels
Comm. Mgr.-Prog. Dir.....Jim Shelton
Film Manager.....Ernie Ramirez
Chief Engineer.....W. Irven Simpson

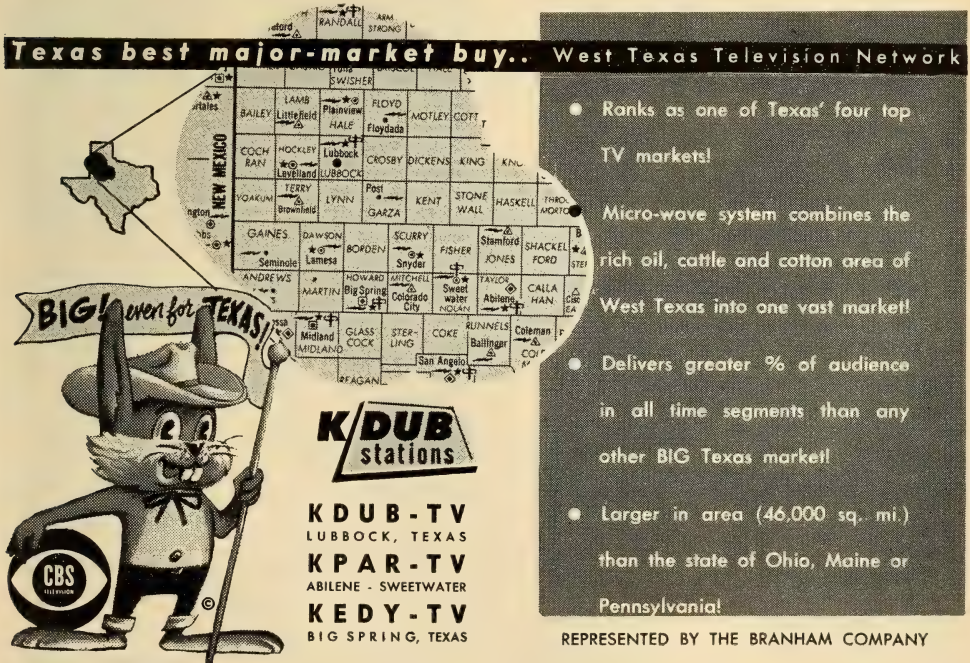
KCBD-TV—Lubbock—1952
ABC-NBC

Channel: 11 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Bryant Radio & TV Inc.
Business Address.....5600 Ave. A
Tel.: SH 4-1414.....News Services: AP, UP
Representative .....Raymer
Membership .....NAB
Pres., Gen. Manager.....Joe H. Bryant
Asst. Gen. Manager.....Robert L. Snyder
National Sales Mgr.....Ray Poindexter
Comm. Manager.....George L. Tarter
Program Director.....Bill Taylor
Prom., Pub. Director.....Joan Prigmore
Film Manager.....Richard Porter
Chief Engineer.....Frank Lee

KDUB-TV—Lubbock—1952
CBS

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Texas Telecasting, Inc.
Business Address.....74th & College Ave.
Tel.: SH 4-2345.....News Service: INS, AP
Representative .....Branham
Membership .....NAB, TvB
Pres., Gen. Mgr.....W. D. (Dub) Rogers
National Sales Mgr.....E. A. Hassett
V.P., Gen. Sales Mgr.....Jimmie Isaacs
Prog. Dir., Film Mgr.....Ray Trent
V.P., Prom., Research Dir.....W. H. Shipley
Production Manager.....Doug Sewell
Prom. Mgr.....Ray Huffer
Chief Engineer.....Rudy Starnes

AP Means Added Profits Added Prestige



ARE YOU ON THE DOTTED LINE WITH 9 ?

BETTER GET WITH IT NOW!

300,000 PROSPEROUS FAST BUYING PEOPLE SERVED ONLY BY THEIR POPULAR

KTRE-TV

LUFKIN, TEXAS
CHANNEL 9

Richman Lewin, Vice Pres. & General Manager
The Only Non-Metropolitan Market With Basic N B C Programming Live*
*Via Microwave from KPRC-TV in Houston

NATIONAL REPRESENTATIVES
Venard, Rintoul & McConnell, Inc.
New York, Chicago, San Francisco, Los Angeles and Boston

SOUTHWEST REPRESENTATIVE
Clyde Melville Company of Dallas

60,106 TELEVISION SETS IN THE BOOMING LUMBER RICH LUFKIN-NACOGDOCHES EAST TEXAS AREA SERVED BY KTRE-TV

KTRE-TV—Lufkin—1955
NBC

Channel: 9 VHF..AP: 12.5 Kw...VP: 26 Kw.
Owned-Oper. By....Forest Capital Bcstg. Co.
Business Address.....P. O. Box 701
Tel.: NE 4-7771.....News Services: AP, UP
Representative .....Venard, Rintoul, McConnel; Melville Co.
Membership .....NAB
President.....R. W. Wortham, Jr.
V.P., Gen. Mgr.....Richman Lewin
Film Manager.....Glenn Armstrong
Prog., Prom., Pub. Dir.....Boyd Porter, Jr.
Chief Engineer.....Fred Clinton Hill

KMID-TV—Midland—1953
NBC-ABC

Channel. 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By..Midessa Television Co., Inc.
Business Address.....Box 2758
Tel.: MU 2-7321.....News Service: UP
Rep.....Venard, Rintoul & McConnell, Brown
Membership .....NAB
Sta.-General Manager.....Roy Herndon
Commercial Manager.....George Collie
Program Director.....Jerry Blaie
Prom., Pub. Dir.....V. V. Scarpelli
Film Mgr.....Don McCarron
Chief Engineer.....Bill Buford

KOSA-TV—Odessa—1956
CBS

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By....Odessa Television Co.
Address.....1211 N. Whitaker
Tel.: FE 7-8301.....News Services: AP, UP
Membership .....NAB
Representative .....Bolling
Pres., Gen. Mgr.....Cecil L. Trigg
Station Manager.....John Vacca
Sales Manager.....Ed Costello
Production Mgr.....Stu Klein
Natl. Sales Mgr.....Ross Newby
Film Director.....George Duesler
Chief Engineer.....Bill Schock

KPAC-TV—Port Arthur
1957—NBC-ABC

Channel: 4.....AP: 50 Kw.....VP: 100 Kw.
Owned.....Texas Goldcoast TV Inc.
Address .....Box 1059
Representative .....Raymer
Pres., Gen. Mgr.....Julius Gordon
Sls. Mgr.....Mack Newberry
Prog. Mr.....Doug Thompson
Prod. Mgr.....John Stegall
Ch. Eng.....Glenn Boatright

KCTV—San Angelo—1953
CBS

Channel: 8 VHF..AP: 15.5 Kw...VP: 27.5 Kw.
Owned-Oper. By..Westex Television Co., Inc.
Business Address.....Box 1941

Tel.: 7183.....News Service: UP
Rep....Melville, Venard, Rintoul & McConnell
Membership .....NAB
President.....B. P. Bludworth
V.P., Gen., Sta. Mgr.....J. Harley Hubbard
Prog. Dir.....A. Cobb
Film Manager.....Charles Cathey
Chief Engineer.....Robert Benson

KCOR-TV—San Antonio—1955

Channel: 41 UHF....AP: 6 Kw.....VP: 11 Kc.
Owned-Oper. By.....KCOR, Inc.
Business Address.....111 Martinez St.
Representative .....Richard O'Connell, Inc.
President.....Raoul A. Cortez, Sr.
V.P., Gen. Mgr.....Nathan Safir
V.P., Comm. Mgr.....Raoul A. Cortez, Jr.
Prod., Prog. Dir.....Emilio Nicolas
Dir. Engineering.....Marvin Fiedler

KENS-TV—San Antonio 1949—CBS

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Express Publ. Co.
Business Address.....Ave. E & 4th St.
Tel.: CA 5-7411.....News Service: AP
Representative.....Peters, Griffin, Woodward
Membership .....NAB, TvB
Newspaper Affil.....Express & News
President.....Frank G. Huntress, Jr.
General Manager.....Albert D. Johnson
Comm. Manager.....Wayne Kearl
Program Director.....Ken James
Sales Prom. Mgr.....Bob Millet

KONO-TV—San Antonio—1957

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Mission Tcstg. Corp.
Business Address.....1408 N. St. Mary's St.
Tel.: CA 6-7611.....News Service: UP
Representative .....H-R
Membership .....NAB
President.....Eugene J. Roth
V.P., Gen. Mgr.....James M. Brown
Commercial Mgr.....Bob A. Roth
Program Dir.....Ed Hyman
Engineering Dir.....George W. Ing

WOAI-TV—San Antonio 1949—NBC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Southland Industries, Inc.
Address.....1031 Navarro St.
Tel. .....CA 7-4221
Representative .....Petry
Membership .....NAB, TvB
Pres., Gen. Mgr.....James M. Gaines
Comm. Manager.....Edward V. Cheviot
Prog. Director.....Robert Reed
Promotion Dir.....Bill N. Yancy
Publicity Dir.....Imogene Stanley
Film Manager.....Faye Leavitt
Chief Engineer.....Charles Jeffers

KCEN-TV—Temple—1953 NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....The Bell Publishing Co.
Business Address.....P. O. Box 188
Business Address.....17 S. 3rd St.
Tel.: PR 3-6868.....News Service: UP
Newspaper Affiliation.....Telegram
Representative.....Blair TV Assoc.
President.....Frank W. Mayborn
General Manager.....Burton Bishop
Film Mgr.....Bill Nelson
Chief Engineer.....Curtis M. Casey

KCMC-TV—Texarkana—1953 CBS-ABC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....KCMC, Inc.
Business Address.....Box 1290
Tel.: 33-1133.....News Service: AP
Newspaper Affil.....Gazette & Daily News
Representative..Venard, Rintoul & McConnell
Membership .....NAB, TvB
President.....Walter E. Hussman
General Manager.....Walter M. Windsor
Dir. Nat'l Sales; Prom.....Richard M. Peters
Program Dir.....Les Eugene
Production Mgr.....Robert L. McCay
Chief Engineer.....Charles Mathis, Jr.

KLTV—Tyler—1954 NBC-ABC-CBS

Tel.: TY 2-3875.....News Service: AP
Channel: 7 VHF..AP: 217 Kw...VP: 316 Kw.
Owned-Oper. By.....Channel 7 Co.
Business Address.....Box 957
Representative .....H-R
Membership .....NAB
General Manager.....Marshall H. Pengra
Sales Mgr.....John Lenox
Program Director.....Bonnie Lenox
Chief Engineer.....Hudson Collins

KWTX-TV—Waco—1955 CBS-ABC

Channel 10 VHF..AP: 53.6 Kw...VP: 107.2 Kw.
Owned-Operated By..KWTX Broadcasting Co.
Address.....Box 3128, Westview Sta., Waco
Tel.: PL 6-4451.....News Service: AP
Representative .....Raymer
Membership .....NAB
President.....W. W. Naman
Gen., Sta. Mgr.....M. N. Bostick
Commercial Manager.....John M. Brinegar
Program Director.....Curtis Matties
Promotion Dir.....Oma Owens
Chief Engineer.....Jesse H. Dove

the "Lion's" Share is MORE in Wichita Falls

KSYD-TV's maximum power brings MGM's audience appeal to the early and late viewing interests of more people in a 29-county market.

CLASS "A" RATINGS AT CLASS "C" RATES

"MGM Early Show" 4:00 pm to 5:55 pm
Mon. through Sat.

"MGM Late Show" 10:30 pm to signoff
Daily, Sun. through Sat.

The MGM film package offers an "interest" bonus through a variety of great movies with proven appeal to the greatest audience interests.

The "Lion's" share influences more . . . reaches households with $1,148 **more** spendable income than the Texas household average . . . a bonus in sales potential for **KSYD-TV** advertisers.

$6,472 Consumer Spendable Income per household . . . 9.1% above the National average . . . 21.6% above the Texas average.

The "Lion's" share is sales-active . . . reaches households that spend $294 **more** annually than the Texas household average . . . a bonus in high spending velocity for **KSYD-TV** advertisers.

$4,287 Retail Sales per Household . . . 10% above the National average . . . 7.1% above the Texas average.

The only CBS affiliate between Dallas and Oklahoma City.

KSYD-TV

Channel 6 100,00 watts Wichita Falls, Texas

Represented by
Blair-Television Assoc., Inc.

KRGV-TV—Weslaco—1954
NBC

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....KRGV Television Inc.
Business Address.....311 Missouri St.
Tel.: WO 8-3131.....News Service: AP
Representative.....Paul H. Raymer
Pres., Gen. Mgr.....O. L. Taylor
Ass't Mgr.....Bill Rucker
Program Director.....Dallas Wales
Promotion Dir.....Burt Johnson
Prod. Dir.....Jacque Elliott
Chief Engineer.....Lewis Hartwig

KFDX-TV—Wichita Falls
1953—ABC-NBC

Channel: 3 VHF..AP: 60 Kw...VP: 100 Kw.
Owned.....Wichtex Radio & TV Corp.
Address.....Box 2040
Tel.: 692-4530.....News Service: UP
Representative.....Raymer
Membership.....NAB
President.....Darrold A. Cannan
Gen., Sta. Mgr.....Howard H. Fry
Commercial Mgr.....Bob H. Walker
Program Director.....Warren Silver
Prom., Pub. Director.....D. A. Cannan, Jr.
Film Buyer.....Howard Fry
Chief Engineer.....John Adams

KSYD-TV—Wichita Falls
1953—CBS

Channels: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....KSYD-TV Co., Inc.
Address.....P. O. Box 2130
Tel.: 322-6957.....News Service: AP
Representative.....Blair TV
Membership.....NAB
Pres., Gen. Mgr.....Syd Grayson
Commercial Mgr.....Lambert Cain
Program Director.....Thomas R. Sugars
Prom., Pub. Dir.....Mrs. Carol Crowder
Chief Engineer.....Herb Wiley

Utah

Pop. March 1 (Est.)—833,000; Families—231,000; Lic. Stations—3, Sta. CP's—2; Radio Homes—224,000; TV Homes—184,000

KSL-TV—Salt Lake City
1948—CBS

Channel: 5 VHF...17.8 Kw....VP: 29.5 Kw.
Owned-Oper. By..Radio Service Corp. of Utah
Business Address.....145 Social Hall Ave.
Tel.: EL 5-4641.....News Service: UP
Representative.....CBS TV Spot Sales
Membership.....NAB, TvB
Exec. Vice President.....J. W. Wright
Vice President.....Ivor Sharp
V.P. & Gen. Mgr.....D. Lennox Murdoch
Comm. Mgr.....Edward B. Kimball
Program Director.....Wayne Richards
Prom. & Pub. Dir.....Robert G. Murdock
Production Manager.....Scott R. Clawson
Merchandising Dir.....Harry Fletcher
Film Editor.....Richard V. Thiriot
Chief Engineer.....Vincent E. Clayton

KTVT—Salt Lake City—1948
NBC

Channel: 4 VHF..AP: 14.5 Kw...VP: 27.1 Kw.
Owned By.....TLF Broadcasters, Inc.
Business Address.....130 Social Hall Ave.
Tel.....DA 2-5681
Representative.....Katz
Newspaper Affiliation.....Time, Inc.
Membership.....NAB, TvB
Pres. & Gen. Mgr.....G. Bennett Larson
Program Director.....Dan Rainger
Commercial Mgr.....Harold Woolley
Prom. & Pub. Director.....Tim Monroe
Technical Director.....Allan Gunderson

KUTV—Salt Lake City—1954
ABC

Channel: 2 VHF..AP: 25.1 Kw...VP: 45.7 Kw.
Owned-Oper. By.....Utah Bcstg. & TV Corp.
Business Address.....179 Social Hall Ave.
Tel.: DA 2-2505.....News Service: AP
Newspaper Affiliation.....Tribune; Ogden Standard Examiner
Membership.....NAB, TvB
Representative.....Avery-Knodel
President.....A. L. Glassman
Vice President.....George C. Hatch
Gen., Sta., Comm. Mgr.....Brent H. Kirk
Program Dir.....Duane C. Hill
Prom., Pub. Dir.....Keith Nicholson
Production Manager.....LaMar Smith
Film Buyer.....Sid Cohen
Film Manager.....Jack Ivers
Chief Engineer.....B. R. Carpenter

Vermont

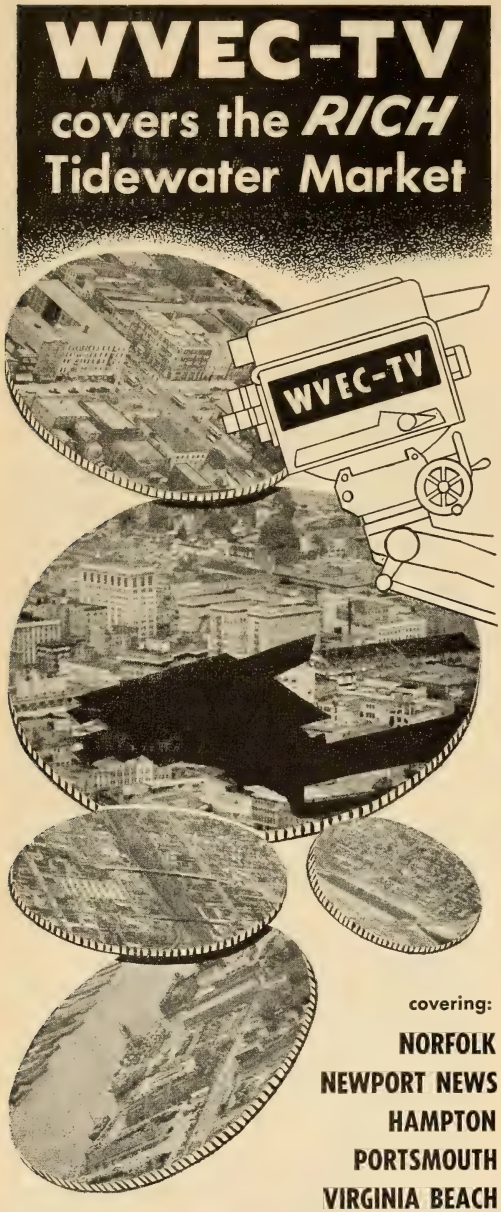
Pop. March 1 (Est.)—376,000; Families—109,000; Lic. Stations—1, Sta. CP's—0; Radio Homes—105,000; TV Homes—82,000

WCAX-TV—Burlington
1954—CBS

Channel: 3 VHF..AP: 9.5 Kw...VP: 18.3 Kw.
Owned-Oper. By.....Mt. Mansfield TV, Inc.
Address.....135 Main Street
Tel.: UN 2-5671.....News Service: UP
Representative.....Weed
Membership.....NAB, TvB
Chairman.....C. P. Hasbrook
Pres., Gen. Mgr.....S. T. Martin
Comm. Manager.....J. A. Dobson
Prom., Pub. Dir.....Charles Lewis
Film Manager.....A. Sherman Rutter
Chief Engineer.....J. W. Tierney

Virginia

Pop. March 1 (Est.)—3,765,000; Families—976,000; Lic. Stations—9, Sta. CP's—6; Radio Homes—927,000; TV Homes—640,000



WCYB-TV—Bristol—1956
ABC-NBC

Channel: 5 VHF..AP: 42.7 Kw...VP: 85.4 Kw.
Owned-Oper. By...Appalachian Bcstg. Corp.
Business Address.....Cumberland St.
Tel.: North 3560.....News Service: AP
Membership .....NAB, TvB
Representative ..... Weed
Pres., Gen. Mgr.....Robert H. Smith
Sales Manager.....Fey Rogers
Program Director.....Frank Spaulding
Chief Engineer.....Russell V. Robinson

WVEC-TV—Hampton-Norfolk
1953—NBC

Channel: 15 UHF..AP: 110 Kw...VP: 220 Kw.
Owned-Oper. By.....Peninsula Bcstg. Corp.
Address .....1930 Pembroke Ave., Hamton
Tel.: 6332.....News Service: AP
Representative .....Avery-Knodel
Pres., Gen. Manager.....Thomas P. Chisman
V.P., Sales Director.....Harrol A. Brauer, Jr.
Prom. Dir.....Beverly W. Avery
Prog. Dirs.....Harry Doggette
Operations Mgr.....L. W. Kliewer
Film Manager.....Jerry Sanford
Chief Engineer.....William C. King, Jr.

WSVA-TV—Harrisonburg
1953—ABC-NBC-CBS

Channel: 3 VHF..AP: 4.17 Kw...VP: 8.32 Kw.
Owned-Oper. By...Shenandoah Valley Bcstg.
Tel.: 4-4431.....News Service: AP
Membership .....NAB, TvB
Representative,.....Peters, Griffin, Woodward
Pres., Gen., Sta. Mgr.....Hamilton Shea
Commercial Mgr.....Richard H. Johnson
Prog. Director.....Robert E. Lee
Prom., Pub. Director.....N. L. Royster
Film Manager.....Margie Swain
Chief Engineer.....Tom Jones

WLVA-TV—Lynchburg
1953—ABC

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By..Lynchburg Bcstg. Corp.
Address.....2320 Langhorne Rd.
Tel.: 2-1242.....News Service: AP
Membership .....NAB
Representative .....Hollingbery
President .....Edward Allen
Gen., Sta. Mgr.....Phil Allen
Prog., Prom., Pub. Dir.....Warren Uttal
Comm. Mgr.....Thomas L. Turner
Chief Engineer.....John T. Orth

WTAR-TV—Norfolk—1950
CBS

Channel: 3 VHF..AP: 50 Kw...AP: 100 Kw.
Owned-Operated By.....WTAR Radio Corp.
Business Address.....720 Boush St.
Newspaper Affil.....Norfolk Newspapers, Inc.
Tel.: MA 5-6711.....News Service: AP, INS
Representative .....Petry

Membership .....NAB, TvB
President, Gen. Mgr.....Campbell Arnoux
V.P., Operations.....John C. Peffer
V.P., Sales.....Robert M. Lambe
Program Director.....Harold Soldinger
Prom., Pub. Dir.....Hal Powell
Film Manager.....Harry Nicholas
Chief Engineer.....Richard Lindell

WAVY-TV—Norfolk—1957
ABC

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned.....Tidewater Teleradio, Inc.
Address.....709 Boush St.
Tel.: MA 7-2345.....News Service: AP
Representative .....H-R
Membership .....NAB
President.....Hunter C. Phelan
General Manager.....Carl J. Burkland
Commercial Mgr.....Eugene Gaudette
Program Dir.....Richard Fraser
Prom., Pub. Dir.....Macey Schaffer
Chief Engineer.....William Manrov

WTOV-TV—Norfolk—1955

Channel: 27 UHF..AP: 11.7 Kw...VP: 19.6 Kw.
Owned-Operated By.....Tim Brite, Inc.
Address.....1318 Spratley (Portsmouth, Va.)
Telephone .....EX 9-7583
Representative .....McGillvra
President.....Temus R. Bright
V.P. .....Winston Bright
General Manager.....Louis H. Peterson
Sec'y-Treas.....Anna C. Bright
Program Director.....Miss Tovey Lee
Commercial Mgr.....Charles Adams
Chief Engineer.....James Richardson

WXEX-TV—Petersburg
1955—NBC

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By..Petersburg Television Corp.
Address .....124 W. Tabb Street
Tel.: RE 3-7876.....News Services: AP, INS
Representative ..... Select
President.....Thomas G. Tinsley, Jr.
Gen. Mgr., Nat'l Sls. Dir.....Irvin G. Abeloff
Oper. Mgr.....Robert C. Currie, Jr.
Comm. Mgr.....Lawrence Slon
Prom., Pub. Dir.....Thomas J. McCollum, Jr.
Program Dir.....James L. Dodd
Chief Engineer.....George W. McGuigan

WRVA-TV—Richmond
1956—CBS

Channel: 12 VHF..AP: 156 Kw...VP: 316 Kw.
Owned-Oper. By.....Richmond TV Corp.
Business Address..... Box 2370, Zone 18
Tel.: BE 3-5461.....News Service: AP
Reps.....Harrington, Righter, Parsons
President.....C. T. Lucy
General Manager.....Barron Howard
Commercial Mgr.....James D. Clark, Jr.
Program Director.....Samuel S. Carey
Prom., Pub. Dir.....John L. Stone, Jr.
Film Manager.....Robert Pie
Chief Engineer.....S. T. Terry, Jr.



MORE

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Monday through
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tv station
in the area

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WTVR—Richmond—1947
ABC

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Havens & Martin, Inc.
Address.....3301 W. Broad St.
Tel.: 5-8611.....News Service: UP
Representative .....Blair TV
Membership .....NAB
Pres., Gen., Comm. Mgr....Wilbur M. Havens
Prom., Pub. Dir.....Walter A. Bowry, Jr.
Prog. Director.....John Shand
Film Manager.....Conrad G. Rianhard, Jr.
Chief Engineer.....James Kyle

WDBJ-TV—Roanoke—1955
CBS

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Time-World Corp.
Address .....201 Campbell Ave.
Tel.: DI 3-8031.....News Service: AP
Representative..Peters, Griffin, Woodward, Inc.
Membership .....NAB, TvB
President.....M. W. Armistead, III
V.P., Managing Director.....Ray P. Jordan
Ass't V.P., Comm. Mgr.....John Harkrader
TV Sales Manager.....Blake Brown
Prog. Dir., Film Buyer.....Paul E. Reynolds
Prog. Mgr.....Charles A. Ballou
Prom. Director.....Boone Boggs
Technical Director.....J. Edward Newman

WSLS-TV—Roanoke—1952
NBC-ABC

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By....Shenandoah Life Stations
Address .....Radio-TV Center
Tel.: DI 4-9226.....News Service: AP
Representative .....Avery-Knodel
Membership .....NAB, TvB
President.....Blake T. Newton, Jr.
Exec. Vice Pres.....James H. Moore
Asst. & Comm. Mgr.....Horace Fitzpatrick
Program Manager....George W. Chernault Jr.
Promotion Director.....Fred L. Corstaphney
Dir. Sales Prom.....Charles Garrison
Chief Engineer.....J. P. Briggs

Washington

Pop. March 1 (Est.)—2,767,000; Families—857,000; Lic. Stations—9, Sta. CP's—5; Radio Homes—836,000; TV Homes—627,000

KVOS-TV—Bellingham
1953—CBS

Channel: 12 VHF..AP: 112 Kw...VP: 224 Kw.
Owned-Oper. By.....KVOS, Inc.
Business Address.....1151 Ellis St.
Tel.: 790.....News Service: UP
Representative .....Forjoe
President .....Rogan Jones
General Manager.....David Mintz
Commercial Mgr.....Fred Elsethagen
Program Director.....John Sherman
Publicity Dir.....Alice Griffith
Chief Engineer.....Ernest Harper

KBAS-TV—Ephrata—1957
(Satellite of KIMA-TV, Yakima, Wash.)
Channel: 43....AP: 8.3 Kw.....VP: 16.7 Kw.

KTRX—Kennewick-Pasco
1958

Channel: 31.....AP: 4.9 Kw.....VP: 8.2 Kw.
Owned.....Columbia River TV Co.
Address.....Black Angus Motel
Telephone .....JU 2-3101
Representative .....Forjoe-TV
Pres., Gen. Mgr.....Stuart Nathanson
Sls. Mgr.....Clyde Olsen
Prod. Mgr.....Eugene Normoyle
Ch. Eng.....Bernard Bailie

KEPR-TV—Pasco—1954
ABC-CBS-NBC

(Satellite of KIMA-TV, Yakima)
Channel: 19 UHF..AP: 87.6 Kw...VP: 146 Kw.

KING-TV—Seattle—1948
ABC

Channel: 5 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By.....King Bcstg. Co.
Business Address.....320 Aurora
Tel. .....MU 3555
Representative .....Blair-TV
Membership .....NAB, TvB
President.....Mrs. A. Scott Bullitt
V.P., Gen. Mgr.....Otto P. Brandt
Exec. V.P.....Henry B. Owen
Commercial Manager.....Al Hunter
Program Director.....Lee Schulman
Prom., Pub. Director.....Mel Anderson
Dir. of Engineering.....James L. Middlebrooks

KIRO-TV—Seattle—1958
CBS

Channel: 7.....AP: 158 Kw.....VP: 316 Kw.
Owned.....Queen City Bcstg. Co.
Address.....1530 Queen Anne Ave.
Telephone .....AT 3-9800
Representative.....Peters, Griffin, Woodward
Pres., Gen. Mgr.....Saul Haas
Vice-Pres.....Lincoln W. Miller
Sta. Mgr.....Miller C. Robertson
Prog. Mgr.....Fred Kaufman

KOMO-TV—Seattle—1953
NBC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Fisher's Television Co.
Business Address.....100 4th Ave. N.
Tel.: SE 6000.....News Service: UP
Representative .....NBC Spot Sales

Membership ..... NAB, TvB
President ..... O. D. Fisher
Exec. V.P. & Gen. Mgr. ..... W. W. Warren
Mgr. Programming ..... Dave Crockett
Program Manager ..... Tom Rogstad
Film Editor ..... Arden Skoog
Ad., Prof. Manager ..... Bob Ryan
Nat. Sls. Mgr. ..... Reg Miller
Aud. Prom. Mgr. ..... Margaret Frey
Sales Manager ..... Bill Hubbach
Pub. Rel. Mgr. ..... Arthur Grebel
Chief Engineer ..... C. E. Miller

KTVW—Seattle-Tacoma 1953

Channel: 13 VHF..AP: 57 Kw...VP: 98.5 Kw.
Owned ..... KTVW, Inc.
Address ..... 230 8th Ave. N., Seattle
Tel.: Seneca 3113 ..... News Service: INS
Representative ..... Hollingbery
Membership ..... NAB
President ..... J. Elroy McCaw
General Manager ..... James Hawkins
Commercial Mgr. ..... William Green
Program Dir. ..... Tom Towey
Promotion Dir. ..... Boyd Curtis
Film Manager ..... Howard Perkin
Chief Engineer ..... Charles Morris

KHQ-TV—Spokane—1952 NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By ..... KHQ, Inc.
Address ..... 700 Radio Central Bldg.
Tel.: MA 4-5131 ..... News Service: AP
Representative ..... Katz
Membership ..... NAB, TvB
Pres., Gen. Mgr. ..... R. O. Dunning
Commercial Mgr. ..... J. Birney Blair
Promotion Manager ..... Rex Gerlach
Program Director ..... John R. Fahey
Chief Engineer ..... Dee Waymire

KREM-TV—Spokane—1954 ABC

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned ..... KREM Bcstg. Co.
Address ..... 4103 S. Regal
Tel.: KE 4-0466 ..... News Service: AP
Representative ..... Petry
Membership ..... TvB
President ..... Louis Wasmer
Gen., Sta., Comm. Mgr., Prom. Dir. ..... Robert Temple
Program Director ..... Walt Schaar
Publicity Dir. ..... Richard Hoover
Film Manager ..... Hugh Tanner
Chief Engineer ..... Homer Mead

KXLY-TV—Spokane—1953 CBS

Channel: 4 VHF...AP: 27 Kw....VP: 48 Kw.
Owned-Oper. By ..... KXLY-TV
Owned-Oper. By ..... 315 W. Sprague Ave.
Tel. MA 4291 ..... News Service: UP
Representative ..... Avery-Knodel
Membership ..... NAB
President ..... Norman Alexander
V.P., Gen., Sta. Mgr. ..... Richard Jones
Comm. Manager ..... James Agostino
Oper. Mgr. ..... Gene Roth
Promotion, Publicity Dir. ..... Bob Moore
Film Manager ..... Clarence Koenig
Chief Engineer ..... Dave Green

KTNT-TV—Tacoma—1953 CBS

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By...Tribune Publishing Co.
Address ..... S. 11th & Grant Ave.
Tel.: FU 3-2561 ..... News Services: AP, UP
Newspaper Affil. ..... Tacoma News Tribune
Representative ..... Weed
Membership ..... NAB
Gen. Mgr., Dir. Sales ..... Larry Carino
Program Director ..... Robert Guy
Prom. Dir. ..... Robert Lyte
Pub. Dir. ..... Doris Curda
Chief Engineer ..... Max Bice

KIMA-TV—Yakima—1953 ABC-CBS-NBC

Channel: 29 UHF..AP: 115 Kw...VP: 191 Kw.
Owned-Oper. By ..... Cascade Bcstg. Co., Inc.
Business Address ..... Box 702
Tel.: GL 2-9111 ..... News Service: AP
Representative ..... Weed
Membership ..... NAB, TvB
President ..... A. W. Talbot
Gen., Sta. Mgr. ..... Thomas C. Bostic
Commercial Mgr. ..... H. R. Cary
Program, Flm. Mgr. ..... James Nolan
Prom., Pub. Rel. Dir. ..... E. M. Morrissey
Chief Engineer ..... J. Barry Watkinson

West Virginia

Pop. March 1 (Est.)—2,020,000; Families—544,000; Lic. Stations—7, Sta. CP's—4; Radio Homes—514,000; TV Homes—384,000

WHIS-TV—Bluefield—1955 NBC-ABC

Channel: 6 VHF..AP: 28.8 Kw...VP: 50 Kw.
Owned-Oper. By....Daily Telegraph Ptg. Co.
Address ..... 412 Bland St.
Tel.: DA 7-7115 ..... News Service: AP
News. Affil....Daily Telegraph, Sunset News
Representative ..... Katz
Membership ..... NAB
Pres. ..... H. I. Shott
Admin. Dir. ..... P. T. Flanagan
Sta., Sales Mgr. ..... John C. Schott
Prog. Dir. ..... Orland C. Young
Prom., Pub. Dir. ..... Janie M. Lambert
Film Mgr. ..... Jean Webster
Act. Chief Engineer ..... Paul Osborne

WCHS-TV—Charleston—1954
CBS

Channel: 8 VHF...AP: 94 Kw....VP: 158 Kw.
Owned & Oper. By.....WCHS-TV Inc.
Address.....1111 Virginia Street East
Tel.: DI 6-5368.....News Services: UP, AP
Representative .....Branham
Membership .....NAB, TvB
President.....Hawthorne D. Battle
V.P., Gen. Mgr.....John T. Gelder, Jr.
Comm. Manager.....John L. Sinclair, Jr.
Program Director.....Morton S. Cohn
Prom., Pub. Dir.....William L. Cooke, Jr.
Chief Engineer.....William E. Dixon

WBOY-TV—Clarksburg—1957
ABC-NBC

Channel: 12 VHF..AP: 139 Kw...VP: 278 Kw.
Owned .....WSTV, Inc.
Business Address.....912 W. Pike St.
Tel.: MA 4-7573.....News Service: AP
Representative .....Avery-Knodel
Membership .....NAB
President.....Jack N. Berkman
Gen., Sta. Mgr.....George H. Clinton
Prog., Prom. Dir.....Peter Lyman
Pub. Dir.....Owen Lee
Film Mgr.....Ted Hoover
Chief Engineer.....V. G. Brooks

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MOVIES

WCHS-TV

WHTN-TV—Huntington
1955—ABC-CBS

Channel: 13 VHF..AP: 200 Kw...VP: 316 Kw.
Owned-Oper. By.....Cowles Bcstg. Co.
Address .....625 Fourth Avenue
Tel.: JA 5-7661.....News Service: UP
Representative .....Petry
Membership .....NAB, TvB
President.....Luther L. Hill
Station Manager.....Robert R. Tincher
Comm. Manager.....George Miller, Jr.
Program Director.....Norman L. Bacon
Prom., Pub. Dir.....Chas. Dinkins
Film Director.....Richard H. Hite
Chief Engineer.....Harold Sturm

WSAZ-TV—Huntington
1949—NBC

Channel: 3 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Operated By.....WSAZ, Incorporated
Address.....201 Ninth St.
Newspaper Affil...Huntington Publishing Co.
Tel.: JA 9-4127.....News Service: AP
Station Representative .....Katz
Membership .....NAB, TvB
Pres., Gen. Mgr.....L. H. Rogers II
Comm. Mgr.....C. Tom Garten
Operations Mgr.....L. E. Kilpatrick
Prom., Adv. Dir.....George Greenwood
Chief Engineer.....John P. Clay

WOAY-TV—Oak Hill—1954
ABC

Channel: 4 VHF..AP: 68 Kw...VP: 100 Kw.
Owned-Oper. By.....Robert R. Thomas, Jr.
Business Address.....Box 251
Tel.: HO 9-3361.....News Service: AP
Representative ..... Pearson
Pres., Gen. Mgr.....Robert R. Thomas, Jr.
Sta., Comm. Mgr.....Robert R. Brown
Program Director.....Phil Vogel
Pub. Dir.....Barbara Allen
Film Manager.....Tom Fazio
Chief Engineer.....Curtis Horton

WTAP-TV—Parkersburg
1953—ABC-CBS-NBC

Channel: 15 UHF..AP: 10.5 Kw..VP: 19.5 Kw.
Owned-Oper. By....Zanesville Publishing Co.
Business Address.....121 W. Seventh St.
Tel.: HU 5-4589.....News Service: UP
Representative .....Pearson
Membership .....NAB
President .....Clay Littick
General Manager.....Allan Land
Sta., Comm. Mgr., Prom., Pub.
Director .....Milton Komito
Prog. Dir.....Charles K. Bloomquist
Film Buyer.....Ed Fisher
Chief Engineer.....William A. Hunt, Sr.

WTRF-TV—Wheeling—1953
NBC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Tri-City Bcstg. Co.
Business Address.....Ogden Bldg.
Tel.: CE 2-7777.....News Service: UP
Newspaper Affil.....News Register
Representative .....Hollingbery
Membership .....NAB, TvB
Exec. V.P. & Gen. Mgr.....Robert W. Ferguson
Comm. Mgr.....H. Needham Smith
Prog. Director.....Garry Vorhees
Prom., Pub. Director.....Greg Van Camp
Production Manager.....Edwin Johnson
Film Manager.....William Ney
Continuity Dir.....Donald Murdock
Chief Engineer.....Howard Daubenmeyer

Wisconsin

Pop. March 1 (Est.)—3,882,000; Families—1,119,000; Lic. Stations—12, Sta. CP's—4; Radio Homes—1,104,000; TV Homes—924,000

WEAU-TV—Eau Claire—1953
ABC-NBC-CBS

Channel: 13 VHF..AP: 155 Kw...VP: 310 Kw.
Owned-Oper. By.....Central Bcstg. Co.
Business Address.....2415 So. Hastings Way
Telephone .....TE 2-3474
Membership .....NAB
Representative .....Hollingbery
President.....W. C. Bridges
Gen., Comm. Manager.....Leo Howard
Prom. Mgr.....Wayne McNulty
Chief Engineer.....T. O. Jorgenson

WBAY-TV—Green Bay—1953
CBS

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Norbertine Fathers
Business Address.....115 South Jefferson St.
Tel.: HE 2-3331.....News Service: UP
Representative .....Weed
Membership .....NAB
Managing Dir.....Rev. M. J. Beemster
General Manager.....Haydn R. Evans
Commercial Mgr.....Robert C. Nelson
Prog. Dir.....Greg McElrone
Promotion Dir.....Robert Meister
Film Manager.....Don Bergner
Chief Engineer.....Wallace E. Stone

WFRV-TV—Green Bay—1955
ABC-CBS

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Valley Telecasting Co.
Bus. Address.....Mason & Roosevelt Streets
Tel.: HE 7-5411.....News Service: UP
Representative .....Headley-Reed
Membership .....NAB
President .....Clayton Ewing
Gen., Sta. Mgr.....Soren H. Munkhof
Comm. Manager.....Ward O. Gage
Prom., Pub. Dir.....W. C. Porsow
Prog. Dir.....Elden Anspach
Film Manager.....Bill Campbell
Chief Engineer.....Harry Hill

WKBT—La Crosse—1954
CBS-NBC-ABC

Channel: 8 VHF..AP: 125 Kw...VP: 250 Kw.
Owned & Oper. By....WKBH Television Inc.
Address.....141 South 6th St.
Tel.: 2-4678.....News Service: AP
Newspaper Affiliation.....Tribune
Representative .....H-R
Membership .....NAB
Pres., Gen. Mgr.....Howard Dahl
Comm. Mgr.....Robert Z. Morrison, Jr.
Program Director.....Ray Scaron
Promotional Director.....Leonard Anderson
Chief Engineer.....Al Leeman

WISC-TV—Madison—1956
CBS

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Radio Wisconsin, Inc.
Bus. Address.....4801 W. Beltline Hwy.
Tel.: CE 3-9791.....News Service, UP
Representative ....Peters, Griffin, Woodward
Membership .....NAB
President .....Ralph M. Immell
General Manager.....Ralph O'Connor
Comm. Mgr., Prom. Dir.....Richard Nickeson
Prog., Pub. Dir.....Richard Kepler
Film Manager.....Warren Perney
Chief Engineer.....Walter Hariu

WKOW-TV—Madison—1953
ABC

Channel: 27 UHF.. AP: 87 Kw...VP: 200 Kw.
Owned-Oper. By.....Monona Bcstg. Co.
Business Address..215 West Washington Ave.
Tel.: AL 7-2261.....News Service: UP
Representative .....Headley-Reed
Membership .....NAB
President .....Stewart Watson
General Manager.....Ben F. Hovel
Station Manager.....Frank Bignell
Program Director.....Clark Hogan
Promotion Dir.....John Schambow
Film Manager.....William Harmon
Tech. Supervisor.....Cloven Smith

WMTV—Madison—1953
NBC

Channel: 33 UHF..AP: 112 Kw...VP: 209 Kw.
Owned-Oper. By.....WMTV, Inc.
Business Address.....Box 168
Tel.: CE 3-5381.....News Service: UP
Representative .....Young
President .....Mitchell Wolfson
General Mgr.....Peter Theg
Program Director.....Donald Hopke
Film Manager.....George Plenderlieth
Prom. Director.....Wanda Montz
Chief Engineer.....Stanley Sadler

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ABC Networks

Represented Nationally by
Edward Petry Co. Inc.

WMBV-TV—Marinette—1954
NBC

Channel: 11 VHF..AP: 120 Kw...VP: 240 Kw.
Owned-Oper By..M & M Broadcasting Co., Inc.
Address .....Wells St.
Tel.: RE 5-6631.....News Service: UP
Rep.....Venard, Rintoul & McConnell
Membership .....NAB
President.....W. E. Walker
General Manager.....Joseph D. Mackin
Oper. Manager.....Pat Kehoe
Prom., Pub. Director.....Yvonne Froncee
Sales Mbr.....Clarence O. Gray, Jr.
Prog. Dir.....B. Addley Gray
Chief Engineer.....Al S. Alexander

WISN-TV—Milwaukee
1954—ABC

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned By.....Hearst Corp.
Business Address.....759 N. 19th St.
Tel.: DI 2-3000...News Services: AP, UP, INS
Newspaper Affiliation .....Sentinel
Representative .....Petry
Membership .....NAB
Manager .....J. B. Soell
Local Sales Mgr.....R. Shireman
Film Dir.....Ann Fitzsimmons
Program Director.....Baylen Smith
Prom., Pub. Dir.....Arthur H. Barnes
Chief Engineer.....Lionel Wittenberg

WTMJ-TV—Milwaukee
1947—NBC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....The Journal Co.
Business-Trans. Address.....333 W. State St.
Tel.: BR 1-6000.....News Service: AP
Representative.....Harrington, Righter & Parsons, Inc.
Membership .....TvB
V.P., Gen. Mgr. Radio TV....Walter J. Damm
Station Mgr.....George Comte
Asst. Sta. Mgr.....R. J. Heiss
Adm. Asst.....L. W. Herzog
Sales Mgr.....Neale V. Baake
Program Manager.....Sprague Vonier
Promotion Mgr.....Bruce Wallace
Film Manager.....James Fitzgerald
Mgr. AM & TV Engineer.....Phillip B. Laeser

WITI-TV—Milwaukee—1956

Channel: 6 VHF...AP: 64 Kw....VP: 100 Kw.
Owned-Oper. By.....Independent TV, Inc.
Business Address.....Box 641
Tel.: BR 3-8282.....News Service: UP
Representative .....Branham
President.....Sol J. Kahn
Comm. Mgr.....Leon Dolnick
Sales Mgr.....J. Grant Sandison
Program Director.....Dean McCarthy
Promotion Dir.....Lawrence Turet
Chief Engineer.....Daniel Gellerup

WXIX—Milwaukee—1953
CBS

Channel: 19 UHF..AP: 141 Kw...VP: 263 Kw.
Owned-Oper. By.....CBS, Inc.
Business Address.....5445 N. 27th St.
Tel.: UP 3-1919.....News Services: AP, UP
Representative.....CBS TV Spot Sales
Membership .....NAB, TvB
General Mgr.....Frank J. Shakespeare, Jr.
Program Director.....Leon Drew
General Sales Mgr.....Richard P. Hogue
Promotion Director.....R. H. Van Roo
Prog. Dir.....Charles E. Hinds
Publicity Director.....M. S. Bachman
Chief Engineer.....W. W. Wesley

WSAU-TV—Wausau—1954
ABC-CBS-NBC

Channel: 7 VHF..AP: 122 Kw...VP: 316 Kw.
Owned-Oper. By..Wisconsin Valley TV Corp.
Address .....714-5th Street
Tel.: 2-1021.....News Service: AP
Newspaper Affil.....Record-Herald
Representative .....Meeker TV
Membership .....NAB
President.....George T. Frechette
Gen. Comm. Mgr.....Richard D. Dudley
Prom., Pub. Dir.....Tom Bolger
Program Director.....B. Kellnhauser
Film Manager.....Dan Ziebell
Chief Engineer.....Roland W. Richard

Wyoming

Pop. March 1 (Est.)—329,000; Families—96,000; Lic. Stations—2, Sta. CP's—3; Radio Homes—92,000; TV Homes—48,000

KSPR-TV—Casper—1957
CBS

Channel: 6 VHF..AP: 6.76 Kw...VP: 13.43 Kw.
Owned.....D. L. Hathaway
Business Address.....3900 E. 2nd St.
Tel.: 3-5777.....News Service: UP
Representative .....Walker
Membership .....NAB
Pres., Gen. Mgr.....D. L. Hathway
Sta. Mgr.....M. R. Nichols
Local Comm. Mgr.....Richard Frech
Film Mgr.....Harry Millard
Chief Engineer.....John Cheatham

KTWO-TV—Casper—1957
ABC-NBC

Channel: 2 VHF..AP: 14.1 Kw...VP: 28.5 Kw.
Owned .....Harriscope, Inc.
Business Address.....35 N. Beverly Dr.
Tel.: CR 6-4632.....News Service: UP
Membership .....NAB, TvB
National Rep. .....Meeker
President .....Burt Harris
Exec. V.P.....Lawrence Berger
General Manager.....C. Van Haaften
Cont. Dir.....Rosemary Kress
Traf. Dir.....Norene Havill

Film Mgr.....Hanley Cohn
Chief Engineer.....Robert Lebsock

KFBC-TV—Cheyenne—1954
CBS-ABC-NBC

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Frontier Bcstg. Co.
Business Address.....2923 East Lincolnway
Tel.: 4-4461.....News Service: UP
Newspaper Affiliation.....Wyoming Eagle & Wyoming Tribune
Representative .....Hollingbery
Membership .....NAB
President.....Robert S. McCracken
Gen., Sta. Mgr.....William C. Grove
Commercial Mgr.....C. P. Cahill
Promotion Manager.....Joyce Pratt
Program Dir.....Holly Hoff
Film Mgr.....Don Wich

KWRB-TV—Riverton—1957
CBS

Channel: 10.....AP 32 Kw.....VP: 64 Kw.
Owned.....Chief Washakie TV
Address.....Box 409 (Worland)
Telephone .....TH 800
Representative .....Meeker
Gen. Mgr., Ch. Eng.....Joseph P. Ernst
Sls. Mgr.....Hugh Graham
Prog. Mgr.....M. V. Ernst

TELEVISION STATIONS
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ALASKA

KENI-TV—Anchorage
1953—NBC-ABC

Channel: 2 VHF..AP: 8.42 Kw...VP: 13.8 Kw.
Owned-Oper. By....Midnight Sun Bcstg. Co.
Business Address.....Box 1160
Tel.: 5-2201.....News Services: AP, INS
Reps.....Fletcher (N. Y.), Day (Seattle)
Membership .....NAB
President .....Harry J. Hill
Sta., Gen. Mgr.....Alvin O. Bramstedt
Comm. Mgr.....William Stewart
Program Director.....Gerry Hinchee
Prom., Pub. Director.....Barbara Harrison
Film Manager.....Gerry Hinchee
Chief Engineer.....Charles Gray

KTVA—Anchorage—1953
CBS

Channel: 11 VHF..AP: 1.61 Kw...VP: 3.22 Kw.
Owned-Oper. By....Northern Television, Inc.
Business Address.....4th & Denali Sts.
Tel.: 5-4321.....News Service: AP
Representative .....Alaska Radio-TV
Membership .....NAB
Pres., Gen., Sta. Mgr.....A. G. Hiebert
Prog. Dir.....Paul West
Comm. Mgr.....Claire O. Banks
Prom., Pub. Dir.....Joan Jorgenson
Film Mgr.....Detta Stark
V.P., Tech. Dir.....Jack Walden

KFAR-TV—Fairbanks—1955
ABC-NBC

Channel: 2 VHF...AP: 2 Kw....VP: 5.4 Kw.
Owned-Oper. By.....Midnight Sun Bcstg. Co.
Business Address.....Lalhrop Bldg.
News Service .....AP
Reps.....Fletcher (N. Y.); Day (Seattle
Membership .....NAB
President.....Harry C. Hill
General Manager.....Alvin C. Bramstedt
Station Manager.....Don Andon
Commercial Mgr.....Jack Barnhart
Prog. Dir.....Donna Modrow
Chief Engineer.....Wm. E. Van Blytterswyk

KTVF—Fairbanks—1955
CBS

Channel: 11 VHF..AP: 5.5 Kw...VP: 11 Kw.
Owned-Oper. By.....Northern TV, Inc.
Business Address.....Box 590
Tel.: 3636.....News Service: AP
Representative.....Alaska Radio-TV Sales
Pres., Gen. Mgr.....A. G. Hiebert
Station Manager.....Walt Welch
Commercial Mgr.....John Griffin
Program Director.....Vern Francis
Prom., Pub. Dir.....Joan Bovee
Film Manager.....Lawrence Roberts
Chief Engineer.....Garth Anderson

KINY-TV—Juneau—1956
CBS

Channel: 8 VHF..AP: 131 Kw...VP: 261 Kw.
Owned-Oper. By...Alaska Bcstg. System, Inc.
Bus. Add...831 Securities Bldg., Seattle, Wash.
Tel.: SE 6333.....News Service: AP
Representative .....Alaska Radio-TV
Pres., Gen. Mgr.....William J. Wagner
Station Manager.....J. W. McKinley
Sales Mgr.....Warren Price
Production Manager.....Richard Peter
Chief Engineer.....Gordon Burnett

HAWAII

KHBC-TV—Hilo—1955
CBS

(Satellite of KGMB-TV, Honolulu)
Channel: 9 VHF...AP: 0.5 Kw....VP: 1 Kw.

KGMB-TV—Honolulu—1952
CBS

Channel: 9 VHF..AP: 63.1 Kw...VP: 105 Kw.
Owned-Oper....Hawaiian Bcstg. Systems, Ltd.
Business Address....1534 Kapiolani Boulevard
Tel.: 9-2011.....News Service: UP
Newspaper Affil.....Star Bulletin
Representative.....Peters, Griffin, Woodward
President, Gen. Mgr.....J. Howard Worrall
Mgr., Sta. Oper.....Melvin B. Wright
Gen. Sls. Mgr.....Charles Crockett
Local Sls. Mgr.....Robert Costa
Prom., Pub. Dir.....Colleen Ng
Chief Engineer.....Daniel O. Hunter

KONA-TV—Honolulu—1952
NBC

Channel: 2 VHF....AP: 30 Kw.....VP: 60 Kw.
Owned-Oper. By.....Radio Honolulu, Ltd.
Business Address.....1170 Auahi St.
Tel. 6-2366
Newspaper Affil.....Honolulu Advertiser
Representative .....NBC Spot Sales
Membership .....NAB
President.....John D. Keating
Local Sales Mgr.....Martin F. Rohde
Nat'l Sales Mgr.....Jim Spencer
Prog. Dir.....Clarence Chun
Prom. Dir.....Betty McCollum
Pub. Dir.....Hal Shade
Chief Engineer.....Alvin Chang

KULA-TV—Honolulu—1954
ABC

Channel: 4 VHF..AP: 13.1 Kw...VP: 26.3 Kw.
Owned-Oper. By.....TV Corp. of America
Address.....1290 Ala Moana Blvd.
Tel.: 6-3666.....News Service: AP
Representative .....Young-TV
Gen. Mgr.....Jack Burnett
Sales Mgr.....Art Srinkle
Prog., Pub. Dir.....Dan Kawakami
Prom. Dir.....Paul Yamamoto
Film Mgr.....Joe Konno
Chief Engineer.....R. T. Miyahara

KMAU-TV—Wailuku—1955
CBS

(Satellite of KGMB-TV, Honolulu)
Channel: 3 VHF....AP: 3 Kw.....VP: 6 Kw.

KMVI—Wailuku—1955

(Separately owned and managed satellite of KONA, Wailuku)
Channel: 12 VHF..AP: 15 W...VP: 30 Ww.
Owned-Oper.....Maui Publishing Co., Ltd.
Business Address.....Box 374
Tel. 33-981
General Manager.....Ezra J. Crane
Station Manager.....Richard E. Mawson
Commercial Mgr.....Frank R. Kovacic
Chief Engineer.....Neil Arveschough

PUERTO RICO

WORA-TV—Mayaguez
1955—ABC-CBS-NBC

Channel: 5 VHF..AP: .891 Kw...VP: 1.48 Kw.
Owned-Oper By.....Supreme Bcstg. Co., Inc.
Business Address.....Darlington Bldg.
Tel. 1151
Representative.....Inter Am. Pub., Inc.
President .....Alfredo R. Arellano
Station Mgr.....R. M. Dupont
Program Director.....Ignacio López
Promotion Dir.....Nelson Nin
Publicity Dir.....Natty López
Film Manager.....Mario Rivera Negrón
Chief Engineer.....Jesús M. Avilés Brunet

WAPA-TV—San Juan—1954
NBC-ABC

Channel: 4 VHF..AP: 33.9 Kw...VP: 56.2 Kw.
Owned-Oper. By..Ponce de Leon Bcstg. Corp.
Business Address.....357 Ponce de Leon
Tel. 3-3006
Representative.....Caribbean Networks Inc.
Membership .....NAB
President.....John G. Johnson
Gen. Manager.....Carlos Rivera Gonzales
Promotion Dir.....Roberto Carrasquillo
Program Director.....Luis Dominguez
Film Manager.....Hector Hernandez
Chief Engineer.....Rafael Cruz Rivera

WKAQ-TV—San Juan—1954
CBS

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....El Mundo Inc.
Business Address.....Box 1072
Tel. 3-3800
Rep.....Inter-American Publications Inc.
President .....Angel Ramos
Act.-General Manager.....Delfin Fernandez

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New York 20, N. Y.

Comm. Manager.....Jorge Rivero
Sales, Prom. Mgr.....Oscar Reinosa
Prog. Dir.....José Luis Torregrosa
Film Mgr.....Carlos Garcia de Quevedo
Dir. Engineering.....Jack Tudor

WRIK-TV—Ponce—1958
CBS-ABC

Channel: 7.....AP: .71 Kw.....VP: 1.4 Kw.
Owned.....Ponce TV Partnership
Address .....Darlington Bldg.
Representative .....Inter-American Publ.
Pres., Ch. Eng.....George A. Mayoral
Gen., Sls. Mgr.....William Cortada
Prog. Mgr.....Frances Berry

WSUR-TV—Ponce—1958

Channel: 9 VHF...AP: .42 Kw....VP: .83 Kw.
Owned.....American Colonial Bcstg. Corp.
Address.....1000 Ponce de Leon Ave., (S.J.)
Telephone 2-1278
Pres., Ch. Eng.....Ralph P. Perry
Gen. Mgr.....Mariano A. Escudero

GUAM

KUAM-TV—Agana—1956
ABC-CBS-NBC

Channel: 8 VHF..AP: .075 Kw...VP: .15 Kw.
Owned-Oper. By.....Radio Guam, Inc.
Business Address.....Box 68
Tel.: 7961.....News Service: INS
Representative .....Intercontinental Services
Membership .....NAB
President.....Harry M. Engel, Jr.
Resident Mgr.....John P. Barton
Operations Mgr.....Edgar A. Olson
Commercial Mgr.....Mary C. Chappelle
Prom., Pub. Dir.....Len Stein
Film Manager.....Ron Tompkins
Chief Engineer.....James Long

TELEVISION STATIONS OF CANADA

Alberta

CHCT-TV—Calgary—1954
CBC

Channel: 2 VHF...AP: 50 Kw....VP: 100 Kw.
Owned By.....Calgary Television, Ltd.
Address.....955 Rideau Road
Tel.: CH 3-3491.....News Services: INS, CP
Newspaper Affil.....Herald
Sales Rep.....All-Canada TV, Weed
Membership ..... CARTB
President.....F. R. Shaw
Manager .....Herb Stewart
Commercial Mgr.....R. Watson
Prom., Pub. Director.....Barry Nicholls
Oper. Mgr.....R. S. Carson
Prog. Dir.....Ron Chase
Film Manager.....Gordon Warner
Chief Engineer.....Lee Crawley

CFRN-TV—Edmonton—1954
CBC

Channel: 3 VHF...AP: 90 Kw....VP: 180 Kw.
Owned-Oper. By....Sunwapta Bcstg. Co., Ltd.
Business Address.....102 CPR Bldg.
Tel.: 892572.....News Service: BUP
Reps. .....Young Canadian
Membership ..... CARTB
Pres., Gen. Mgr.....G. R. A. Rice
Station Mgr.....S. S. Lancaster
Commercial Mgr.....Bruce D. Alloway
Chief Engineer.....F. G. A. Makepeace

CJLH-TV—Lethbridge—1955
CBC

Channel: 7 VHF...AP: 85.5 Kw...VP: 171 Kw.
Owned-Oper. By.....Lethbridge TV, Ltd.
Business Address.....Lethbridge
Tel. .....FA 7-1521
Representatives.....All-Canada TV; Weed
Membership .....CARTB
President .....H. Buchanan
Managing Director.....N. Botterill
Commercial Mgr.....L. Crittenden
Program Director.....S. Pitt
Technical Dir.....V. Reed

CHAT-TV—Medicine Hat
1957—CBC

Channel: 6 VHF...AP: 3 Kw....VP: 5.7 Kw.
Owned.....Monarch Bcstg. Co. Ltd.
Address .....Medicine Hat
Tel. .....JA 7-2457
Representative .....Weed; Stovin-Byles
Membership .....CARTB
General Manager.....R. J. Buss
Commercial Mgr.....Jack Oldham
Chief Engineer.....Sid Gaffney

CHCA-TV—Red Deer—1957
CBS

Channel: 6 VHF..AP: 2.875 Kw..VP: 5.75 Kw.
Owned.....CHCA TV Limited
Business Address.....4-4730 Ross St.
Tel.: 4644.....News Service: CP
Representative.....John N. Hunt
Membership.....NAB, CARTB, BBM
Pres., Mgr. Dir.....G. A. Bartley
Comm., Asst. Mgr.....Cam G. Harjus
Prog. Dir.....Ray D. Torgrud
Prom. Dir.....Audrey Sole
Pub. Dir.....A. R. Porkka
Film Mgr.....Len G. Purnell
Chief Engineer.....T. Wadson

British Columbia

CFCR-TV—Kamloops—1957
CBC

Channel: 4 VHF...AP: 359 Kw....VP: 700 W.
Owned.....Twin Cities TV Ltd.
Business Address.....Radio-TV Centre
Tel.: 1022-K.....News Service: BNS
Representative .....Weed
Pres., Gen. Mgr.....Ian G. Clark
Comm. Mgr., Pub. Dir.....Walter Harwood
Prog. Dir.....Jean Ross
Film Mgr.....Margaret Heron
Chief Engineer.....Fred Webber

CHBC-TV—Kelowna—1957

Channels: 2 Kelowna; 7 Vernon; 13 Penticton
Owned.....Okanagan Valley TV Co.
Business Address.....342 Leon Ave.
Tel. 4535
Representative.....All-Canada TV, Weed
President .....Jim Browne
Gen., Sta. Mgr.....Roy G. Chapman
Comm. Mgr.....Dick Sharp
Prog. Dir.....Stan Lettner
Prom., Pub. Dir.....Norm Williams
Film Mgr.....Russ Richardson
Chief Engineer.....Tom Wyatt

CHBC-TV-1—Penticton—1957

(Satellite of CHBC-TV, Kelowna, B. C.)
Channel: 13 VHF..AP: 150 Kw...VP: 300 Kw.

CBUT—Vancouver—1953
CBC

Channel: 2.....AP: 48 Kw.....VP: 90 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....701 Hornby St.
Telephone .....Marine 6121
Television Director.....Hugh Palmer
Program Director.....Marce L. Munro

Technical Director.....Ross L. Whiteside
Newsreel Editor-in-charge.....R. L. Elson
Film Director.....Stanley Fox
Design Director.....Cliff Robinson

CHBC-TV-2—Vernon—1957

(Satellite of CHBC-TV, Kelowna, B. C.)
Channel: 7.....AP: 155 Kw.....VP: 310 Kw.

CHEK-TV—Victoria—1956
CBS

Channel: 6 VHF....AP: .9 Kw.....VP: 1.8 Kw.
Owned-Oepr. By.....CHEK, Ltd.
Business Address.....1450 Douglas St.
Tel. 7-1821
Representative ..... Forjoe
President.....David M. Armstrong
General Manager.....Russell L. Furse
Program Dir.....Robert Hallock
Chief Engineer.....Norman Bergquist

Manitoba

CKX-TV—Brandon—CBC 1955

Channel: 5 VHF..AP: 9.65 Kw...VP: 19.3 Kw.
Owned By.....Western Manitoba Bcstrs. Ltd.
Address .....2940 Victoria Ave.
Tel. 5393
Sales Representative....All-Canada TV, Weed
Membership ..... CARTB
Pres., Gen. Mgr.....John B. Craig
Exec. Ass't, Sta. Mgr.....Eric Davies
Comm. Manager.....Archie Olson
Program Director.....Douglas A. Lee
Chief Engineer.....A. M. Gomez

CHSJ-TV—Saint John—1954
CBC

Channel: 4....AP: 50 Kw.....VP: 100 Kw.
Owned By....New Brunswick Bcstg. Co., Ltd.
Address .....14 Church St.
Tel. 3-3304
Sales Rep.....All Canada TV; Weed
Membership .....CARTB
Gen. Mgr.....George A. Cromwell
Program Dir.....William Stewart
Chief Engineer.....Jack Bishop

CBWT—Winnipeg—1954
CBC

Channel 4.....AP: 33 Kw.....VP: 56 Kw.
Owned By.....Canadian Bcstg. Corp.
Address .....Box 160
Tel.: SP 4-2541.....News Service: BUP
News Service.....BUP, CP
Director.....W. G. Carpentier
Sales Rep.....R. L. Horley
Program Dir.....Bruce MacPherson
Press & Information Rep.....C. E. L'Ami
Film Manager.....Miss G. M. Brown
Chief Engineer.....R. D. Cahoon

New Brunswick

CKCW-TV—Moncton—1954
CBC

Channel: 2 VHF...AP: 16 Kw....VP: 25 Kw.
Owned-Oper. By.....Moncton Bcstg., Ltd.
Address.....#10 Release Centre
Tel.: EV 4-9601.....News Service: BP
Reps.....Canadian Sta. Reps.; Stovin
Membership .....TvB
General Manager.....F. A. Lynds
Commercial Mgr.....Bruce Masters
Prog. Dir.....J. S. Irvine
Prom. Dir.....Barbara Parsons
Chief Engineer.....Keith MacConnell

Newfoundland

CJOX-TV—Argentia—1957

(Satellite of CJON-TV, St. John's, Nfld.)
Channel: 10....AP: .09 Kw.....VP: .19 Kw.

CJON-TV—St. John's—1955
CBC-ABC-CBS-NBC

Channel: 6 VHF...AP: 11 Kw....VP: 21 Kw.
Owned-Oper....Newfoundland Bcstg. Co., Ltd.
Business Address.....Prince of Wales Street
Tel.: 7105.....News Services: AP, CP
Representatives.....All-Canada TV; Weed
Membership ..... CARTB
President .....Geoff Stirling
General Mgr.....Don Jamieson
Sta. Mgr.....Colin Jamieson
Commercial Mgr.....Jack Baird
Program Director.....Charles Lang
Promotion Dir.....Miss Mary Myler
Publicity Dir.....Ada Meyers
Film Manager.....Reg Powell
Chief Engineer.....Oscar Herlihey

Nova Scotia

CBHT—Halifax—1954—CBC

Channel: 3.....AP: 60 Kw.....VP: 100 Kw.
Owned By.....Canadian Bcstg. Corp.
Address .....70 Bell Rd.
Tel.: 2-8311.....News Services: BUP, BN
Reg. Director.....Capt. W. E. S. Briggs
Director.....G. F. Brickenden
Comm. Representative....Donald G. LeBlanc
Technical Director.....J. Simonsen
Program Director.....Carl MacCaull
Press & Info. Director.....Bert Wilson
Film Director.....George Hames

CJCB-TV—Sydney—1954
CBC

Crannel: 4 VHF..AP: 108 Kw...VP: 180 Kw.
Owned By.....Cape Breton Bcstrs.
Address .....TV Bldg., Mira Rd.
Tel.: 3431.....News Services: INS, BN
Sales Rep...Weed TV Corp.; All-Canada TV

Manager.....J. Marven Nathanson
Program Mgr.....Mrs. M. C. MacQuarrie
Comm. Mgr.....Effie Williams
Prom. Dir.....L. Y. MacInnis
Pub. Dir.....J. C. McVicar
Film Mgr.....R. H. Demers
Chief Engineer.....M. E. Bowles

Ontario

CKVR-TV—Barrie—1955
CBC

Channel: 3 VHF..AP: 13.5 Kw...VP: 27 Kw.
Owned-Oper. By...Ralph Snelgrove TV Ltd.
Address .....P. O. Box 69
Tel.: PA 6-6466.....News Service: BN
Representative .....Mulvihill; Young
Pres., Gen. Manager....Ralph T. Snelgrove
Comm. Mgr.....Charles Tierney
Promotion Dir.....Barry Pauley
Chief Engineer.....Jack Mattenley

CKSO-TV-I—Elliot Lake
1957—CBC

(Satellite of CKSO-TV, Sudbury, Ont.)

CHCH-TV—Hamilton—1954
CBC

Channel: 11....AP: 90 Kw.....VP: 150 Kw.
Owned By.....Niagara Television Ltd.
Address.....163 Jackson St. W.
Tel.: JA 2-1101.....News Service: CP
Sales Rep.....Adam Young, All-Canada TV
Newspaper Affil.....Spectator
Membership .....CARTB
President, Gen. Mgr.....Kenneth D. Soble
Station Mgr.....S. J. Bibby
Comm. Manager.....R. J. Peters
Prog. Manager.....J. S. Purvis
Prom., Pub. Dir.....S. F. Habberfield
Film Manager.....D. Gale
Chief Engineer.....W. E. Jeynes

CFCL-TV-1—Kapuskasing
1957

(Satellite of CFCL-TV, Timmins, Ont.)
Channel: 3.....AP: 17 W.....VP: 34 W.

CKWS-TV—Kingston—1954
CBC

Channel: 11 VHF..AP: 154 Kw...VP: 257 Kw.
Owned By.....Frontenac Bcstg. Co. Ltd.
Address.....170 Queen St.
Tel. .....LI 2-4977
Sales Rep.....Young, All-Canada TV
President.....W. R. Davies
Gen. Mgr.....H. C. Freeman
Station Mgr.....R. W. Hofstetter
Comm. Mgr.....D. Payne
Chief Engineer.....Bert Cobb

CKCO-TV—Kitchener—1953
CBC-CBS

Channel: 13 VHF..AP: 54.4 Kw...VP: 100 Kw.
Owned By.....Central Ontario TV, Ltd.
Address.....864 King St. W.
Tel.: SH 3-4335.....News Services: AP, UP
Sales Rep.....Hardy; Hunt; Weed
Membership .....CARTB
President .....Carl Pollock
General Manager.....Eugene E. Fitzgibbons
Station Manager.....W. D. McGregor
Prom., Pub. Dir.....Bill Whiting
Program Manager.....Don Martz
Film Manager.....Errol Creighton-Kelly
Chief Engineer.....Alexander G. Day

CFPL-TV—London—1953
CBC

Channel: 10....AP: 195 Kw.....VP: 325 Kw.
Owned By....London Free Press Printing Co.
Address.....Commissioners Rd., Box 488
Tel.: 4-2115.....News Service: BN
Newspaper Affil.....London Free Press
Sales Rep.....Weed TV; All-Canada TV
Membership .....CARTB
President .....Walter J. Blackburn
Gen. Manager.....Murray T. Brown
Sta. Manager.....Robert A. Reinhart
Comm. Mgr., Prom. Dir.....W. C. Wingrove
Film Supervisor.....Beatrice Nott
Dir. of Engineering.....G. Robitaille

CKGN-TV—North Bay—1955
CBC-ABC-CBS-NBC

Channel: 10 VHF..AP: 25.75 Kw...VP: 51.5 Kw.
Owned-Oper. By.....Tel-Ad Co.
Address.....P. O. Box 1000
Tel.: GR 2-9000.....News Service: CP
Representative..Mulvihill Ltd., Hunt & Assoc.
Membership .....CARTB
President.....Gerald A. Alger
Man. Dir.....Ced Price
Commercial Mgr.....Gord Beavis
Program Director.....Bill Hart
Prom., Pub. Dir.....Barry Penhale
Film Mgr.....Tvelyn Becks
Chief Engineer.....David Mee

CBOFT—Ottawa—1955

Channel: 9 VHF...AP: 55 Kw....VP: 31 Kw.
Owned-Oper. By.....Canadian Bcstg. Corp.
Address .....Lanark Ave.
Telephone .....PA 8-1771
Station Manager.....C. P. Wright
Operations Mgr.....Georges Huard
Comm. Manager.....Maurice Valinquette
Chief Engineer.....Maxted Gilbert

CBOT—Ottawa—1953
CBC

Channel: 4.....AP: 27 Kw.....VP: 50 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....Box 39, Westboro, Ont.
Tel. .....PA 8-1771
Station Mgr.....Georges Huard
Commercial Mgr.....Larry O'Neil
Program Dir.....Dennis Townsend
Technical Director.....J. H. Book

CHEX-TV—Peterborough
1955—CBC

Channel: 12 VHF..AP: 60 Kw...VP: 102 Kw.
Owned-Oper. By....Kawartha Bcstg. Co., Ltd.
Business Address.....Box 657
Tel.: RI 2-0451.....News Service: BN, CP
Reps.....All-Canada TV; Weed
Membership ..... CARTB
General Manager.....Harvey Freeman
Mgr. .....Keith Parker
Commercial Mgr.....D. T. Manning
Program Director.....Gordon Shale
Film Manager.....Don Harte-Maxwell
Chief Engineer.....Bert Crump

CFCJ-TV—Port Arthur
1954—CBC

Channel: 2.....AP: 15 Kw.....VP: 28 Kw.
Owned By.....Thunder Bay Electronics Ltd.
Address.....87 N. Hill St.
Tel.: 4-2404.....News Service: BN
Membership ..... CARTB
Sales Rep.....Weed TV; All-Canada TV
President and Mgr.....Ralph H. Parker

CJIC-TV—Sault Ste Marie
1954—CBC-ABC-CBS-NBC

Channel: 2 VHF....AP: 15 Kw.....VP: 28 Kw.
Owned-Oper. By.....Hyland Radio-TV, Ltd.
Business Address.....119 East Street
Tel.: AL 3-3515.....News Service: BN
Representatives .....All-Canada TV; Weed
Membership .....CARTB
President .....Mrs. J. G. Hyland
Gen., Sta. Mgr.....R. H. Ramsay
Commercial Mgr., Prog. Dir.....E. W. Plouffe
Prom. Dir.....H. O'Connor
Film Manager.....Beverly Gay
Chief Engineer.....Dave Irwin

CKSO-TV—Sudbury—1953
CBC

Channel: 5 VHF...AP: 15 Kw....VP: 30 Kw.
Owned By.....CKSO Radio, Ltd.
Address .....Box 400
Tel.: OS 4-0711.....News Services: BN, BUP
Representatives.....Weed; All Canada TV
President .....George M. Miller
General Manager.....W. J. Woodill
Nat. Comm. Mgr.....Ralph Connor
Chief Engineer.....Wally Robert

CFCL-TV—Timmins—1956
CBC

Channel: 6 VHF..AP: 9.2 Kw...VP: 18.5 Kw.
Owned-Op.....J. Conrad Lavigne Enterprises
Business Address.....Box 620
Tel.: 577.....News Service: AP
Reps.....McGillvra; Hunt; Renaud
Membership .....CARTB
President.....J. Conrad Lavigne
General Manager.....Rene Barrette
Program Director.....Jean DeVilliers
Technical Dir.....Roch Demers
Prom. Dir.....Isabella Appleby
Film Mgr.....Hazel Clermont

CBLT—Toronto—1952
CBC-CBS-ABC-NBC

Channel: 9....AP: 53.5 Kw.....VP: 99.5 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....354 Jarvis St.
Telephone .....WA 3-5461
Director .....Fergus Mutrie
Asst. Director.....J. R. W. Graham
Sales Mgr.....John Malloy
Program Director.....Peter McDonald
Technical Director.....Reginald Horton
Supervisor of Design.....Leonard Crawford
Press and Information Rep.....W. C. Walls

CKLW-TV—Windsor
(See Detroit, Michigan Listing.)

CKNX—Wingham—1955—CBC

Channel: 8 VHF..AP: 19.5 Kw...VP: 36 Kw.
Owned-Oper. By.....CKNX Ltd.
Address .....Carling Terrace
Tel.: 158.....News Service: BN
Representative..All Canada TV, Adam Young
Membership .....CARTB
Pres., Gen., Sta. Mgr.....W. T. Cruickshank
Comm. Manager.....C. R. Hamilton
Program Director.....Don Hildebrand
Prom., Pub. Dir.....Helen Fleury
Film Mgr.....Harold Swatridge
Chief Engineer.....Scott Reid

Prince Edward Island

CFCY-TV—Charlottetown
1956—CBC

Channel: 13 VHF....AP: 38.5....VP: 79 Kw.
Owned-Oper. By..Island Radio Bcstg. Co., Ltd.
Business Address.....85 Kent St.
Tel.: 7347.....News Service: CP
Representatives.....All-Canada TV; Weed
Membership .....CARTB
Sta., Comm., Film Mgr.....R. F. Large
Traffic Manager.....E. P. Williams
Promotion Mgr.....M. E. Large
Tech. Supervisor.....J. G. Jay

Quebec

CKRS-TV—Jonquiere—1955
CBC

Channel: 12 VHF...AP: 21 Kw...VP: 42 Kw.
Owned-Oper. By....Radio Saguenay Limited
Business Address.....Sir Wilfred Laurier St.
Tel. .....LI 2-4551
Reps.....Hardy; Hunt; Adam Young
Membership .....CARTB
President .....Henri Lepage
General Mgr.....Tom Burham
Station Mgr.....Paul J. Audette
Program Director.....Odette Arseneau
Film Manager.....Eugene Michaud
Chief Engineer.....Gerard Lemieux

CBFT—Montreal—1952
CBC

Channel: 2.....AP: 50 Kw.....VP: 100 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....1425 Dorchester St. W.
Telephone .....UN 6-2571
Director .....Andre Ouimet
Program Director.....Fernand Guerard
Comm. Manager.....Maurice Valiquette
Film Mgr.....J. Lepailleur
Press & Information.....J. J. Trudeau
Chief Engineer.....Henri Audet

CBMT—Montreal—1954
CBC

Channel: 6....AP: 26.2 Kw.....VP: 43.8 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....1425 Dorchester St. W.
Phone Number.....UNiversity 6-2571
Television Director.....Andre Ouimet
Comm. Manager.....Maurice Valiquette
Prog. Director.....D. E. McGill
Film Manager.....J. Lepailleur
Press and Information.....J. J. Trudeau
Chief Engineer.....Henri Audet

CFCM-TV—Quebec City—1954
CBS-CBC

Channel: 4....AP: .635 Kw.....VP: 1.27 Kw.
Owned By.....Television De Quebec
Address....200 Ave. St. Jean Bosco, Ste. Foy
Telephone .....MU 3-4985
Membership ..... CARTB
Sales Rep.....Weed; Hardy; Hunt
President .....Gaston Pratte
Executive Director.....A. C. Picard
Gen. Mgr.....J. A. Pouliot
Director of Operations.....Ernest W. Miller
Comm. Mgr.....A. P. Fitzgibbons
Program Manager.....Jacques Filteau

CKMI-TV—Quebec City
1957—CBC

Channel: 5 VHF..AP: 2.8 Kw...VP: 5.6 Kw.
Owned.....TV de Quebec (Canada) Ltd.
Add....200 Ave. St.-Jean Bosco, Ste Foy, Que.
Tel.: MU 3-4985.....News Service: CP
Representative .....Stovin-Byles
Membership .....CARTB
President .....Gaston Pratte
General Manager.....Jean A. Pouliot
Commercial Mgr.....Arthur P. Fitzgibbons
Prom., Pub. Dir.....Andrew N. McLellan
Film Manager.....Gerald Ross
Chief Engineer.....Marcel Chabot

CJBR-TV—Rimouski—1954
CBC

Channel: 3....AP: 34.55 Kw.....VP: 80.6 Kw.
Owned By.....Central Public Serv. Corp.
Address.....6 St. John St.
Tel.: RA 3-2217.....News Service: BN
Sales Rep. .....Stovin-Byles
President .....Jacques Brilliant
Station Manager.....Andre Lecomte
Prog., Prom. Director.....Francois Raymond

CKRN-TV—Rouyn-Noranda
1957—CBC

Channel: 4 VHF...AP: 25 Kw....VP: 50 Kw.
Owned.....Northern Radio-Radio Nord, Inc.
Business Address.....Box 70
Tel.: RO 2-7741.....News Service: BUP
Membership .....CARTB, ACRTF
Pres., Gen. Mgr.....David A. Gourd
Sta., Comm. Mgr.....George A. Chartrand
Chief Engineer.....Jean-Guy Langevin

CHLT-TV—Sherbrooke
1956—CBC

Channel: 7 VHF..AP: 312 Kw...VP: 312 Kw.
Owned-Oper. By.....La Tribune, Ltd.
Business Address.....221 Dufferin St.
Tel.: LO 9-2525.....News Service: CP
Reps.....Hardy (Canada); Canadian Stations Reps (N. Y.)
Newspaper Affil.....La Tribune
President .....Paul Desruisseaux
General Manager.....Alphee Gauthier
Station Manager.....Jean-Louis Gauthier
Program Director.....Pierre Bruneau
Promotion Director.....Paul-Andre Joly
Publicity Dir.....Georges L'Ecuyer
Film Manager.....Guy Bachand
Chief Engineer.....Leo Guilbeau

Saskatchewan

CKBI-TV—Prince Albert
1958—CBC

Channel: 5....AP: 36.5 Kw.....VP: 61 Kw.
Owned.....Central Bcstg. Co.
Address.....10th St. West
Tel.: RO 3-7421.....News Service: CP
Representatives.....All Canada; Weed
Membership .....CARTB
Pres., Gen. Mgr.....E. A. Rawlinson

Commercial Mgr.....G. O. Johnson
Program Dir.....J. J. Cennon
Promotion Dir.....Gerald Prest
Chief Engineer.....Tom Van Nes

CKCK-TV—Regina—1954
CBC

Channel: 2 VHF...AP: 53.5...VP: 100 Kw.
Owned By .....Transcanada
Address .....Leader Post Building
Tel.: LA 3-6671.....News Service: PN
Membership .....CARTB
Newspaper Affil.....Leader Post
Sales Rep.....Weed, All-Canada TV
President .....Clifford Sifton
Gen., Sta. Mgr.....H. A. Crittenden
Comm. Manager.....Lloyd Westmoreland
Prog. Dir., Film Mgr.....Larry Glover
Promotion Director.....William Rees
Chief Engineer.....E. A. Strong

CFQC-TV—Saskatoon—1954
CBC-NBC-ABC

Channel: 8.....AP: 60 Kw.....VP: 100 Kw.
Owned By.....A. A. Murphy & Sons Ltd.
Address.....216 1st Ave. N.
Telephone 2-6611
Sales Rep.....Adam Young TV Corp.; Oakes; Radio Representative, Ltd.
President.....A. A. Murphy
Vice-Pres., Gen. Mgr.....G. Blair Nelson
Asst. Manager.....Vernon Dallin
Operations Mgr.....Walter Romanow
Sales Manager.....Will Klein
Prom. Director.....H. Edmunds
News Service Dir.....Bill Cameron
Chief Engineer.....Lyn Hoskin

CJFB-TV—Swift Current
1957—CBC

Channel: 5....AP: 6.6 Kw.....VP: 13.3 Kw.
Owned....Swift Current Telecasting Co. Ltd.
Address .....North Hill
Telephone 2364
Representative .....Forjoe-TV
Pres., Gen. Mgr.....William D. Forst
Sls. Mgr.....Walter S. Buffam
Prog. Dir.....Julie Forst

For Canadian Radio Stations See Page 675

FOREIGN TV STATIONS

Operating TV stations as of January 1, 1958
(In most cases, satellites are not included)

Location	Call Letters	Licensee or Grantee	Channel No.
		— ALGERIA —	
Algiers		Radiodiffusion-Television Francaise (Govt.)	CH. F-11
		— ARGENTINA —	
Buenos Aires	LR3-TV	Radio Belgrano TV	Ch. 7
		— AUSTRALIA —	
Melbourne	GTV	General Television Corp., Ltd.	Ch. A-9
Melbourne	HSV	Herald-Sun Television, Ltd.	Ch. A-7
Melbourne	ABV	Australian Bestg. Commission	Ch. A-2
Sydney	ATN	Amalgamated TV Services	Ch. A-7
Sydney	TCN	Television Corp, Ltd	Ch. A-9
Sydney	ABN	Australian Bestg Commission	Ch. A-2
		— AUSTRIA —	
Graz		Osterreichischer Rundfunk (Govt.)	Ch. E-7
Linz		Osterreichischer Rundfunk (Govt.)	Ch. E-6
Salzburg		Osterreichischer Rundfunk (Govt.)	Ch. E-8
Sonnwendstein		Osterreichischer Rundfunk (Govt.)	Ch. E-10
Vienna		Osterreichischer Rundfunk (Govt.)	Ch. E-5
		— BELGIUM —	
Antwerp		Institut National Belge de Television (Govt.)	Ch. E-2
Brussels		Institut National Belge de Television (Govt.)	Ch. E-8
Brussels		Institut National Belge de Television (Govt.)	Ch. E-10
Liege		Institut National Belge de Television (Govt.)	Ch. E-3
		— BERMUDA —	
	ZBM-TV	Bermuda Radio & Television Co., Ltd.	Ch. 10
		— BRAZIL —	
Belo Horizonte	PRH6-TV	Radio Guarami	Ch. 4
Rio de Janeiro	PRG3-TV	Radio Televisao Tupi	Ch. 6
Rio de Janeiro		Radio Record TV	Ch. 13
Santos		TV Rebratel	
Sao Paulo		Radio Televesisao Paulista	Ch. 5
Sao Paulo	PRF3-TV	Radio Difusiora de Sao Paulo	Ch. 3
Sao Paulo	PRB9-TV	Radio Record TV	Ch. 7
		— COLOMBIA —	
Bogota	HJRN-TV	Televisora Nacional (Govt.)	Ch. 8
		— BULGARIA —	
Sofia		Government	Ch. R-III
		— CUBA —	
Camaguey	CMJL-TV	Circuito CMQ	Ch. 6
Havana	CMAB-TV	Telemundo	Ch. 2
Havana	CMBF-TV	CMBF-TV Cadena Nacional, S.A.	Ch. 4
Havana	CMQ-TV	Circuito CMQ	Ch. 6
Havana		Radio Universal, S.A.	Ch. 7
Havana	CM-TV	Telemundo	Ch. 10
Matanzas	CMGQ-TV	Circuito CMQ	Ch. 9
Santa Clara	CMHQ-TV	Circuito CMQ	Ch. 5
Santiago de Cuba	CMKU-TV	Circuito CMQ	Ch. 2
		— CZECHOSLOVAKIA —	
Bratislava		Ceskoslovensky Rozhias (Govt.)	Ch. R-III
Ostrava		Ceskoslovensky Rozhias (Govt.)	Ch. R-II
Prague		Ceskoslovensky Rozhias (Govt.)	Ch. R-II

(Continued on next page)

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Location	Call Letters	Licensee or Grantee	Channel No.
		— DENMARK —	
Aarhus		Danish State Radio (Govt.)	Ch. E-5
Copenhagen		Danish State Radio (Govt.)	Ch. E-4
Odense		Danish State Radio (Govt.)	Ch. E-3
Soenderjylland		Danish State Radio (Govt.)	Ch. E-7
		— DOMINICAN REPUBLIC —	
Ciudad Trujillo	HIT-TV	La Voz Dominicana	Ch. 4
		— EL SALVADOR —	
San Salvador	YSEB-TV	Television Salvadorena	Ch. 6
		— FINLAND —	
Helsinki		TV Club of Helsinki	Ch. E-9
Helsinki		Finnish Broadcasting Corp.	Ch. E-6
Turku		Turku TV Club	
		— FRANCE —	
Bourges		Radiodiffusion Television Francais (Govt.)	Ch. F-9
Caen		Radiodiffusion Television Francais (Govt.)	Ch. F-2
Cannes-Nice		Radiodiffusion Television Francais (Govt.)	Ch. F-6
Dijon		Radiodiffusion Television Francais (Govt.)	Ch. F-10
Grenoble		Radiodiffusion Television Francais (Govt.)	Ch. F-10
Lille		Radiodiffusion Television Francais (Govt.)	Ch. F-8A
Lyon		Radiodiffusion Television Francais (Govt.)	Ch. F-12
Lyon-Fourvieres		Radiodiffusion Television Francais (Govt.)	Ch. F-5
Marseilles		Radiodiffusion Television Francais (Govt.)	Ch. F-8A
Metz-Luttange		Radiodiffusion Television Francais (Govt.)	Ch. F-6
Mulhouse		Radiodiffusion Television Francais (Govt.)	Ch. F-8A
Nancy-Vandoeuvre		Radiodiffusion Television Francais (Govt.)	Ch. F-7
Paris		Radiodiffusion Television Francais (Govt.)	Ch. F-8A
Reims		Radiodiffusion Television Francais (Govt.)	Ch. F-5
Rennes		Radiodiffusion Television Francais (Govt.)	Ch. F-5
Rouen		Radiodiffusion Television Francais (Govt.)	Ch. F-10
Strasbourg		Radiodiffusion Television Francais (Govt.)	Ch. F-5
Toulon		Radiodiffusion Television Francais (Govt.)	Ch. F-11
		— GERMANY (East) —	
Berlin		Staatliches Rundfunk Komitee (Govt.)	Ch. R-9
Berlin		Staatliches Rundfunk Komitee (Govt.)	Ch. R-1
Brocken		Staatliches Rundfunk Komitee (Govt.)	Ch. R-4
Chemnitz		Staatliches Rundfunk Komitee (Govt.)	Ch. R-8
Dresden		Staatliches Rundfunk Komitee (Govt.)	Ch. R-1
Hepterberg		Staatliches Rundfunk Komitee (Govt.)	
Inselberg		Staatliches Rundfunk Komitee (Govt.)	Ch. R-6
Leipsig		Staatliches Rundfunk Komitee (Govt.)	Ch. R-III
Rostock		Staatliches Rundfunk Komitee (Govt.)	Ch. R-2
		— GERMANY (West)	
Aalen		Suddeutscher Rundfunk	Ch. E-8
Baden-Baden		Sudwestfunk	Ch. E-7
Berlin		Sender Freies Berlin	Ch. E-7
Biedenkopf		Hesslicher Rundfunk	Ch. E-5
Bonn		Nord -und Westdeutscher Rundfunkverband	Ch. E-5
Bremen		Nord -und Westdeutscher Rundfunkverband	Ch. E-2
Feldberg		Sudwestfunk	Ch. E-8
Flensburg		Nord- und Westdeutscher Rundfunkverband	Ch. E-4
Frankfurt		Hesslicher Rundfunk	Ch. E-8
Freiburg		Sudwestfunk	Ch. E-7
Grunten		Bayerischer Rundfunk	Ch. E-2
Hamburg		Nord- und Westdeutscher Rundfunkverband	Ch. E-9
Hanover		Nord- und Westdeutscher Rundfunkverband	Ch. E-8
Harz		Nord- und Westdeutscher Rundfunkverband	Ch. E-10
Hof		Bayerischer Rundfunk	Ch. E-5
Hoher Meissner		Hesslicher Rundfunk	Ch. E-7
Hornisgrinde		Sudwestfunk	Ch. E-9
Kaiserlautern		Sudwestfunk	Ch. E-7
Kiel		Nord- und Westdeutscher Rundfunkverband	Ch. E-11
Koln		Nord- und Westdeutscher Rundfunkverband	Ch. E-11
Koblenz		Sudwestfunk	Ch. E-6
Kreuzberg-Rhon		Bayerische Rundfunk	Ch. E-3
Langenberg		Nord- und Westdeutscher Rundfunkverband	Ch. E-9
Marburg		Hesslicher Rundfunk	
Moselle		Sudwestfunk	
Nurnberg		Bayerischer Rundfunk	Ch. E-6
Raichberg		Sudwestfunk	Ch. E-4
Saarbruchen		Telesaar	Ch. F-7

Location	Call Letters	Licensee or Grantee	Channel No.
Stuttgart		Suddeutscher Rundfunk	Ch. E-11
Teutoberger Wald		Nord- und Westdeutscher Rundfunkverband	Ch. E-11
Trier		Sudwestfunk	Ch. E-6
Weinbiet		Sudwestfunk	Ch. E-10
Wendelstein		Bayerischer Rundfunk	Ch. E-10
Wurzburg		Bayerischer Rundfunk	Ch. E-7
Zweibrucken		Sudwestfunk	Ch. E-10
		— GUATEMALA —	
Guatemala City	TG-BOL	Radio-TV Guatemala	Ch. 3
Guatemala City	TGW-TV	Television Nacional de Guatemala	Ch. 8
		— HUNGARY —	
Budapest		Magyar Radio (Govt.)	Ch. R-III
		— IRAQ —	
Baghdad		Minister of Interior	Ch. E-8
		— ITALY —	
Gambarie	Radiotelevisione Italiana (Government-granted monopoly)		Ch. D
Martina Franca	"	" "	Ch. D
Milano	"	" "	Ch. G
Monte Argentario	"	" "	Ch. E
Monte Caccia	"	" "	Ch. A
Monte Cammarata	"	" "	Ch. A
Monte Conero	"	" "	Ch. E
Monte Faito	"	" "	Ch. B
Monte Favone	"	" "	Ch. H
Monte Lauro	"	" "	Ch. F
Monte Limbara	"	" "	Ch. H
Monte Nerone	"	" "	Ch. A
Monte Peglia	"	" "	Ch. H
Monte Pellegrino	"	" "	Ch. H
Monte Penice	"	" "	Ch. B
Monte Sambuco	"	" "	Ch. H
Monte Scuro	"	" "	Ch. G
Monte Serpeddi	"	" "	Ch. G
Monte Serra	"	" "	Ch. D
Monte Soro	"	" "	Ch. E
Monte Venda	"	" "	Ch. D
Monte Vergine	"	" "	Ch. D
Pescara	"	" "	Ch. F
Portofino	"	" "	Ch. H
Punta Badde Urbara	"	" "	Ch. D
Roma	"	" "	Ch. G
San Nicolao	"	" "	Ch. A
Torino	"	" "	Ch. C
		— JAPAN —	
Fukuoka	JOLK-TV	Bcstg. Corp. of Japan (NHK)	Ch. J-3
Hakodate	JOVK-TV	Bcstg. Corp. of Japan (NHK)	
Kanazawa		Bcstg. Corp. of Japan (NHK)	
Nagoya	JOAR-TV	Chu bu Nippon Bcstg. Corp.	
Hiroshima	JOFK-TV	Bcstg. Corp. of Japan (NHK)	Ch. J-3
Nagoya	JOCK-TV	Bcstg. Corp. of Japan (NHK)	Ch. J-3
Okayama	JOKK-TV	Bcstg. Corp. of Japan (NHK)	
Osaka	JOBK-TV	Bcstg. Corp. of Japan (NHK)	
Osaka	JOBX-TV	Osaka TV Bcstg. Corp.	Ch. J-6
Sapporo	JOIK-TV	Bcstg. Corp. of Japan (NHK)	
Sendai	JOHK-TV	NHK	Ch. J-3
Tokyo	JOAK-TV	NHK	Ch. J-3
Tokyo	JOAX-TV	Nippon TV Network Corp.	Ch. J-4
Tokyo	JOKR-TV	Radio Tokyo	Ch. J-6
		— KOREA —	
Seoul	HLKZ-TV	Korcad Corp.	Ch. 9
		— LUXEMBOURG —	
Luxembourg		Compagnie Luxembourgeoise de Telediffusion	Ch. E-7
		— MEXICO —	
Chihuahua		Televisora de Chihuahua, S.A.	
Juarez	XEJ-TV	Television de la Frontera	Ch. 5
Mexico City	XEW-TV	Telesistema Mexicano, S.A.	Ch. 2
Mexico City	XHGC-TV	Television Gonzales. Camarena	Ch. 5

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Location	Call Letters	Licensee or Grantee	Channel No.
Mexico City	XHTV	Television de Mexico	Ch. 4
Monterrey	XHNL-TV	Televisora del Norte	Ch. 10
Paso de Cortes	XEX-TV	Television Paso de Cortes	Ch. 7
Paso de Cortes	XEQ-TV	Radio Panamericana	Ch. 9
Queretaro	XEZ-TV	Televisora Del Centro	Ch. 3
Tijuana	XETV	Radio Television	Ch. 6
		— MONACO —	
Monte Carlo	TMC	Tele Monte Carlo	Ch. F-10
		— NETHERLANDS —	
Eindhoven		Philips, Ltd.	Ch. E-5
Eindhoven		Philips, Ltd.	Ch. E-6
Lopik (Amsterdam)		Nederlandse Televisie Stichting	Ch. E-4
		— NICARAGUA —	
Managua	YN-TV	Television de Nicaragua	Ch. 8
		— PHILIPPINES —	
Manila	DZAQ-TV	Bolinao Electronics Corp.	Ch. 3
		— POLAND —	
Katowice		Polskie Radio (Govt.)	
Lodz		Polskie Radio (Govt.)	
Posnan		Polskie Radio (Govt.)	Ch. R-5
Stettin		Polskie Radio (Govt.)	Ch. R-5
Warsaw		Polskie Radio (Govt.)	Ch. R-III
		— PORTUGAL —	
Coimbra		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-3
Lisbon		Radiotelevisao Portuguesa (Govt.-Private)	Ch. E-7
		— RUMANIA —	
Bucharest		Radiodifuziunia Romina (Govt.)	Ch. R-2
		— SAUDI ARABIA —	
Dhahran		Arabian-American Oil Company	
		— SPAIN —	
Madrid		Radio Nacional de Espana (Govt.)	Ch. E-3
		— SWEDEN —	
Goteborg		A.B. Radiotjangst (Govt.)	Ch. E-9
Malmo		A.B. Radiotjangst (Govt.)	Ch. E-10
Norrkoping		A.B. Radiotjangst (Govt.)	Ch. E-5
Stockholm		A.B. Radiotjangst (Govt.)	Ch. E-4
		— SWITZERLAND —	
Basel		Swiss General Post Office	Ch. E-10
Bern		Swiss General Post Office	Ch. E-2
Geneva		Swiss General Post Office	Ch. E-4
Santis		Swiss General Post Office	Ch. E-7
Zurich		Swiss General Post Office	Ch. E-3
		— THAILAND —	
Bangkok	HSI-TV	Thai-Television Co.	Ch. 4
		— TURKEY —	
Istanbul		Teknik Universite	Ch. E-4
		— UNITED KINGDOM —	
Aberdeen		British Bestg. Corp.—BBC (Govt. operated, non-commercial)	Ch. B-4
Belfast			Ch. B-1
Birmingham		BBC	Ch. B-4
Brighton		BBC	Ch. B-2
Cardiff		BBC	Ch. B-5
Carlisle		BBC	Ch. B-4

Location	Call Letters	Licensee or Grantee	Channel No.
Central Scotland		BBC	Ch. B-3
Central Scotland		ITA	Ch. B-10
Channel Isles		BBC	Ch. B-4
Isle of Wight		BBC	Ch. B-3
Isle of Man		BBC	Ch. B-5
Inverness		BBC	Ch. B-2
Lancashire		Independent Television Authority—ITA	Ch. B-9
London		BBC	Ch. B-1
London		ITA	Ch. B-9
Londonderry		BBC	Ch. B-2
Manchester		BBC	Ch. B-2
Midlands		ITA	Ch. B-8
Newcastle		BBC	Ch. B-5
Norwich		BBC	Ch. B-3
Plymouth		BBC	Ch. B-2
West Wales		BBC	Ch. B-3
Yorkshire		ITA	Ch. B-10
		— URUGUAY —	
Montevideo		Sociedad Anonima Emisoras de Television Y Anexos	Ch. 10
		— USSR —	
Baku		Government	
Barnaul		Government	
Biisk		Government	
Blagoveschensk		Government	
Dniepropetrovsk		Government	
Gorkiy		Government	
Izhevsk		Government	
Kalinin		Government	
Kaliningrad		Government	
Kazan		Government	
Krasnodar		Government	
Khabarovsk		Amateur	
Kharkov		Government	Ch. R-III
Kiev		Government	Ch. R-IV
Leningrad		Government	Ch. R-III
Magadan		Government	
Minsk		Government	
Moscow		Government	Ch. R-II
Moscow		Government	Ch. R-IV
Murmansk		Government	
Nalchik		Government	
Odessa		Government	Ch. R-II
Omsk		Government	
Raychikhinsk		Government	
Riga		Government	Ch. R-III
Saratov		Government	
Sebastopol		Government	
Stalino		Government	
Stalinogorsk		Government	
Sverdlovsk		Government	
Tallin		Government	Ch. R-III
Tashkent		Government	
Tbilisi		Government	
Tomsk		Government	
Vilnius		Government	
Vinnista		Government	
Vladimir		Government	
Vladivostok		Government	
Vorkuta		Government	
Voronezh		Government	
Yaroslavl		Government	
Yerevan		Government	
		— VENEZUELA —	
Caracas	YVKA-TV	Televisora Nacional (Govt.)	Ch. 5
Caracas	YVLV-TV	Televisa Venezolana	Ch. 4
Caracas	YVKS-TV	Radio Caracas TV	Ch. 2
Maracaibo		Ondas de Lago TV	Ch. 9
Maracaibo		Televisa Venezolana	Ch. 13
		— YUGOSLAVIA —	
Belgrade	YZO	Radiodiffusion Yugoslave	Ch. E-2
Zagreb	YZO-3	Radio Televizija Zagreb	Ch. E-4

Television Stations and Sets Overseas

At the end of 1957 *a total of* 47 *countries had television, excluding the U.S., its territories, and Canada. During the year the number of overseas TV stations (including experimental and satellite stations) increased from* 260 *to* 447. *Some five million new receivers were bought, compared with* 3.5 *million in* 1956, *to bring the total in* 1957 *to* 16.4 *million sets. Estimates indicate there will be over* 600 *overseas TV stations by the end of* 1958.

The U.S. Information Agency, which released the following statistics, cautions that they are subject to the reliability of the various sources involved. Official data are used whenever possible. TV set figures include estimates of unlicensed or "black" sets in some cases. Statistics for Communist Bloc countries are to be viewed with caution, and allowances made for over-enthusiasm in some countries' TV development figures.

COUNTRIES	STATIONS			RECEIVERS
		WESTERN EUROPE		
	Dec. 1957	*Planned 1958*	*Estimate End 1958*	*In Use Dec. 1957*
Austria	8	3	11	15,000
Belgium	4	—	4	250,000
Denmark	4	3	7	100,000
Finland	3	3	6	7,000
France	23	3	26	700,000
West Germany	47	10	57	1,250,000
Italy	142	—	142	700,000
Luxembourg	1	—	1	1,400
Monaco	1	—	1	6,000
Netherlands	4	3	7	200,000
Norway	1*	—	1	300
Portugal	2	3	5	4,500
Saar**	1	1	2	6,000
Spain	1	1	2	6,000
Sweden	4	—	4	65,000
Switzerland	5	2	7	30,000
United Kingdom	23	4	27	8,000,000
Yugoslavia	2	4	6	4,000
Total	276	40	316	11,345,200

* Off the air.

** The Saar is listed separately because the status of its radio and TV stations has not yet been settled.

Television Stations and Sets Overseas

COUNTRIES	STATIONS			RECEIVERS
LATIN AMERICA				
	Dec. 1957	*Planned 1958*	*Estimate End 1958*	*In Use Dec. 1957*
Argentina	1	3	4	100,000
Brazil	7	12	19	600,000
Chile	—	2	2	—
Colombia	6	10	16	100,000
Costa Rica	—	1	1	—
Cuba	19	4	23	300,000
Dominican Rep.	2	—	2	7,500
El Salvador	1	1	2	7,000
Guatemala	2	—	2	11,000
Mexico	11	6	17	300,000
Nicaragua	1	1	2	1,200
Panama	—	2	2	6,000
Peru	—	7	7	—
Uruguay	1	2	3	3,100
Venezuela	10	—	10	125,000
Total	61	51	112	1,560,800

NEAR EAST, SO. ASIA AND AFRICA

	Dec. 1957	*Planned 1958*	*Estimate End 1958*	*In Use Dec. 1957*
Algeria	1	1	2	6,000
Cyprus	1	—	1	—
Egypt	—	1	1	—
Greece	—	1	1	—
India	—	1	1	—
Iran	—	1	1	—
Iraq	1	—	1	3,000
Kuwait	—	1	1	—
Lebanon	—	2	2	—
Morocco	2*	—	2	5,000
Saudi Arabia	1	—	1	600
Tunisia	—	1	1	—
Turkey	1	—	1	500
Total	7	9	16	15,100

* Off the air.

(Continued on next page)

Television Stations and Sets Overseas

(Continued from preceding page)

COUNTRIES	STATIONS			RECEIVERS
		FAR EAST		
	Dec. 1957	*Planned 1958*	*Estimate End 1958*	*In Use Dec. 1957*
Australia	6	4	10	150,000
Hong Kong	(1)**	—	(1)**	2,000
Japan	18	17	35	942,000
Korea (South)	1	1	2	2,000
Philippines	1	1	2	11,000
Thailand	1	1	2	17,000
Total	27	24	51	1,124,000

** Closed circuit wired service; not counted in totals.

		COMMUNIST BLOC		
	Dec. 1957	*Planned 1958*	*Estimate End 1958*	*In Use Dec. 1957*
Bulgaria	1	—	1	500
Czechoslovakia	3	2	5	160,000
East Germany	9*	3	12	150,000
Hungary	1	1	2	2,000
Poland	5	2	7	25,000
Rumania	1	—	1	7,500
USSR	56	30	86	2,000,000
Communist China	—	1	1	—
Total	76	39	115	2,345,000
World-wide total, excluding U.S., its territories, Canada, and Armed Forces stations abroad	447	163	610	16,390,100

* A new powerful station in East Germany replaces two weaker ones.

Source: U.S. Information Agency.

OFFICIAL FCC TV CHANNEL ALLOCATIONS

CHANNEL UTILIZATION

The following table of assignments contains the channels assigned to the listed communities in the United States, its Territories, and possessions. Channels designated with an asterisk are assigned for use by noncommercial educational broadcast stations only. A station on a channel identified by a plus or minus mark is required to operate with its carrier frequencies offset 10 kc above or below, respectively, the normal carrier frequencies.

	Channel No.
ALABAMA	
Andalusia	*2—, 29
Anniston	70+
Auburn	*56
Bessemer	54
Birmingham	6—, *10—, 13—, 42+, 48
Brewton	23+
Clanton	14
Cullman	60+
Decatur	23—
Demopolis	18
Dothan	9+, 19—
Enterprise	40+
Eufaula	44
Florence	15
Fort Payne	19
Gadsden	21+, 37—
Greenville	49—
Guntersville	40—
Huntsville	31+
Jasper	17
Mobile	5+, 10+, *42, 48+
Montgomery	12, 20, *26+, 32
Munford	*7—
Opelika	22—
Selma	8—, 58+
Sheffield	47—
Sylacauga	24—
Talladega	64
Thomasville	27—
Troy	38—
Tuscaloosa	45, 51—
Tuskegee	16—
University	*74+
ARIZONA	
Ajo	14—
Bisbee	15
Casa Grande	18—
Clifton	25—
Coolidge	30+
Douglas	3—
Eloy	24
Flagstaff	9, 13
Globe	34+
Holbrook	14
Kingman	6—
Mesa	12—
Miami	28+
Morenci	31
Nogales	17—
Phoenix	3+, 5—, *8+, 10—
Prescott	15
Safford	21
Tucson	4—, *6+, 9—, 13—
Williams	25
Winslow	16—
Yuma	11—, 13+
ARKANSAS	
Arkadelphia	34+
Batesville	30—
Benton	40
Blytheville	64+, 74
Camden	50
Conway	62
El Dorado	10—, 26—
Fayetteville	*13—, 41—
Forrest City	22+
Fort Smith	5—, *16, 22, 39
Harrison	24
Helena	54—
Hope	15—
Hot Springs	9+, 52+
Jonesboro	8, 39+
Little Rock	*2—, 4, 11+, 17—, 23+
Magnolia	28+
Malvern	46
Morrilton	43—
Newport	28
Paragould	58—
Pine Bluff	7—, 36
Russellville	19
Searcy	33
Springdale	35—
Stuttgart	14+
CALIFORNIA	
Alturas	9
Bakersfield	10—, 29
Bishop	19
Brawley	25+
Chico	12—
Corona	52
Delano	37+
El Centro	16, 56
Eureka	6—, 3—, 13—
Fresno	12+, *18—, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	30+
Merced	34—, 66
Modesto	14+, 58
Monterey. (*See* Salinas.)	
Napa	62
Oakland. (*See* Francisco.)	
Oxnard	32
Palm Springs	14
Petaluma	68
Pittsburg	16
Port Chicago	70
Porterville	55
Red Bluff	15
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40—, 46+
Salinas-Monterey	8+, 35
San Bernardino	18, *24—, 30
San Buenaventura	38—
San Diego	8, 10, *15+, 21—, 27, 33, 39
San Francisco-Oakland	2+, 4—, 5+, 7—, *9+, 20—, 26—, 32+, 38, 44—
San Jose	11+, 48, *54, 60
San Luis Obispo	6+
Santa Barbara	3—, 20, 26
Santa Cruz	56
Santa Maria	44
Santa Paula	16+
Santa Rosa	50
Stockton	13+, 36, *42, 64
Tulare	27+
Ukiah	18

	Channel No.
Visalia	43, 49
Watsonville	22—
Yreka City	19
Yuba City	52—

COLORADO

Alamosa	3—, 19+
Boulder	*12, 22+
Canon City	36
Colorado Springs	11, 13, *17+, 23+
Craig	19
Delta	24—
Denver	2, 4—, *6—, 7, 9—, 20, 26+
Durango	6+, 15
Fort Collins	44+
Fort Morgan	15+
Grand Junction	5—, 21+
Greeley	50
La Junta	24
Lamar	18—
Leadville	14+
Longmont	32
Loveland	38
Montrose	10+, 18
Pueblo	5, *8, 28+, 34—
Salida	25
Sterling	3, 25—
Trinidad	21—
Walsenburg	30—

CONNECTICUT

Bridgeport	43—, 49—, *71
Hartford	3+, 18—, *24
Meriden	65—
New Britain	30+
New Haven	8+, 59+
New London	26+, 81
Norwalk. (*See* Stamford.)	
Norwich	57+, *63—
Stamford-Norwalk	27
Waterbury	53

DELAWARE

Dover	40
Wilmington	12, *59—, 83+

DISTRICT OF COLUMBIA

Washington	4—, 5—, 7+, 9, 14—, 20+, *26—, 50—

FLORIDA

Belle Glade	27+
Bradenton	28—
Clearwater	32+, 50
Daytona Beach	2—, 53
De Land	44+
Fort Lauderdale	17—, 39
Fort Myers	11+
Fort Pierce	19
Gainesville	*5—, 20+
Jacksonville	4+, *7, 12—, 30+, 36—
Key West	14+, 20
Lake City	33+
Lakeland	16+, 22+
Lake Wales	14
Leesburg	26—
Marianna	17+
Melbourne	37—
Miami	*2, 4, 7—, 10+, 23—, 33
Ocala	15+
Orlando	6—, 9, 18, *24—, 47
Palatka	17
Panama City	7+, *30, 36+
Pensacola	3—, 15—, *21, 46
Quincy	54+
St. Augustine	25+
St. Petersburg. (*See* Tampa.)	
Sanford	35+
Sarasota	34+
Tallahassee	*11—, 24, 51
Tampa-St. Petersburg	*3, 8—, 13—, 38
West Palm Beach	5, 12, *15, 21+

	Channel No.

GEORGIA

Albany	10, 25
Americus	31
Athens	*8, 60—
Atlanta	2, 5—, 11+, *30, 36
Augusta	6+, 12+
Bainbridge	35—
Brunswick	28+, 34—
Cairo	45+
Carrollton	33
Cartersville	63—
Cedartown	53—
Columbus	4, 28, *34
Cordele	43
Dalton	25+
Douglas	32—
Dublin	15
Elberton	24+
Fitzgerald	53+
Fort Valley	18+
Gainesville	52
Griffin	39+
La Grange	50
Macon	13+, *41+, 47+
Marietta	57+
Milledgeville	51+
Moultrie	48—
Newnan	61+
Rome	9, 59
Savannah	3+, *9—, 11
Statesboro	22
Swainsboro	20—
Thomasville	6, 27
Tifton	14—
Toccoa	35
Valdosta	37+
Vidalia	26
Waycross	16, 8+

IDAHO

Blackfoot	33
Boise	2, *4+,7
Burley	15—
Caldwell	9—
Coeur d'Alene	12—
Emmett	26—
Gooding	23
Idaho Falls	3, 8+
Jerome	17
Kellogg	33—
Lewiston	3—
Moscow	*15
Nampa	6, 12+
Payette	14+
Pocatello	6—, 10
Preston	41
Rexburg	27+
Rupert	21
Sandpoint	23—
Twin Falls	11, 13—
Wallace	27—
Weiser	20—

ILLINOIS

Alton	48
Aurora	75
Belleville	54+
Bloomington	15—
Cairo	24—
Carbondale	34, *61—
Centralia	32+, 59+
Champaign-Urbana	3+, *12—, 21, 27, 33
Chicago	2—, 5, 7, 9+, *11, 20, 26, 32, 38, 44
Danville	24
Decatur	17, 23+
DeKalb	*67
Dixon	47+
Elgin	83+
Freeport	23
Galesburg	40—
Harrisburg	22
Jacksonville	29
Joliet	48+

	Channel No.
Kankakee	14
Kewanee	60—
La Salle	35
Lincoln	53+
Macomb	61+
Marion	40
Mattoon	46—
Moline. (*See* Davenport, Iowa.)	
Mt. Vernon	38—
Olney	16—
Pekin	69+
Peoria	8, 19, *37—, 43+
Quincy	10—, 21+
Rockford	13+, 39+, *45+
Rock Island. (*See* Davenport, Iowa.)	
Springfield	2+, 20+, *66+
Streator	65—
Urbana. (*See* Champaign.)	
Vandalia	28—
Waukegan	79+

INDIANA

Anderson	26+, 61
Angola	77
Bedford	68
Bloomington	4, *30—, 36
Columbus	42—
Connersville	38+
Evansville	7, 14—, 50—
Fort Wayne	15+, 21+, *27+, 33—, 69
Gary	50, *66
Hammond	56—
Indianapolis	6, 8—, 13—, *20—, 39, 67—
Jasper	19+
Kokomo	31
Lafayette	18, *47, 59
Lebanon	79+
Logansport	51
Madison	25—
Marion	29+
Michigan City	62+
Muncie	49, 55+, *71
Plymouth	34—
Princeton	52+
Richmond-Elkhart	32—
Shelbyville	58+
South Bend	16, 22, 28+, *52
Tell City	31—
Terre Haute	10, *57+, 63—, 73+
Vincennes	44+
Washington	60+

IOWA

Algona	37+
Ames	5, 25—
Atlantic	45—
Boone	19—
Burlington	32—, 38+
Carroll	39
Cedar Rapids	2, 9—, 20—, *26+
Centerville	31—
Charles City	18—
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island-Moline, Ill.	4+, 6+, *30+, 36+, 42—
Decorah	44+
Des Moines	8—, *11+, 13—, 17+, 23—
Dubuque	56+, 62—
Estherville	24+
Fairfield	54
Fort Dodge	21
Fort Madison	50+
Grinnell	71
Iowa City	*12+, 24—
Keokuk	44—
Knoxville	33—
Marshalltown	49
Mason City	3+, 35—
Muscatine	58
Newton	65+
Oelwein	28
Oskaloosa	52+
Ottumwa	15+, 63
Red Oak	32+
Shenandoah	20+
Sioux City	4—, 9, *30, 36—
Spencer	42+
Storm Lake	34+
Waterloo	7+, 16—, *22—, 46+
Webster City	27

KANSAS

Abilene	31+
Arkansas City	49
Atchison	60+
Chanute	50—
Coffeyville	33—
Colby	22—
Concordia	47—
Dodge City	6+, 23
El Dorado	55+
Emporia	39—
Fort Scott	27
Garden City	9, 11+
Goodland	10, 31
Great Bend	2, 28
Hays	7—, 20—
Hutchinson	12, 18
Independence	20
Iola	44+
Junction City	29+
Larned	15—
Lawrence	*11, 17—
Leavenworth	54—
Liberal	14
McPherson	26—
Manhattan	*8, 23+
Newton	14+
Olathe	52—
Ottawa	21—
Parsons	46—
Pittsburg	7+, 38—
Pratt	36+
Salina	34
Topeka	13+, 42, *48+
Wellington	24—
Wichita	3—, 10—, 16—, *22+
Winfield	43+

KENTUCKY

Ashland	59—
Bowling Green	13, 17+
Campbellsville	40+
Corbin	16
Danville	35+
Elizabethtown	23
Frankfort	43—
Glasgow	28+
Harlan	73+
Hazard	19—
Hopkinsville	20
Lexington	18+, 27—, 64, 70+
Louisville	3—, 11+, *15, 21—, 41—, 51—
Madisonville	26
Mayfield	63
Maysville	24+
Middlesborough	57, 63+
Murray	33—
Owensboro	62
Paducah	6+, 43, 72
Pikeville	14—
Princeton	45—
Richmond	60
Somerset	29—
Winchester	37+

LOUISIANA

Abbeville	27+
Alexandria	5, 62+, 74
Bastrop	53+
Baton Rouge	2, 18—, 28, *34, 40—
Bogalusa	69, 78
Crowley	76
De Ridder	70
Eunice	64—

	Channel No.
Franklin	46+
Hammond	57
Houma	30+
Jackson	59
Jennings	48
Lafayette	10, 38—, 67—
Lake Charles	7—, *14, 25, 60+
Minden	30
Monroe	8+, *13, 43+
Morgan City	36+
Natchitoches	17+
New Iberia	15+
New Orleans	4+, 6+, *8, 20—, 26, 32+, 61
Oakdale	54+
Opelousas	58
Ruston	20
Shreveport	3—, 12
Thibodaux	24
Winnfield	22—

MAINE

Auburn	23+
Augusta	10—, 29+
Bangor	2—, 5+, *16—
Bar Harbor	22—
Bath	65
Belfast	41—
Biddeford	59
Calais	7—, 20—
Dover-Foxcroft	18+
Fort Kent	17+
Houlton	24
Lewiston	8—, 17
Millinocket	14+
Orono	*12—
Portland	6—, 13+, *47—, 53+
Presque Isle	8, 19
Rockland	25—
Rumford	55—
Van Buren	15—
Waterville	35+

MARYLAND

Annapolis	53—
Baltimore	2+, 11—, 13+, 18, *24+, 72—
Cambridge	22+
Cumberland	17+, 30—
Frederick	62
Hagerstown	52, 68+
Salisbury	16+

MASSACHUSETTS

Amherst	*82
Barnstable	25+
Boston	*2+, 4—, 5—, 7+, 38, 44+, 56
Brockton	62
Easthampton	61
Fall River	46—, 68
Greenfield	32+, 58—
Holyoke. (*See* Springfield.)	
Lawrence	72
Lowell	78
New Bedford	6+, 28—, 34+
North Adams	19, *80+
Pittsfield	64+
Springfield-Holyoke	22, 40
Worcester	14, 20

MICHIGAN

Alma	41+
Alpena	9+, *11, 30—
Ann Arbor	20+, *26—
Bad Axe	46—
Battle Creek	58—, 64—
Bay City	5—, 63—, *73+
Benton Harbor	40+
Big Rapids	39
Cadillac	13—, 45
Calumet	5
Cheboygan	4+, 36+
Coldwater	24—
Detroit	2+, 4, 7—, 50—, *56, 62
East Lansing	60+

	Channel No.
East Tawas	25—
Escanaba	3+, *49
Flint	12—, 16—, *22—, 28
Gladstone	40—
Grand Rapids	8+, *17+, 23—
Hancock	10—
Houghton	19, *25
Iron Mountain	8—, 27
Iron River	33—
Ironwood	12—, 31—
Jackson	48
Kalamazoo	3—, *74, 46
Lansing	6—, 54
Ludington	18+
Manistee	15—
Manistique	14+
Marquette	6—, 13+, 17, *35
Midland	19+
Mount Pleasant	47—
Muskegon	29—, 35+
Parma-Onondago	10—
Petoskey	31
Pontiac	44+
Port Huron	34+
Rogers City	24
Saginaw	51—, 57—
Sault Ste. Marie	8, 10+, 28—, *34
Traverse City	7+, 20—, *26+
West Branch	21

MINNESOTA

Albert Lea	57—
Alexandria	7, 36
Austin	6—, 51+
Bemidji	4—, 24—
Brainerd	12
Cloquet	44
Crookston	21—
Detroit Lakes	18+
Duluth-Superior, Wis.	3, 6+, *8, 32, 38
Ely	16
Fairmont	40+
Faribault	20
Fergus Falls	16—
Grand Rapids	20—
Hastings	29+
Hibbing	10+
International Falls	11
Little Falls	14+
Mankato	12, 15—
Marshall	22+
Minneapolis-St. Paul	*2—, 4, 5—, 9+, 11—, 17, 23+
Montevideo	19
New Ulm	43—
Northfield	26
Owatonna	45
Red Wing	63—
Rochester	10, 55—
St. Cloud	33
St. Paul. (*See* Minneapolis.)	
Stillwater	39—
Thief River Falls	15
Virginia	26+
Wadena	27+
Willmar	31+
Winona	61
Worthington	32

MISSISSIPPI

Biloxi	13+, *44+, 50—
Brookhaven	37+
Canton	16
Clarksdale	32
Columbia	35+
Columbus	4—, 28—
Corinth	41
Greenville	21—, 27
Greenwood	6, 24+
Grenada	44
Gulfport	56—
Hattiesburg	9, 17—
Jackson	3+, 12+, *19+, 25—, 47
Kosciusko	52—
Laurel	33—

OFFICIAL TV CHANNEL ALLOCATIONS

	Channel No.
Laurel-Pachuta	7
Louisville	46—
McComb	31—
Meridian	11—, 30—, *36—
Natchez	29+
Pascagoula	22
Picayune	14—
Starkville	34—
State College	*2+
Tupelo	9—, 38
University	*20+
Vicksburg	41+
West Point	56+
Yazoo City	49

MISSOURI

Cape Girardeau	12, 18+, 69
Carthage	56—
Caruthersville	27—
Chillicothe	14—
Clinton	49—
Columbia	8+, 16+, 22—
Farmington	52
Festus	25—
Fulton	24+
Hannibal	7—, 27+
Jefferson City	13, 33+
Joplin	12+, 30+
Kansas City	4, 5+, 9+, *19+, 25+, 65
Kennett	21
Kirksville	3—, 18
Lebanon	23
Marshall	40+
Maryville	26
Mexico	45
Moberly	35+
Monett	14
Nevada	18—
Poplar Bluff	15+
Rolla	46
St. Joseph	2—, 30—, *36
St. Louis	4—, 5—, *9, 11—, 30, 36—, 42+
Sedalia	6—, 28+
Sikeston	37
Springfield	3+, 10, *26+, 32
West Plain	20—

MONTANA

Anaconda	2+
Billings	2, 8, *11
Bozeman	*9, 22—
Butte	4, 6+, *7—, 15+
Cut Bank	20+
Deer Lodge	25+
Dillon	20
Glasgow	16
Glendive	5+, 18—
Great Falls	3+, 5+, *23—
Hamilton	17+
Hardin	4+
Havre	9+, 11+
Helena	10+, 12
Kalispell	9—
Laurel	14+
Lewiston	13
Livingston	16—
Miles City	3—, *6, 10
Missoula	8—, *11—, 13—, 21+
Polson	18
Red Lodge	18+
Shelby	14—
Sidney	14
Whitefish	16+
Wolf Point	20—

NEBRASKA

Alliance	13—, 21
Beatrice	40
Broken Bow	14—
Columbus	49+
Fairbury	35
Falls City	38
Fremont	52
Grand Island	11—, 21+
Hastings	5—, 27—
Hay Springs	8
Hayes Center	6
Kearney	13, 19
Lexington	23—
Lincoln	10+, *12—, 18+, 24
McCook	8—, 17
Nebraska City	50
Norfolk	33+
North Platte	2—, 4+
Omaha	3, 6+, 7, *16, 22, 28—
Scottsbluff	10—, 16+
York	15

NEVADA

Boulder City	4+
Carlin	14
Carson City	37
Elko	10—
Ely	3—, 6+
Fallon	29—
Goldfield	5—
Hawthorne	31
Henderson	2—
Las Vegas	8—, *10+, 13—
Lovelock	18+
McGill	8+
Reno	4, 8, *21+, 27—
Tonopah	9—
Winnemucca	7+
Yerington	33

NEW HAMPSHIRE

Berlin	26
Claremont	37
Concord	75+
Durham	*11
Hanover	*27+
Keene	45—
Laconia	43
Littleton	24—
Manchester	9—, 48+
Nashua	54
Portsmouth	15
Rochester	51

NEW JERSEY

Andover	*69
Asbury Park	58
Atlantic City	46, 52+
Bridgeton	64—
Camden	*80
Freehold	*74
Hammonton	*70
Montclair	*77
Newark	13—
New Brunswick	*19—, 47+
Paterson	37+
Trenton	41+
Wildwood	48—

NEW MEXICO

Alamogordo	17
Albuquerque	4+, *5+, 7+, 13+
Artesia	21+
Atrisco-Five Points	18+
Belen	24+
Carlsbad	6—, 23
Clayton	27—
Clovis	12+, 35
Deming	14+
Farmington	17—
Gallup	3, *8—, 10
Hobbs	46
Hot Springs	19
Las Cruces	22—
Las Vegas	14—
Lordsburg	23+
Los Alamos	20—
Lovington	27
Portales	22+

	Channel No.
Raton	46—, *52
Roswell	*3+, 8, 10—
Santa Fe	2+, *9+, 11—
Silver City	*10+, 12
Socorro	15+
Tucumcari	25+

NEW YORK

Albany-Schenectady-Troy	6, 13, *17+, 23—, 35, 41
Amsterdam	52—
Auburn	37—
Batavia	33—
Binghamton	12—, 40—, *46+, 56+
Buffalo (*also see* Buffalo-Niagara Falls)	17, *23
Buffalo-Niagara Falls	2, 4—, 7+, 59
Carthage	7—
Clymer	37
Cortland	72
Dunkirk	46
Elmira	9—, 18+, 24—
Glens Falls	39+
Gloversville	29—
Hornell	50
Ithaca	*14+, 20—
Jamestown	58+
Kingston	66—
Lake Placid	5
Malone	20+, *66
Massena	14—
Middletown	60
New York	2, 4, 5+, 7, 9+, 11+, *25, 31—
Niagara Falls. (*See* Buffalo-Niagara Falls.)	
Ogdensburg	24+
Olean	54+
Oneonta	62—
Oswego	31
Patchogue	75
Plattsburg	28+
Poughkeepsie	21—, *83
Rochester	5—, 10+, 15—, *21, 27+
Rome. (*See* Utica.)	
Saranac Lake	18
Schenectady. (*See* Albany.)	
Syracuse	3—, 8, *43+
Troy. (*See* Albany.)	
Utica-Rome	2—, *25+, 54—
Vail Mills	10—
Watertown	48

NORTH CAROLINA

Ahoskie	53
Albermarle	20
Asheville	13—, *56—, 62+, 78
Burlington	63
Burnsville	18
Chapel Hill	*4+
Charlotte	3, 9+, 36+, *42+
Durham	11+, *40—, 46+, 73—
Elizabeth City	31+
Fayetteville	18—, 54—
Gastonia	48
Goldsboro	34, 72
Greensboro	2—, *51—, 57—
Greenville	9—
Henderson	52—
Hendersonville	27
Hickory	30—
High Point	15+
Jacksonville	16
Kannapolis	59+
Kinston	45
Laurinburg	41—
Lumberton	21+
Mount Airy	55
New Bern	13—
Raleigh	5, *22—, 28—
Roanoke Rapids	30+
Rocky Mount	50+
Salisbury	80
Sanford	38

	Channel No.
Shelby	39
Southern Pines	49
Statesville	64—
Washington	7
Wilmington	3—, 6, 29—, *35+
Wilson	56
Winston-Salem	12, 26+, *32—

NORTH DAKOTA

Bismarck	5, 12—, 18, *24
Bottineau	16+
Carrington	26—
Devils Lake	8+, 14—
Dickinson	2+, 4, *17
Fargo	6, 11+, *34—, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22+
Jamestown	7—, 42
Lisbon	23
Minot	*6+, 10—, 13+
New Rockford	20+
Rugby	38—
Valley City	4—, 32—
Wahpeton	45+
Williston	8—, 11—, *34+

OHIO

Akron	49+, *55—, 61+
Ashtabula	15
Athens	62—
Bellefontaine	63
Bowling Green	*70
Cambridge	26
Canton	29
Chillicothe	56+
Cincinnati	5—, 9, 12, *48—, 54—, 74—
Cleveland	3, 5+, 8, 19, *25+, 65+
Columbus	4—, 6+, *34, 40—
Coshocton	20
Dayton	2, 7+, *16+, 22+
Defiance	43
Findlay	53
Fremont	59+
Gallipolis	72
Hamilton-Middletown	65
Lancaster	28—
Lima	35—, 73
Lorain	31—
Mansfield	36+
Marion	17—
Massilion	23+
Middletown. (*See* Hamilton.)	
Mount Vernon	58
Newark	60—
Oxford	14+
Piqua	44—
Portsmouth	30
Sandusky	42+
Springfield	52—, 76
Steubenville. (*See* Wheeling, W. Va.)	
Tiffin	47+
Toledo	11—, 13, *30+, 79
Warren	67+
Youngstown (also see Youngstown, Ohio—New Castle, Pa.)	21—, 27, 73—
Youngstown, Ohio-New Castle, Pa.	45—
Zanesville	18—, 50+

OKLAHOMA

Ada	10+, 50+
Altus	36
Alva	30
Anadarko	58—
Ardmore	12—, 55—
Bartlesville	62—
Blackwell	51—
Chickasha	64
Claremore	15
Clinton	32—
Duncan	39—
Durant	27—
Elk City	8+, 15+, 26+
El Reno	56+

	Channel No.
Enid	5, 21, *27+
Frederick	44
Guthrie	48
Guymon	20+
Hobart	23+
Holdenville	14—
Hugo	21+
Lawton	7+, *28+, 34—
McAlester	47
Miami	58+
Muskogee	8—, *45+, 66+
Norman	31—, *37—
Oklahoma City	4—, 9—, *13, 19+, 25—
Okmulgee	26
Pauls Valley	61
Ponca City	40—
Pryor Creek	54
Sapulpa	42—
Seminole	59
Shawnee	53—
Stillwater	29—, *69
Tulsa	2+, 6, *11—, 17+, 23, 8—
Vinita	28—
Woodward	35+

OREGON

Albany	55+
Ashland	14—
Astoria	30—
Baker	37+
Bend	15—
Brookings	8+
Burns	16
Coos Bay	11
Corvallis	*7—, 49—
Eugene	*9+, 13, 20+, 26
Grants Pass	30
Klamath Falls	2—, 17
La Grande	13+
Lebanon	43+
McMinnville	46—
Medford	5
North Bend	16+
Pendleton	28
Portland	2, 6+, 8—, *10, 12,21—, 27+
Roseburg	4+, 28+
Salem	3+, *18—, 24+, 66
Springfield	37—
The Dalles	32

PENNSYLVANIA

Allentown	39, 67
Altoona	10—, 19+, 25—
Bethlehem	51—
Bradford	70—
Butler	43—
Chambersburg	46—
Du Bois	31+
Easton	57—
Emporium	42—
Erie	12, 35+, *41—, 66+
Harrisburg	27—, 55+, 71+
Hazleton	63
Irwin	4+
Johnstown	6, 56—
Lancaster	8—, 21+
Lebanon	15+
Lewistown	74—
Lock Haven	32—
Meadville	62+
New Castle (see Youngstown, Ohio—New Castle, Pa.)	
Oil City	64
Philadelphia	3, 6—, 10, 17—, 23+, 29, *35—
Pittsburgh	2—, 11, *13—, 16, 47—, 53+
Reading	33+, 61—
Scranton	16—, 22—, 44
Shamokin	65
Sharon	39+
Shinglehouse	26+
State College	*48+
Sunbury	38
Uniontown	14
Washington	63+
Wilkes-Barre	28, 34
Williamsport	36—
York	43, 49

RHODE ISLAND

Providence	10+, 12+, 16, *36+

SOUTH CAROLINA

Aiken	54
Anderson	40, 58—
Camden	14
Charleston	2+, 5+, *13, 17+
Clemson	*68
Columbia	10—, *19+, 25—, 67+
Conway	23—
Florence	8—, 60
Georgetown	27—
Greenville	4—, 23+, *29
Greenwood	21—
Lake City	55+
Lancaster	31—
Laurens	45—
Marion	43—
Newberry	70
Orangeburg	44—
Rock Hill	61—
Spartanburg	7+, 17—, 74—
Sumter	47
Union	65—

SOUTH DAKOTA

Aberdeen	9—, 17+
Belle Fourche	23+
Brookings	*8, 25
Hot Springs	17+
Huron	12+, 15+
Lead	5—, 26
Madison	46
Mitchell	5+, 20—
Mobridge	27—
Pierre	10+, *22+
Rapid City	3+, 7+, 15—
Reliance	6—
Sioux Falls	11, 13+, 38+, *44—
Sturgis	20
Vermillion	*2+, 41
Watertown	3,—, 35+
Winner	18—
Yankton	17—

TENNESSEE

Athens	14+
Bristol, Tenn.-Bristol, Va.	5+, 46—
Chattanooga	3+, 12—, 43+, 49+, *55—
Clarksville	53
Cleveland	38+
Columbia	39—
Cookeville	24, *69
Crossville	*77
Covington	19—
Dyersburg	46+
Elizabethton	22+
Fayetteville	27+
Gallatin	48+
Harriman	67
Humboldt	25
Jackson	7+, 16+
Johnson City	11—, 34+
Kingsport	28
Knoxville	6, 10+, *20+, 26—
Lawrenceburg	50+
Lebanon	58
Lexington	*11
McMinnville	46
Maryville	51
Memphis	3, 5+, *10+, 13+, 42—, 48—
Morristown	54+
Murfreesboro	18—
Nashville	*2—, 4+, 5, 8+, 30+, 36+
Oak Ridge	32+
Paris	51+
Pulaski	44—

	Channel No.
Shelbyville	56
Sneedville	*2+
Springfield	42
Tullahoma	68—
Union City	55

TEXAS

Abilene	9+, 33—
Alice	34+
Alpine	12—
Amarillo	*2—, 4, 7, 10
Athens	25+
Austin	7+, 18—, 24, *70—
Ballinger	25
Bay City	33
Beaumont-Port Arthur	4—, 6—, 31+, *37
Beeville	38—
Big Spring	4—, 34+
Bonham	43
Borger	33
Brady	15—
Breckenridge	14+
Brenham	52—
Brownfield	15
Brownsville (*also see* Brownsville-Harlingen-Weslaco)	36
Brownsville-Harlingen-Weslaco[1]	4+, 5—
Brownwood	19
Bryan	54—
Bryan-College Station (*also see* College Station)	3+
Childress	40
Cleburne	57
Coleman	21—
College Station (*also see* Bryan-College Station)	*48—
Conroe	20+
Corpus Christi	6+, 10—, *16+, 22, 43
Corsicana	47+
Crockett	56
Crystal City	28+
Cuero	25—
Dalhart	16
Dallas	4+, 8, *13+, 23, 29, 73
Del Rio	16—
Denison	52
Denton	*2, 17
Eagle Pass	26
Edinburg	26—
El Campo	27
El Paso	4, *7, 9, 13, 20+, 26+
Falfurrias	52
Floydada	45
Fort Stockton	22
Fort Worth	5+, 11—, 20—, *26—
Gainesville	49—
Galveston	11+, 35—, 41—, *47—
Gonzales	64+
Greenville	69—
Harlingen (*also see* Brownsville-Harlingen-Weslaco)	23
Hebbronville	58
Henderson	42+
Hereford	19—
Hillsboro	63
Houston	2—, *8—, 13—, 23+, 29—, 39—
Huntsville	15
Jacksonville	36—
Jasper	49+
Kermit	14
Kilgore	59—
Kingsville	40
Lamesa	28
Lampasas	40—
Laredo	8, 13, *15+
Levelland	38—
Littlefield	32
Longview	32, 38+
Lubbock	5—, 11, 13—, *20, 26
Lufkin	9, 46—

[1] These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

	Channel No.
McAllen	20—
McKinney	65—
Marfa	19+
Marshall	16—
Mercedes	32
Mexia	50—
Midland	2+, 18
Mineral Wells	38
Mission	14
Monahans	9—
Mount Pleasant	35
Nacogdoches	19—, 40+
New Braunfels	62—
Odessa	7—, 24—
Orange	43—
Pampa	17—
Paris	33+
Pearsall	31
Pecos	16+
Perryton	22
Plainview	29+
Port Arthur. (*See* Beaumont.)	
Quanah	42
Raymondville	42
Rosenberg	17—
San Angelo	3—, 8+, 17+, *23—
San Antonio	4, 5, *9—, 12+, 35+, 41+
San Benito	48
San Marcos	53+
Seguin	14—
Seymour	24+
Sherman	46+
Snyder	30+
Stephenville	32+
Sulphur Springs	41
Sweetwater	12
Taylor	58+
Temple	6, 16, 22+
Terrell	53
Texarkana	6+, *18, 24—
Tyler	7, 61+, 72
Uvalde	20
Vernon	18+
Victoria	19+
Waco	10+, *28—, 34
Waxahachie	45—
Weatherford	51
Weslaco. (*See* Brownsville-Harlingen-Weslaco.)	
Wichita Falls	3, 6—, *16+, 22—

UTAH

Brigham	36—
Cedar City	5
Logan	12—, 30, *46
Ogden	9+, *18—, 24
Price	6
Provo	11+, 22, *28
Richfield	13+
St. George	18+
Salt Lake City	2—, 4—, 5+, *7—, 20+, 26
Tooele	44
Vernal	8+

VERMONT

Bennington	74+
Brattleboro	77+
Burlington	3, *16+, 22+
Montpelier	57
Newport	46
Rutland	49+
St. Albans	34—
St. Johnsbury	30

VIRGINIA

Blacksburg	*60+
Bristol. (*See* Bristol, Tenn.)	
Charlottesville	*45+, 64+
Covington	44+
Danville	24—
Emporia	25+
Farmville	19
Fredericksburg	47

	Channel No.
Front Royal	39—
Harrisonburg	3—, 34—
Lexington	54
Lynchburg	13, 16—
Marion	50
Martinsville	35—
Newport News. (*See* Norfolk-Portsmouth-Newport News.)	
Norfolk-Portsmouth (*also see* Norfolk-Portsmouth-Newport News)	27
Norfolk-Portsmouth-Newport News (*also see* Norfolk-Portsmouth)	3+, 10+, 15, *21—, 33
Norton	52+
Petersburg	8, 41
Portsmouth. (*See* Norfolk-Portsmouth and *also see* Norfolk,Portsmouth-Newport News.)	
Pulaski	37—
Richmond	6+, 12—, *23, 29+
Roanoke	7—, 10, 27+, *33—
South Boston	14+
Staunton	36
Waynesboro	42
Williamsburg	17
Winchester	28+

WASHINGTON

Aberdeen	58
Anacortes	34
Bellingham	12+, 18+, 24—
Bremerton	44, 50
Centralia	17
Clarkston	34+, 40+
Ellensburg	49, *65
Ephrata	16—, 43
Everett	22—, 28—
Grand Coulee	37
Hoquiam	52
Kelso	39
Kennewick (*also see* Kennewick-Richland-Pasco)	31
Kennewick-Richland-Pasco	*41
Longview	33
Moses Lake	61
Olympia	60
Omak-Okanogan	*35—
Okanogan. (*See* Omak.)	
Pasco (*also see* Kennewick-Richland-Pasco)	19—
Port Angeles	16—
Pullman	*10—, 24
Richland (*also see* Kennewick-Richland-Pasco)	25
Seattle	4, 5+, 7, *9, 20, 26+
Spokane	2—, 4—, 6—, *7+
Tacoma	11+, 13—, *56, 62
Walla Walla	5—, 8, *22
Wenatchee	*45, 55, 67
Yakima	23+, 29+, *47

WEST VIRGINIA

Beckley	4, 21, 66
Bluefield	6—, 41+
Charleston	8+, *43+, 49—
Clarksburg	12+, 22, 69—
Elkins	40+
Fairmont	35
Hinton	31
Huntington	3+, 13+, *53—
Logan	23—
Martinsburg	58—
Morgantown	*24—
Parkersburg	15—
Welch	25
Weston	5, 32
Wheeling	*57+
Wheeling-Steubenville, Ohio	7, 9+, 51+
Williamson	17

WISCONSIN

Adams	*58+
Appleton	42+
Ashland	15+
Beaver Dam	37
Beloit	57
Chilton	*24+
Eau Claire	13, *19+, 25+
Fond du Lac	54+
Green Bay	2+, 5+, 70+
Janesville	63+
Kenosha	61—
La Crosse	8+, *32+, 38—, 72
Madison	3, *21—, 27—, 33+
Manitowoc	65
Marinette	11+, 32—, *38+
Milwaukee	4—, *10+, 12, 19—, 25, 31+
Oshkosh	48—
Park Falls	*18
Portage	17—
Prairie du Chien	34
Racine	49—, 55
Rhinelander	22
Rice Lake	21+
Richland Center	15, *66—
Sheboygan	59—
Shell Lake	*30—
Sparta	50—
Stevens Point	20+, 26—
Sturgeon Bay	44—
Superior. (*See* Duluth, Minn.)	
Wausau	9, 7—, 16+, *46—
Whitefish Bay	6
Wisconsin Rapids	14—

WYOMING

Buffalo	29
Casper	2+, 6+
Cheyenne	5+
Cody	24—
Douglas	14
Evanston	14—
Gillette	31—
Green River	16
Greybull	40
Lander	17—
Laramie	*8+, 18+
Lovell	36+
Lusk	19—
Newcastle	28+
Powell	30+
Rawlins	11—
Riverton	10+
Rock Springs	13
Sheridan	9—, 12+
Thermopolis	15
Torrington	27
Wheatland	24+
Worland	34

U. S. Territories and Possessions

ALASKA

Anchorage	2—, *7—, 11, 13—
Fairbanks	2+, 4+, 7+, *9+, 11+, 13+
Juneau	*3, 8, 10
Ketchikan	2, 4, *9
Seward	4—, 9—
Sitka	13

GUAM

Agana	8, 10

HAWAIIAN ISLANDS

Hilo, Hawaii	2, *4, 7, 9, 11, 13
Honolulu, Oahu	2+, 4—, *7+, 9—, 11+, 13—
Lihue, Kauai	3+, *8—, 10+, 12—
Wailuku, Maui	3, 8, *10, 12

PUERTO RICO

Arecibo	12+
Caguas	11—
Mayaguez	3+, 5—
Fajardo	
Ponce	7+, 9—
San Juan	2+, 4—, *6+

VIRGIN ISLANDS

Charlotte Amalie	10—, 12+
Christiansted	8+

COLOR EQUIPPED STATIONS—U. S. A.

• As of February 1, 1958

CBS-TV

CITY	STATION	NETWORK REBROADCAST	LOCAL ORIGINATION SLIDE	LOCAL ORIGINATION FILM	LOCAL ORIGINATION STUDIO
		BASIC AFFILIATES			
Albany, N. Y.	WCDA-TV	•	—	—	—
Atlanta, Ga.	WAGA-TV	•	•	•	—
Baltimore, Md.	WMAR-TV	•	•	•	—
Birmingham, Ala.	WBRC-TV	•	—	—	—
Boston, Mass.	WNAC-TV	•	—	—	—
Buffalo, N. Y.	WBEN-TV	•	•	•	•
Charleston, W. Va.	WCHS-TV	•	•	•	—
Charlotte, N. C.	WBTV	•	•	•	•
Chicago, Ill.	WBBM-TV	•	—	—	—
Cincinnati, Ohio	WKRC-TV	•	—	—	—
Cleveland, Ohio	WJW-TV	•	—	—	—
Columbus, Ohio	WBNS-TV	•	—	—	—
Dallas, Texas	KRLD-TV	•	•	•	—
Dayton, Ohio	WHIO-TV	•	—	—	—
Denver, Colo.	KLZ-TV	•	—	—	—
Des Moines, Iowa	KRNT-TV	•	—	—	—
Detroit, Mich.	WJBK-TV	•	—	—	—
Fresno, Calif.	KFRE-TV	•	—	—	—
Greensboro-Winston-Salem, N. C.	WFMY-TV	•	•	•	—
Hartford, Conn.	WHCT	•	—	—	—
Houston-Galveston, Texas	KGUL-TV	•	—	—	—
Indianapolis, Ind.	WISH-TV	•	—	—	—
Jacksonville, Fla.	WMBR-TV	•	—	—	—
Kalamazoo-Grand Rapids, Mich.	WKZO-TV	•	—	—	—
Kansas City, Mo.	KCMO-TV	•	—	—	—
Los Angeles, Calif.	KNXT	•	•	•	•
Louisville, Ky.	WHAS-TV	•	—	—	—
Memphis, Tenn.	WREC-TV	•	—	—	—
Miami, Fla.	WJTV	•	•	•	•
Milwaukee, Wisc.	WXIX	•	—	—	—
Minneapolis, Minn.	WCCO-TV	•	—	—	•
Nashville, Tenn.	WLAC-TV	•	—	—	—
New Orleans, La.	WWL-TV	•	—	—	—
New York, N. Y.	WCBS-TV	•	•	•	•
Norfolk, Va.	WTAR-TV	•	•	•	—
Oklahoma City, Okla.	KWTV	•	—	—	—
Omaha, Neb.	WOW-TV	•	—	—	—
Philadelphia, Pa.	WCAU-TV	•	•	•	—
Pittsburgh, Pa.	KDKA-TV	•	•	•	—
Portland, Ore.	KOIN-TV	•	•	•	—
Providence, R. I.	WPRO-TV	—	—	—	—
Richmond, Va.	WRVA-TV	•	•	•	—
Rochester, N. Y.	WHEC-TV-WVET-TV	•	—	—	—
Rock Island, Ill.	WHBF-TV	•	—	—	—
Sacramento, Calif.	KBET-TV	•	•	•	—
St. Louis, Mo.	KWK-TV	•	—	—	—
Salt Lake City, Utah	KSL-TV	•	—	—	—
San Antonio, Texas	KENS-TV	•	—	—	—
San Diego, Calif.	KFMB-TV	•	—	—	—
San Francisco, Calif.	KPIX	•	—	—	—

• Equipment in use.
— No equipment.

✲ ✲ NETWORK COLOR EQUIPPED STATIONS ✲ ✲

CITY	STATION	REBROADCAST NETWORK	LOCAL ORIGINATION SLIDE	LOCAL ORIGINATION FILM	LOCAL ORIGINATION STUDIO
Seattle-Tacoma, Wash.	KTNT-TV	●	—	—	—
Shreveport, La.	KSLA-TV	●	—	—	—
Syracuse, N. Y.	WHEN-TV	●	—	—	—
Tampa, Fla.	WTVT	●	●	●	—
Toledo, Ohio	WSPD-TV	●	—	—	—
Tulsa, Okla.	KOTV	●	—	—	—
Washington, D. C.	WTOP-TV	●	●	●	—
Wichita-Hutchinson, Kan.	KTVH	●	—	—	—
BASIC OPTIONAL					
Altoona, Pa.	WFBG-TV	●	—	—	—
Augusta, Ga.	WRDW-TV	—	—	—	—
Austin, Texas	KTBC-TV	●	—	—	—
Bakersfield, Calif.	KBAK-TV	—	—	—	—
Baton Rouge, La.	WAFB-TV	—	—	—	—
Beaumont, Texas	KFDM-TV	●	—	—	—
Binghamton, N. Y.	WNBF-TV	●	—	—	—
Burlington, Vt.	WCAX-TV	—	—	—	—
Cedar Rapids, Iowa	WMT-TV	●	—	—	—
Champaign, Ill.	WCIA	●	—	—	—
Charleston, S. C.	WCSC-TV	●	—	—	—
Chattanooga, Tenn.	WDEF-TV	●	—	—	—
Columbia, S. C.	WNOK-TV	●	—	—	—
Columbus, Ga.	WRBL-TV	●	—	—	—
Corpus Christi, Texas	KZTV	●	—	—	—
Duluth, Minn.	KDAL-TV	—	—	—	—
El Paso, Texas	KROD-TV	●	—	—	—
Erie, Pa.	WSEE-TV	●	—	—	—
Florence, S. C.	WBTW	●	—	—	—
Fort Wayne, Ind.	WIN-T	●	—	—	—
Green Bay, Wisc.	WBAY-TV	●	—	—	—
Greenville, N. C.	WNCT	●	—	—	—
Harrisburg, Pa.	WHP-TV	—	—	—	—
Henderson-Evansville, Ind.	WEHT	●	—	—	—
Huntington, W. Va.	WHTN-TV	—	—	—	—
Jackson, Miss.	WJTV	●	—	—	—
Johnson City, Tenn.	WJHL-TV	●	—	—	—
Knoxville, Tenn.	WBIR-TV	●	—	—	—
Lansing, Mich.	WJIM-TV	●	—	—	—
Little Rock-Pine Bluff, Ark.	KTHV	—	—	—	—
Macon, Ga.	WMAZ-TV	●	—	—	—
Madison, Wisc.	WISC-TV	●	●	●	●
Mobile, Ala.	WKRG-TV	●	—	—	—
Montgomery, Ala.	WCOV-TV	●	—	—	—
New Orleans, La.	WDSU-TV	●	●	●	●
Orlando, Fla.	WDBO-TV	●	—	—	—
Peoria, Ill.	WMBD-TV	●	—	—	—
Phoenix, Ariz.	KOOL-TV	●	—	—	—
Portland, Maine	WGAN-TV	●	—	—	—
Roanoke, Va.	WDBJ-TV	●	●	●	—
Rockford, Ill.	WREX-TV	●	—	—	●
Scranton, Pa.	WGBI-TV	●	—	—	—
Sioux City, Iowa	KVTV	●	—	—	—
South Bend, Ind.	WSBT	●	—	—	—
Spartanburg, S. C.	WSPA-TV	●	—	—	—
Spokane, Wash.	KXLY-TV	●	—	—	—
Springfield-Holyoke, Mass.	WHYN-TV	●	—	—	—
Springfield, Mo.	KTTS-TV	●	—	—	—
Steubenville-Wheeling, Ohio	WSTV-TV	●	—	—	—
Terre Haute, Ind.	WTHI-TV	●	—	—	—
Topeka, Kan.	WIBW-TV	●	—	—	—
Youngstown, Ohio	WKBN-TV	●	—	—	—
SUPPLEMENTARY INTERCONNECTED					
Albuquerque, N. M.	KGGM-TV	●	—	—	—
Amarillo, Texas	KFDA-TV	—	—	—	—
Anderson, S. C.	WAIM-TV	●	—	—	—
Bangor, Me.	W-TWO	●	—	—	—
Cadillac, Mich.	WWTV	—	—	—	—
Cape Girardeau, Mo.	KFVS-TV	●	—	—	—
Cheyenne, Wyo.	KFBC-TV	●	—	—	—
Chico, Calif.	KHSL-TV	—	—	—	—
Colorado Springs, Colo.	KKTV	—	—	—	—
Eureka, Calif.	KIEM-TV	—	—	—	—
Fort Smith, Ark.	KNAC-TV	—	—	—	—
Harlingen, Texas	KGBT-TV	—	—	—	—

● Equipment in use.
— No equipment.

(Continued on Next Page)

SUPPLEMENTARY INTERCONNECTED (CONT.)

(Continued from Preceding Page)

CITY	STATION	NETWORK REBROADCAST	LOCAL ORIGINATION SLIDE	LOCAL ORIGINATION FILM	LOCAL ORIGINATION STUDIO
Jefferson City, Mo.	KRCG-TV	—	—	—	—
Johnstown, Pa.	WARD-TV	—	—	—	—
Joplin, Mo.	KODE-TV	●	—	—	—
Kearney, Neb.	KHOL-TV	●	—	—	—
La Crosse, Wisc.	WKBT	—	—	—	—
Lafayette, La.	KLFY-TV	●	—	—	—
Lancaster, Pa.	WGAL-TV	●	●	●	—
Lima, Ohio	WIMA-TV	—	—	—	—
Lincoln, Neb.	KOLN-TV	—	—	—	—
Lubbock, Texas	KDUB-TV	●	●	●	—
Mason City, Iowa	KGLO-TV	●	—	—	—
Medford, Ore.	KBES-TV	●	—	—	—
Meridian, Miss.	WTOK-TV	●	—	—	—
Minot, N. D.	KCJB-TV	●	●	●	—
Monroe, La.	KNOE-TV	●	—	—	—
Mt. Washington, N. H.	WMTW	—	—	—	—
Odessa, Texas	KOSA-TV	—	—	—	—
Quincy-Hannibal, Mo.	KHQA-TV	●	—	—	—
Raleigh, N. C.	WNAO-TV	●	—	—	—
Reno, Nevada	KOLO-TV	—	—	—	—
Saginaw, Mich.	WKNX-TV	●	—	—	—
St. Joseph, Mo.	KFEQ-TV	—	—	—	—
Salinas-Monterey, Calif.	KSEW-TV	●	—	—	—
San Angelo, Texas	KTXL-TV	—	—	—	—
Savannah, Ga.	WTOC-TV	●	—	—	—
Texarkana, Texas	KCMC-TV	●	—	—	—
Tucson, Ariz.	KOPO-TV	—	—	—	—
Valley City, N. D.	KXJB-TV	●	●	●	—
Waco, Texas	KWTX-TV	●	—	—	—
Watertown-Carthage, N. Y.	WCNY-TV	—	—	—	—
Wausau, Wisc.	WSAU-TV	—	—	—	—
Wichita Falls Texas	KSYD-TV	●	—	—	—
Yakima, Wash.	KIMA-TV	●	—	—	—
SUPPLEMENTARY NON-INTERCONNECTED					
Billings, Mont.	KOOK-TV	—	—	—	—
Boise, Idaho	KBOI-TV	—	—	—	—
Great Falls, Mont.	KFBB-TV	—	—	—	—
Idaho Falls, Idaho	KID-TV	—	—	—	—
Tallahassee-Thomasville	WCTV	—	—	—	—
EXTENDED MARKET PLAN					
Agana, Guam	KUAM-TV	—	—	—	—
Bellingham, Wash.	KVOS-TV	—	—	—	—
Big Spring, Texas	KBST-TV	—	—	—	—
Carlsbad, N. M.	KAVE-TV	—	—	—	—
Casper, Wyoming	KSPR-TV	—	—	—	—
Clovis N. M.	KICA-TV	—	—	—	—
Columbus, Miss.	WCBI-TV	—	—	—	—
Decatur, Ala.	WMSL-TV	—	—	—	—
Dickinson, N. D.	KDIX-TV	—	—	—	—
Dothan, Ala.	WTVY	—	—	—	—
Ensign, Kansas	KTVC	—	—	—	—
Fayetteville, N. C.	WFLB-TV	●	—	—	—
Fort Myers, Fla.	WINK-TV	—	—	—	—
Goodland, Kan.	KWCB-TV	—	—	—	—
Grand Junction, Colo.	KREX-TV	—	—	—	—
Jackson, Tenn.	WDXI-TV	●	—	—	—
Juneau, Alaska	KINY-TV	—	—	—	—
Kalispell, Mont.	KEEZ-TV	—	—	—	—
Klamath Falls, Ore.	KOTI-TV	—	—	—	—
Lafayette, Ind.	WFAM-TV	●	—	—	—
Lake Charles, La.	KTAG-TV	—	—	—	—
Laredo, Texas	KHAD-TV	—	—	—	—
Las Vegas, Nevada	KLAS-TV	●	—	—	—
Marquette, Mich.	WDMJ-TV	—	—	—	—
Missoula, Mont.	KGVO-TV	—	—	—	—
Ottumwa, Iowa	KTVO	●	—	—	—
Panama City, Fla.	WJDM-TV	—	—	—	—
Parkersburg, W. Va.	WTAP	—	—	—	—
Presque Isle, Me.	WAGM-TV	—	—	—	—
Rapid City, S. D.	KOTA-TV	●	—	—	—
Salisbury, Md.	WBOC-TV	—	—	—	—
San Luis Obispo, Calif.	KVEC-TV	—	—	—	—
Twin Falls, Idaho	KLIX-TV	—	—	—	—
Sweetwater-Abilene, Texas	KPAR-TV	●	—	—	—
Yuma, Ariz.	KIVA	—	—	—	—

● Equipment in use.
— No equipment.

NBC-TV

CITY	STATION	NETWORK REBROADCAST	SLIDE	LOCAL ORIGINATION FILM	STUDIO
INTERCONNECTED BASIC AFFILIATES					
Atlanta, Ga.	WSB-TV	●	●	●	—
Baltimore, Md.	WBAL-TV	●	●	●	●
Birmingham, Ala.	WABT	●	●	●	—
Boston, Mass.	WBZ-TV	●	●	●	—
Buffalo, N. Y.	WBUF	●	—	—	—
Chicago, Ill.	WNBQ	●	●	●	●
Cincinnati, O.	WLW-T	●	●	●	●
Cleveland, O.	KYW-TV	●	—	—	—
Columbus, O.	WLW-C	●	—	—	—
Dallas, Tex	WFAA-TV	●	●	●	●
Davenport, Iowa	WOC-TV	●	—	—	—
Dayton, O.	WLW-D	●	—	—	—
Denver, Colo.	KOA-TV	●	Spring 1959	Spring 1959	●
Des Moines, Iowa	WHO-TV	●	●	●	—
Detroit, Mich.	WWJ-TV	●	●	●	—
Ft. Worth, Tex.	WBAP-TV	●	●	●	—
Fresno, Calif.	KMJ-TV	●	●	●	●
Grand Rapids, Mich.	WOOD-TV	●	—	—	—
Traverse City, (S)	WPBN-TV	●	—	—	—
Hartford-New Britain	WNBC-TV	●	—	—	—
Houston, Tex.	KPRC-TV	●	●	●	—
Lufkin (S)	KTRE-TV	—	—	—	—
Huntington-Charleston	WSAZ-TV	●	●	●	●
Indianapolis, Ind.	WFBM-TV	●	●	●	●
Jacksonville, Fla.	WFGA-TV	●	●	●	●
Johnstown, Pa.	WJAC-TV	●	●	●	●
Kansas City, Kans.	WDAF-TV	●	●	●	●
Lancaster-Harrisburg-York	WGAL-TV	●	●	●	—
Lansing, Mich.	WJIM-TV	●	●	●	●
Los Angeles, Calif.	KRCA	●	●	●	●
Louisville, Ky.	WAVE-TV	●	—	—	—
Memphis, Tenn.	WMCT	●	—	—	—
Tupelo, Miss. (S)	KTWV	●	—	—	—
Miami, Fla.	WCKT	●	●	●	—
Milwaukee, Wisc.	WTMJ-TV	●	●	●	●
Minneapolis-St. Paul,	KSTP-TV	●	●	●	—
Nashville, Tenn.	WSM-TV	●	●	●	—
New Orleans, La.	WDSU-TV	●	●	●	●
New York, N. Y.	WRCA-TV	●	●	●	●
Norfolk, Va.	WVEC-TV	●	—	—	—
Oklahoma City, Okla.	WKY-TV	●	●	●	●
Omaha, Neb.	KMTV	●	●	●	●
Philadelphia, Pa.	WRCV-TV	●	●	●	●
Pittsburgh, Pa.	WIIC-TV	●	—	—	—
Portland, Ore.	KPTV	●	—	—	—
Providence, R. I.	WJAR-TV	●	—	—	—
Richmond-Petersburg	WXEX-TV	●	●	●	—
Rochester, N. Y.	WROC-TV	●	—	—	—
Sacramento, Calif.	KCRA-TV	●	●	●	—
Salt Lake City, Utah	KTVT	●	●	—	—
San Antonio, Tex.	WOAI-TV	●	●	●	●
San Diego, Calif.	KFSD-TV	●	Feb. 1958	Feb. 1958	—
San Francisco, Calif.	KRON-TV	●	●	●	●
Schenectady, N. Y.	WRGB	●	●	●	May 1958
Seattle-Tacoma, Wash.	KOMO-TV	●	●	●	●
St. Louis, Mo.	KSD-TV	●	●	●	—
Syracuse, N. Y.	WSYR-TV	●	●	●	—
Elmira, N. Y. (S)	WSYE-TV	—	—	—	—
Tampa-St. Petersburg, Fla.	WFLA-TV	●	●	●	—
Tulsa, Okla.	KVOO-TV	●	●	●	—
Washington, D. C.	WRC-TV	●	Feb. 1958	Feb. 1958	Feb. 1958
Wichita, Kans.	KARD-TV	●	●	●	●
Wilkes-Barre-Scranton, Pa.	WBRE-TV	●	●	●	●
Youngstown, O.	WFMJ-TV	●	—	—	—

● Equipment in use.
— No equipment.
(S) Satellite station.

(Continued on Next Page)

NETWORK COLOR EQUIPPED STATIONS

(Continued from Preceding Page)

CITY	STATION	NETWORK REBROADCAST	LOCAL ORIGINATION SLIDE	LOCAL ORIGINATION FILM	LOCAL ORIGINATION STUDIO
NBC-TV INTERCONNECTED AFFILIATES INDIVIDUALLY AVAILABLE					
Abilene, Tex.	KRBC-TV	—	—	—	—
Albany, Ga.	WALB-TV	●	—	—	—
Albuquerque, N. M.	KOB-TV	●	—	—	—
Alexandria, La.	KALB-TV	—	—	—	—
Amarillo, Tex.	KGNC-TV	●	—	—	—
Ardmore, Okla.	KVSC-TV	●	—	—	—
Asheville, N. C.	WISE-TV	—	—	—	—
Augusta, Ga.	WJBF	●	1958	1958	—
Austin, Tex.	KTBC-TV	●	Dec. 1958	Dec. 1958	Dec. 1958
Bakersfield, Calif.	KERO-TV	●	—	—	—
Bangor, Me.	WABI-TV	—	—	—	—
Presque Isle, Me. (S)	WAGM-TV	—	—	—	—
Baton Rouge, La.	WBRZ	●	—	—	—
Beaumont-Port Arthur, Tex.	KPAC-TV	●	—	—	—
Binghamton, N. Y.	WNBF-TV	●	—	—	—
Binghamton, N. Y.	WINR-TV	●	—	—	—
Bismarck, N. D.	KFYR-TV	●	—	—	—
Williston, N. D. (S)	KUMU-TV	—	—	—	—
Bluefield, W. Va.	WHIS-TV	●	—	—	—
Bristol, Va.-Tenn.	WCYB-TV	●	●	●	—
Butte, Mont.	KXLF-TV	—	—	—	—
Casper, Wyo.	KTWO-TV	April 1958	—	—	—
Champaign-Urbana, Ill.	WCIA	●	—	—	—
Charleston, S. C.	WUSN-TV	●	—	—	—
Charlotte, N. C.	WSOC-TV	●	—	—	—
Chattanooga, Tenn.	WRGP-TV	●	—	—	—
Cheyenne, Wyo.	KFBC-TV	●	—	—	—
Scotts Bluff, Neb. (S)	KSTF	—	—	—	—
Clarksburg, W. Va.	WBOY-TV	—	—	—	—
Colorado Springs, Colo.	KRDO-TV	—	—	—	—
Columbia, Mo.	KOMU-TV	—	—	—	—
Columbia, S. C.	WIS-TV	●	—	—	—
Columbus, Ga.	WTVM	●	—	—	—
Columbus, Miss.	WCBI-TV	—	—	—	—
Corpus Christi, Tex.	KRIS-TV	●	●	●	—
Daytona Beach, Fla.	WESH-TV	●	—	—	—
Decatur, Ala.	WMSL-TV	—	—	—	—
Duluth-Superior	WDSM-TV	●	—	—	—
Eau Claire, Wisc.	WEAU-TV	●	1958	1958	—
El Dorado, Ark.	KRBB	1958	—	—	—
El Paso, Tex.	KTSM-TV	●	—	—	—
Erie, Pa.	WICU	●	—	—	—
Eugene, Ore.	KVAL-TV	●	—	—	—
Roseburg, Ore. (S)	KPIC-TV	—	—	—	—
Eureka, Calif.	KIEM-TV	—	—	—	—
Evansville, Ind.	WFIE-TV	●	—	—	—
Fargo, N. D.	WDAY-TV	●	—	—	—
Grand Forks, N. D. (S)	KNOX-TV	—	—	—	—
Fayetteville, N. C.	WFLB-TV	●	—	—	—
Florence, Ala.	WOWL-TV	—	—	—	—
Fort Dodge, Iowa	KQTV	—	—	—	—
Fort Smith, Ark.	KFSA-TV	●	—	—	—
Fort Wayne, Ind.	WKJG-TV	●	—	—	—
Great Bend, Kans.	KCKT-TV	●	Fall 1958	Fall 1958	Fall 1958
Greenville-Spartanburg, S. C.	WFBC-TV	●	—	—	—
Harrisburg, Ill.	WSIL-TV	—	—	—	—
Harrisonburg, Va.	WSVA-TV	Jan. 1958	—	—	—
Hastings-Kearney, Neb.	KHAS-TV	●	—	—	—
Hattiesburg-Laurel, Miss.	WDAM-TV	●	—	—	—
Idaho Falls, Ida.	KID-TV	—	—	—	—
Jackson, Miss.	WLBT	●	—	—	—
Kalispell, Mont.	KGEZ-TV	—	—	—	—
Knoxville, Tenn.	WATE-TV	●	—	—	—
La Crosse, Wisc.	WKBT	—	—	—	—
Lake Charles, La.	KPLC-TV	—	—	—	—
Las Vegas-Henderson	KLRJ-TV	●	—	—	—
Lexington, Ky.	WLEX-TV	●	—	—	—
Lima, O.	WIMA-TV	●	—	—	—
Little Rock, Ark.	KARK-TV	●	—	—	—
Lubbock, Tex.	KCBD-TV	●	—	—	—
Macon, Ga.	WMAZ-TV	●	—	—	—
Madison, Wisc.	WMTV	●	—	—	—

● Equipment in use.
— No equipment.
(S) Satellite station.

NETWORK COLOR EQUIPPED STATIONS

CITY	STATION	NETWORK REBROADCAST	LOCAL ORIGINATION SLIDE	LOCAL ORIGINATION FILM	LOCAL ORIGINATION STUDIO
NBC-TV INTERCONNECTED AFFILIATES INDIVIDUALLY AVAILABLE (CONT.)					
Marinette-Green Bay, Wisc.	WMBV-TV	●	—	—	—
Medford, Ore.	KBES-TV	●	—	—	—
Klamath Falls (S)	KOTI-TV	—	—	—	—
Meridian, Miss.	WTOK-TV	●	Jan. 1959	Jan. 1959	—
Midland-Odessa, Tex.	KMDD-TV	●	—	—	—
Mobile, Ala.	WALA-TV	●	—	—	—
Monroe, La.	KNOE-TV	●	Fall 1958	Fall 1958	—
Montgomery, Ala.	WSFA-TV	●	—	—	—
Muncie, Ind.	WLBC-TV	●	—	—	—
Ottumwa, Ia.-Kirksville, Mo.	KTVO	●	—	—	—
Paducah, Ky.	WPSD-TV	●	—	—	—
Palm Beach, Fla.	WPTV	●	—	—	—
Parkersburg, W. Va.	WTAP-TV	1958	—	—	—
Peoria, Ill.	WEEK-TV	●	—	—	—
LaSalle, Ill.	WEEQ-TV	—	—	—	—
Phoenix-Mesa, Ariz.	KVAR	●	—	—	—
Pittsburg, Kans.-Joplin, Mo.	KOAM-TV	●	—	—	—
Plattsburgh, N.Y.-Burlington, Vt.	WPTZ	●	—	—	—
Portland, Me.	WCSH-TV	●	—	—	—
Pueblo, Colo.	KCSJ-TV	May 1958	—	—	—
Quincy, Ill.-Hannibal, Mo.	WGEM-TV	●	—	—	—
Raleigh-Durham, N. C.	WRAL-TV	●	●	●	May 1958
Redding, Calif.	KVIP-TV	●	—	—	—
Reno, Nev.	KOLO-TV	—	—	—	—
Roanoke, Va.	WSLS-TV	●	●	●	—
Rochester, Minn.	KROC-TV	●	—	—	—
Rockford, Ill.	WTVO	●	—	—	—
Roswell, N. M.	KSWS-TV	●	—	—	—
Saginaw-Bay City, Mich.	WNEM-TV	●	●	●	—
Salinas-Monterey, Calif.	KSBW-TV	●	—	—	—
San Luis Obispo (S)	KSBY-TV	—	—	—	—
Santa Barbara, Calif.	KEY-T	Jan. 1958	—	—	—
Savannnah, Ga.	WSAV-TV	●	—	—	—
Shreveport, La.	KTBS-TV	●	—	—	—
Sioux City, Iowa	KTIV	●	—	—	—
Sioux Falls, S. D.	KELO-TV	●	●	●	—
Florence, S. D. (S)	KDLO-TV	—	Jan. 1958	Jan. 1958	—
South Bend-Elkhart, Ind.	WNDU-TV	●	1958	1958	—
Spokane, Wash.	KHQ-TV	●	●	●	●
Springfield, Ill.	WICS	●	—	—	—
Springfield-Holyoke, Mass	WWLP	●	●	—	—
Greenfield, Mass. (S)	WRLP	—	—	—	—
Springfield, Mo.	KYTV	●	—	—	—
Tallahassee, Fla.-Thomasville, Ga.	WCTV	—	—	—	—
Temple-Waco, Tex.	KCEN-TV	●	—	—	—
Tucson, Ariz.	KVOA-TV	●	—	—	—
Twin Falls, Ida.	KLIX-TV	—	—	—	—
Tyler, Tex.	KLTV	●	—	—	—
Utica, N. Y.	WKTV	●	—	—	—
Washington-Greenville, N. C.	WITN-TV	●	—	—	—
Waterloo-Cedar Rapids, Ia.	KWWL-TV	●	—	—	—
Wausau, Wisc.	WSAU-TV	Spring 1958	—	—	—
Weslaco, Tex.	KRGV-TV	—	—	—	—
Wheeling, W. Va.	WTRF-TV	●	—	—	—
Wichita Falls, Tex.	KFDX-TV	●	●	●	June 1958
Wilmington, N. C.	WMFD-TV	●	—	—	—
Winston Salem-Greensboro, N. C.	WSJS-TV	●	—	—	—
Yakima, Wash.	KIMA-TV	●	—	—	—
Pasco, Wash. (S)	KEPR-TV	●	—	—	—
Lewiston, Wash. (S)	KLEW-TV	—	—	—	—
Ephrata, Wash. (S)	KBAS-TV	—	—	—	—
Yuma, Ariz.	KIVA	April 1958	—	—	—
Zanesville, Ohio	WHIZ-TV	April 1958	—	—	—

● Equipment in use.
— No equipment.
(S) Satellite station.

TV OPERATIONS SUSPENDED

The following TV stations have gone off the air but have retained their CP's

City, State	*Call Letters*	*Date of Broadcast Cessation*
Fresno, Calif.	KBID-TV (UHF)	July 15, 1954
Tulare, Calif.	KVVG (UHF)	August 6, 1957
Jacksonville, Fla.	WJHP-TV (UHF)	October 25, 1957
Miami, Fla.	WGBS-TV (UHF)	April 23, 1957
Pensacola, Fla.	WPFA-TV (UHF)	December 18, 1955
Atlanta, Ga.	WATL-TV (UHF)	May 31, 1955
Rome, Ga.	WROM-TV	December, 1957
Princeton, Ind.	WRAY-TV (UHF)	July 17, 1954
Des Moines, Iowa	KGTV (UHF)	April 15, 1955
Louisville, Ky.	WKLO-TV (UHF)	April 20, 1954
Cambridge (Boston), Mass.	WTAO-TV (UHF)	March 30, 1956
Worcester, Mass.	WWOR-TV (UHF)	September 5, 1955
Ann Arbor, Mich.	WPAG-TV (UHF)	December 31, 1957
Lansing, Mich.	WTOM-TV (UHF)	October 9, 1956
Duluth, Minn.	WFTV (UHF)	July 11, 1954
Meridian, Miss.	WCOC-TV (UHF)	July 30, 1954
Asbury Park, N. J.	WRTV (UHF)	April 1, 1955
Atlantic City, N. J.	WHTO-TV (UHF)	May 17, 1954
Elmira, N. Y.	WTVE (UHF)	February 13, 1957
Poughkeepsie, N. Y.	WKNY-TV (UHF)	July 25, 1956
Charlotte, N. C.	WUTV (UHF)	March 15, 1955
Raleigh, N. C.	WNAO-TV (UHF)	December 31, 1957
Winston-Salem, N. C.	WTOB-TV (UHF)	May 11, 1957
Ashtabula, Ohio	WICA-TV (UHF)	June 16, 1956
Dayton, Ohio	WIFE (UHF)	March 13, 1954
Oklahoma City, Okla.	KTVQ (UHF)	December 15, 1955
Tulsa, Okla.	KCEB (UHF)	December 25, 1954
Allentown, Pa.	WFMZ (UHF)	April 15, 1955
Bethlehem, Pa.	WLEV-TV (UHF)	December, 1957
Harrisburg, Pa.	WCMB-TV (UHF)	April 9, 1957
Pittsburgh, Pa.	WENS (UHF)	August 31, 1957
Pittsburgh, Pa.	WKJF-TV (UHF)	July 2, 1954
Reading, Pa.	WHUM-TV (UHF)	September 4, 1956
Scranton, Pa.	WTVU (UHF)	July 1, 1955
Providence, R. I.	WNET (UHF)	July 10, 1955
Greenville, S. C.	WGVL (UHF)	April 29, 1956
Beaumont, Tex.	KBMT (UHF)	August 1, 1956
Corpus Christi, Tex.	KVDO-TV (UHF)	September, 1957
Houston, Tex.	KNUZ-TV (UHF)	June 25, 1954
Danville, Va.	WBTM (UHF)	December 31, 1954
Newport News, Va.	WACH-TV (UHF)	July 1, 1955
Charleston, W. Va.	WKNA-TV (UHF)	February 28, 1955
Milwaukee, Wisc.	WCAN-TV (UHF)	February 27, 1955

NEW TV STATIONS EXPECTED TO START OPERATIONS IN 1958

City	Call Letters	Channel
ALABAMA		
Birmingham	WBMG	42
Selma	WSLA	8
ARIZONA		
Yuma	KYAT	13
CALIFORNIA		
Modesto	KTRB-TV	14
San Francisco	KBAY-TV	20
San Francisco	KPRT	26
CONNECTICUT		
*Bridgeport	WCTB	71
*Hartford	WEDH	24
New Haven	WELI-TV	59
New London	WNLC-TV	26
*Norwich	WCTN	63
Stamford	WSTF	27
DISTRICT OF COLUMBIA		
Washington	WOOK-TV	14
FLORIDA		
Fort Pierce	WTVI	19
*Jacksonville	WJCT	7
Miami	WMFL	33
Orlando	WEAL-TV	18
*Tampa	WEDU	3
GEORGIA		
*Athens	WGTV	8
*Atlanta	WETV	30
IDAHO		
Twin Falls	KHTV	13
ILLINOIS		
*Champaign	WCHU	33
Chicago	WHFC-TV	26
Chicago	WIND-TV	20
Chicago	WOPT	44
Evanston	WTLE	32
Springfield	WMAY-TV	2
INDIANA		
Anderson	WCBC-TV	61
Hatfield	WVSJ-TV	9
IOWA		
*Des Moines	KDPS-TV	11
KANSAS		
Garden City	KGLD	11
Goodland	KWGB-TV	10
Hays	KAYS-TV	7
*Manhattan	KSAC-TV	8
KENTUCKY		
Ashland	WALN-TV	59
Louisville	WQXL-TV	41
Newport	WNOP-TV	74
Owensboro	WKYT	14
LOUISIANA		
Baton Rouge	WCNS	40
New Orleans	WCKG	26
New Orleans	WWEZ-TV	32

* Non-commercial educational station.

(*Continued on Next Page*)

NEW TV STATIONS DUE TO START IN 1958

(*Continued from Preceding Page*)

City	Call Letters	Channel
MAINE		
Augusta	WPTT	10
MARYLAND		
Baltimore	WITH-TV	72
Baltimore	WTLF	18
MASSACHUSETTS		
Boston	WXEL	38
Boston	WJDW	44
Brockton	WHEF-TV	62
MICHIGAN		
*Ann Arbor	WUOM-TV	26
Detroit	WBID-TV	50
Flint	WJRT	12
Grand Rapids	WMCM	23
Ironwood	WJMS-TV	12
Port Huron	WHLS-TV	34
MISSISSIPPI		
Biloxi	WVMI-TV	13
Gulfport	WSTG	56
Laurel	WTLM	7
MONTANA		
Butte	KOPR-TV	6
Great Falls	KTCL	3
NEBRASKA		
North Platte	KWSL	2
NEVADA		
Reno	KAKJ	4
NEW HAMPSHIRE		
Keene	WKNE-TV	45
NEW JERSEY		
Atlantic City	WOCN	52
Camden	WKDN-TV	17
*New Brunswick	WTLV	19
NEW MEXICO		
*Albuquerque	KNME-TV	5
Santa Fe	KVIT	2
NEW YORK		
Albany	WPTR-TV	23
*Albany	WTUZ	17
*Binghamton	WQTV	46
Buffalo	WNYT-TV	59
*Buffalo	WTVF	23
Ithaca	WHCU-TV	20
*Ithaca	WIET	14
*New York	WREG	25
New York	WNYC-TV	31
Rochester	WCBF-TV	15
*Rochester	WROH	21
*Syracuse	WHTV	43
NORTH CAROLINA		
Gastonia	WTVX	48
New Bern	WNBE-TV	13
OHIO		
Canton	WTLC	29
Cincinnati	WQXN-TV	54
Cleveland	WERE-TV	65
Cleveland	WHK-TV	19
Elyria	WEOL-TV	31
Mansfield	WTVG	36
Massillon	WMAC-TV	23
*Oxford	WMUB-TV	14
Toledo	WTOH-TV	79
*Toledo	WGTE-TV	30
Youngstown	WXTV	73

* Non-commercial educational station.

NEW TV STATIONS DUE TO START IN 1958

City	Call Letters	Channel
OKLAHOMA		
*Tulsa	KOED-TV	11
Tulsa	KSPG	17
OREGON		
Coos Bay	KOOS-TV	16
Salem	KSLM-TV	3
PENNSYLVANIA		
Allentown	WQCY	39
Hazleton	WAZL-TV	63
Lancaster	WLAN-TV	21
Philadelphia	WPHD	23
Philadelphia	WSES	29
Pittsburgh	WTVQ	47
Pittsburgh	WTAE-TV	4
Sunbury	WKOK-TV	38
Williamsport	WRAK-TV	36
SOUTH CAROLINA		
Camden	WACA-TV	14
Charleston	WTMA-TV	4
SOUTH DAKOTA		
Deadwood	KDSJ-TV	5
Mitchell	KORN-TV	9
Rapid City	KRSD-TV	7
Sioux Falls	KSOO-TV	13
TEXAS		
Brownwood	KNBT-TV	19
Houston	KXYZ-TV	29
Monahans	KVKM-TV	9
Nacogdoches	KTES	19
San Angelo	KVTX	3
Victoria	KMCA-TV	19
UTAH		
Provo	KLOR-TV	11
*Salt Lake City	KUED	7
VIRGINIA		
Arlington	WARL-TV	20
WASHINGTON		
Kennewick	KTRX	31
Seattle	KIRO-TV	7
Vancouver	KVAN-TV	21
WEST VIRGINIA		
Fairmont	WJPB-TV	35
Parkersburg	WLTV	51
WISCONSIN		
Milwaukee	WEOX-TV	31
PUERTO RICO		
Ponce	WKBM-TV	11
*San Juan	WIPR-TV	6

* Non-commercial educational station.

Estimated 1957 Expenditures of National And Regional Spot Television Advertisers

— BY PRODUCTS —

Product	Est. Exp. 1957
AGRICULTURE	$ 1,333,000
Feeds, Meals	855,000
Miscellaneous	478,000
ALE, BEER & WINE	38,483,000
Beer and Ale	35,290,000
Wine	3,193,000
AMUSEMENTS, ENTERTAINMENT	660,000
AUTOMOTIVE	9,745,000
Anti-Freeze	174,000
Batteries	87,000
Cars	5,878,000
Tires and Tubes	1,364,000
Trucks and Trailers	762,000
Miscellaneous Accessories and Supplies	1,480,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	2,857,000
Fixtures, Plumbing, Supplies	417,000
Materials	660,000
Paints	1,137,000
Power Tools	123,000
Miscellaneous	520,000
CLOTHING, FURNISHINGS, ACCESSORIES	11,295,000
Clothing	10,133,000
Footwear	965,000
Hosiery	69,000
Miscellaneous	128,000
CONFECTIONS & SOFT DRINKS	26,668,000
Confections	11,458,000
Soft Drinks	15,210,000
CONSUMER SERVICES	12,640,000
Dry Cleaning & Laundries	100,000
Financial	1,933,000
Insurance	2,218,000
Medical & Dental	254,000
Moving, Hauling, Storage	399,000
Public Utilities	5,960,000
Religious, Political, Unions	1,005,000
Schools & Colleges	174,000
Miscellaneous Services	597,000

Product	Est. Exp. 1957
COSMETICS & TOILETRIES	$ 48,500,000
Cosmetics	9,449,000
Deodorants	4,824,000
Depilatories	902,000
Hair Tonics & Shampoos	9,190,000
Hand & Face Creams, Lotions	739,000
Home Permanents & Coloring	7,075,000
Perfumes, Toilet Waters, etc.	1,025,000
Razors, Blades	591,000
Shaving Creams, Lotions, etc.	2,769,000
Toilet Soaps	9,591,000
Miscellaneous	2,345,000
DENTAL PRODUCTS	7,446,000
Dentifrices	5,909,000
Mouthwashes	298,000
Miscellaneous	1,239,000
DRUG PRODUCTS	38,195,000
Cold Remedies	6,888,000
Headache Remedies	6,595,000
Indigestion Remedies	9,320,000
Laxatives	5,152,000
Vitamins	1,409,000
Weight Aids	472,000
Miscellaneous Drug Products	7,489,000
Drug Stores	870,000
*FOOD & GROCERY PRODUCTS	119,683,000
Baked Goods	27,136,000
Cereals	9,007,000
Coffee, Tea & Food Drinks	25,740,000
Condiments, Sauces, Appetizers	5,949,000
Dairy Products	6,709,000
Desserts	1,520,000
Dry Foods (Flour, Mixes, Rice, etc.)	5,178,000
Fruits & Vegetables, Juices	6,663,000
Macaroni, Noodles, Chili, etc.	1,986,000
Margarine, Shortenings	5,770,000
Meat, Poultry & Fish	6,427,000
Soups	288,000
Miscellaneous Foods	7,649,000
Miscellaneous Frozen Foods	2,387,000
Food Stores	7,274,000

* Includes frozen foods in appropriate subclassifications.

Estimated 1957 Expenditures of National And Regional Spot Television Advertisers

— BY PRODUCTS —

Product	Est. Exp. 1957
GARDEN, SUPPLIES & EQUIPMENT	$ 606,000
GASOLINE & LUBRICANTS	22,259,000
Gasoline & Oil	21,426,000
Oil Additives	661,000
Miscellaneous	172,000
HOTELS, RESORTS, RESTAURANTS	357,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	9,376,000
Cleaners, Cleansers	4,993,000
Floor & Furniture Polishes, Waxes	712,000
Glass Cleaners	850,000
Home Dry Cleaners	2,135,000
Shoe Polishes	73,000
Miscellaneous Cleaners	613,000
HOUSEHOLD EQUIPMENT—APPLIANCES	5,610,000
HOUSEHOLD FURNISHINGS	3,865,000
Beds, Mattresses, Springs	3,157,000
Furniture & Other Furnishings	708,000
HOUSEHOLD LAUNDRY PRODUCTS	22,347,000
Bleaches, Starches	3,451,000
Packaged Soaps, Detergents	17,688,000
Miscellaneous	1,208,000
HOUSEHOLD PAPER PRODUCTS	4,968,000
Cleansing Tissues	1,413,000
Food Wraps	449,000
Napkins	559,000
Toilet Tissue	577,000
Miscellaneous	1,970,000
HOUSEHOLD, GENERAL	2,793,000
Brooms, Brushes, Mops, etc.	246,000
China, Glassware, Crockery, Containers	100,000
Disinfectants, Deodorizers	1,038,000
Fuels (heating, etc.)	315,000
Insecticides, Rodenticides	359,000
Kitchen Utensils	74,000
Miscellaneous	661,000
NOTIONS	$ 461,000
PET PRODUCTS	4,744,000
PUBLICATIONS	1,148,000
SPORTING GOODS, BICYCLES, TOYS	1,915,000
Bicycles & Supplies	99,000
General Sporting Goods	75,000
Toys & Games	1,668,000
Miscellaneous	72,000
STATIONERY, OFFICE EQUIPMENT	378,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	1,482,000
Antennas	258,000
Radio & Television Sets	352,000
Records	461,000
Miscellaneous	411,000
TOBACCO PRODUCTS & SUPPLIES	33,387,000
Cigarettes	30,986,000
Cigars, Pipe Tobacco	2,098,000
TRANSPORTATION & TRAVEL	2,890,000
Air	1,473,000
Bus	628,000
Rail	732,000
Miscellaneous	57,000
WATCHES, JEWELRY, CAMERAS	6,334,000
Cameras, Accessories, Supplies	535,000
Clocks & Watches	4,012,000
Jewelry	149,000
Pens & Pencils	1,615,000
Miscellaneous	23,000
MISCELLANEOUS	6,301,000
Trading Stamps	945,000
Miscellaneous Products	2,253,000
Miscellaneous Stores	3,103,000
TOTAL	$448,734,000

Source: TvB

BRITISH COMMERCIAL TV

INDEPENDENT TELEVISION AUTHORITY

14 Princes Gate, London, S.W.7

Phone: KNIghtsbridge 5341

Chairman ..... Sir Kenneth Clark

Deputy Chairman ..... Sir Ronald Matthews

Director-General ..... Sir Robert Fraser

Press Officer ..... J. D. R. Cuthbert

Transmitting Stations

Croydon (London Area)

Band III, Channel 9
AP: 30 kw; VP: 120 kw
Commenced September 22, 1955

Winter Hill (Northern Region)

Band III, Channel 9
AP: 25 kw; VP: 100 kw
Commenced May 3, 1956

Lichfield (Midlands)

Band III, Channel 8
AP: 50 kw; VP: 200 kw
Commenced February 17, 1956

Emley Moor (Northern Region)

Band III, Channel 10
AP: 50 kw (max.); VP: 200 kw (max.)
Commenced November 3, 1956

Black Hill (Central Scotland)

Band III, Channel 10
AP: ¼ of VP's { 475 kw N.E. / 200 kw S.W. / 65 kw N.W. & S.E.
Commenced August 31, 1957

St. Hilary Down (South Wales and West of England)

Band III, Channel 10
AP: 50 kw; VP: 200 kw
Commenced January 14, 1958

Chillerton Down I.O.W. (Southampton Area)

Band III, Channel 11
AP: 25 kw; VP: 100 kw
To commence Summer 1958

PROGRAM CONTRACTORS APPOINTED BY ITA

Independent Television Authority provides and operates transmitters for commercial television. Program Contractors produce programs and receive revenue from sales of advertising time, paying rent to ITA for the hire of transmitters.

A.B.C. Television Ltd.

Film House, 142 Wardour St. London, W.1

Phone: GERard 7808

Midlands and Northern Transmissions: Saturday and Sunday

Chairman.....Sir Philip Warter
Deputy Chairman.....Dr. Eric Fletcher
Managing Director.....Howard Thomas

Associated-Rediffusion Ltd.

Television House, Kingsway, London W.C.2

Phone: HOLborn 7888

London Transmission: Monday to Friday

Chairman.....J. Spencer Wills
Managing Director.....P. Adorian
General Manager
Captain T. M. Brownrigg
Press Officer.....Brian Begg

Associated Television Ltd.

Television House, Kingsway, London W.C.2

Phone: CHAncery 4488

London Transmission: Saturday and Sunday

Birmingham Transmission: Monday to Friday

Chairman .....Prince Littler
Deputy Chairman.....Norman Collins
Managing Director.....Val Parnell
Press Director.....Suzanne Warner

Granada TV Network Ltd.

36 Golden Square, London, W.1

Phone: REGent 8080

Northern Region Transmission: Monday to Friday

Chairman.....Sidney L. Bernstein
General Manager, N. Region
Simon Kershaw
Press and Publicity.....Donald Harker

Scottish Television Ltd.

Television House, Kingsway, London W.C.2

Phone: HOLburn 1331

Scottish Transmission: All Week

Chairman .....Roy Thomson
Managing Director....James M. Coltart

T.W.W. Ltd.

30 Bouverie Street, London, E.C.4

Phone: FLEet Street 0304

Wales and West of England Transmission: All Week

President...Rt. Hon. the Earl of Derby
Chairman...Rt. Hon. Viscount Cilcennin
Managing Director
Mark Chapman-Walker

THE GREEN HORNET

ONE OF THE ALL-TIME GREAT RADIO SHOWS

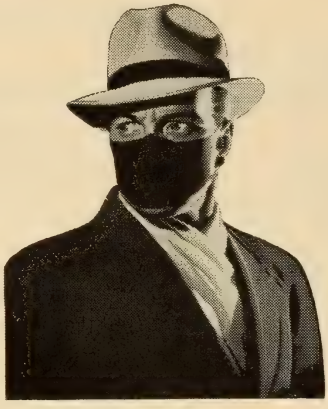
Is Now Available
For
Radio and Television
Sponsorship

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Held Highest
Ratings Since
1936

•

Pilot Film, Black
and White or Color
Available
For
Screening



For Complete details
Write or Wire

H. Allen Campbell

TRENDLE-CAMPBELL-MEURER, INC.

28 W. Adams Ave.
Detroit 26, Michigan

Tel. WOodward 2-9184

TELEVISION

PRODUCTION
RADIO AND TELEVISION

PROGRAM PRODUCERS
SERVICES OFFERED
PERSONNEL

YEARBOOK

1958

Creative Programming!

GOODSON-
TODMAN
PRODUCTIONS

41 EAST 57 STREET • NEW YORK 22, NEW YORK • PLAZA 1-0600
449 SOUTH BEVERLY DRIVE • BEVERLY HILLS, CALIF. • CRESTVIEW 4-7357

RADIO — TELEVISION PROGRAM PRODUCERS

ADVERTISERS' BROADCASTING COMPANY

117 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3560

Exec. Producer.....Sholom Rubinstein
Director .....Bernard Rubinstein
Copy Chief.....David M. Hausdorff

Services Offered: Prepare and produce all radio and television programs, jingles, films.

Productions: Frehlach Time, The Jewish Show, Our Jewish Heritage, Jewish Matinee Time, The Bobby Breen Show, Sabbath Candles, Great Jewish Stories, The Jan Bart Show.

AGNETA AGENCY

1270 6th Ave., New York 20, N. Y.
Phone: COlumbus 5-0232

President.....Nicholas T. Agneta

Services Offered: Recording, Production, Scripts, Talent.

Productions: Broadway Musical Comedy, TV film.

AIR FEATURES, INC.

44-46 East 53rd St., New York 22, N. Y.
Phone: PLaza 1-4155

President.....I. S. Becker
Comptroller.....Andy Subbiondo

Services Offered: Radio-TV packaged programs, live, film and transcribed.

Current Productions: Helen Trent, Our Gal Sunday, Backstage Wife.

ALTON ALEXANDER PRODUCTIONS, INC.

595 Madison Ave., New York 22, N. Y.
Phone: LO 8-3100

President .....Alton Alexander

Services Offered: Television program production, live and film.

Productions: Your Better Home Show, Lie Detector, Your Lucky Number, Chief Medical Examiner, A Model Young Woman, The Big Break, Danger Is My Business, Sing For Your Supper With Tommy Tucker.

AMERICAN INSTITUTE OF FOOD PRODUCTS, INC.

608 Fifth Ave., New York 20, N. Y.
Phone: JU 6-7600

General Manager.....Robert A. Bories

Services Offered: Production, scripts, talent for food merchandising.

JACK BARRY
DAN ENRIGHT

667 MADISON AVENUE • NEW YORK 21, N. Y.

represented by mca

AMERICAN SALES & SERVICING AGENCY (RADIO LUXEMBOURG)

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300

President.....Guy Bolam

Services Offered: Sales agency for Radio Luxembourg, Teleluxembourg, Society Int'l des Programmes pour TV, TV Audience Measurements, Ltd., Paris Television.

RAY ANTHONY ENTERPRISES, INC.

9155 Sunset Blvd., Hollywood, Calif.
Phone: CRestview 4-5473

President .....Ray Anthony
Sec'y-Treas. .....Fred Benson

Services Offered: Packagers and producers of radio and television shows.

PETER ARNELL PRODUCTIONS, INC.

750 Park Ave., New York 21, N. Y.
Phone: TRafalgar 9-5097

Producer .....Peter Arnell
Asso. Prod., Prod. Mgr.....Jean Heaton

Services Offered: TV & Radio Programs: Production, Package, Consultation.

ASSOCIATED BROADCAST ADVERTISING CO.

1188 South Muirfield Road, Los Angeles 19, Calif.
Phone: WEbster 6-5564

Sales Mgr., Owner.....Irwin T. Porter
Partner, Prog. Mgr.....Gertrude T. Porter
Script Dept.....Jean Norab

Services Offered: Scripts created, for any business, ranging from miniature 5-minute programs to half hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising. Several participation (quiz) and other shows available.

ASSOCIATED PRESS

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111

General Manager.....Frank J. Starzel
Asst. Gen. Manager, Radio..Oliver Gramling
Radio News Editor.....John A. Aspinwall

Serices Offered: 24-hour news coverage, hourly news summaries, daily & weekly feature coverage for TV and radio, and AP Photofax News pictures for TV.

BARRY & ENRIGHT

667 Madison Avenue, New York, N. Y.
Phone: TEmpleton 2-8600

Gen. Executive.....Jack Barry
Gen. Executive.....Dan Enright
Business Executive.....Fred Stettner
Prod. Executive.....Robert Noah
Art Director.....Norman Blumenthal
Office Manager.....Florence Charney

Services Offered: Package producers of live and transcribed radio shows and live and filmed TV shows.

Productions: Tic Tac Dough, 21, High-Low, Dough-Re-Mi, It's Against the Law, Hit or Miss.

SERVING
THE TV AND RADIO STATIONS
OF THE WORLD



BASCH RADIO & TELEVISION PRODUCTIONS

17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-8877

Sales Manager.....Charles J. Basch, Jr.

Services Offered: Complete program building service; Package programs for radio and TV Jingles and "idea" spots; custom and syndicated recordings; TV commercials; live and film.

ZACH BAYM FILMS

60 East 42 St., New York 17, N. Y.
Phone: MU 2-4813

Sales Manager.....Zach Baym

Services Offered: Television film sales representative: feature length motion pictures; full-length westerns; animated cartoons.

IRENE BEASLEY RADIO PRODUCTION SERVICE

Heatherdell Rd., Ardsley, N. Y.
Phone: DObbs Ferry 3-3578

Owner..... Irene Beasley

Services Offered: Program production; live package programs.

V. S. BECKER PRODUCTIONS

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-0777

Partner .....Viola S. Becker
Partner.....Thomas W. Bieder

Services Offered: Production of package shows and commercials for Radio, Television programs, live and film. Distributors of film.

WALTER BIDDICK CO.
(Programs Div.)

1046 S. Olive St., Los Angeles 15, Calif.
Phone: RI 9-8800

Manager .....Guy Biddick
Office Manager.....Barbara McNey
Traveling Rep.....Burton Zoul

Services Offered: Preparing and recording commercial announcements for your own individual requirements. Packaged ½-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.

ROBERT A. BORIES CO.

608 Fifth Ave., New York, N. Y.
Phone: JU 6-7600

President .....Bob Bories

Services Offered: Radio and TV package producer.

BRITISH INFORMATION SERVICES, RADIO-TV DIVISION

45 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 6-5100

Director.....Rodney C. Chalk
Production Head.....Alan J. Waple
Program Head.....Natalie Demidov

Services Offered: Produce and distribute Radio-TV public service programs; film and tape news features.

Television and Radio Productions

WILBUR STARK–JERRY LAYTON, Inc.

6 East 45th Street, New York 17, N. Y.

OXford 7-6860

BROADCASTING PROGRAM SERVICE

17 E. 45th St., New York 17, N. Y.
Phone: OXford 7-0725

President .....Herbert Rosen

Services Offered: Transcription service, musical programs on tape, sound effects records, mood and bridge music library, TV programs on films.

BYRON PRODUCTIONS

8 E. 52nd St., New York 22, N. Y.
Phone: PLaza 3-6930

President.....Edward A. Byron

Services Offered: Package programs.

BRUCE CHAPMAN COMPANY

125 West 41st Street, New York, N. Y.
Phone: WIsconsin 7-9244

President .....Bruce Chapman
V.P.-Treas.....Edna Chapman
Prod. Mgr.....Bert Berns
Res. Dir.....Mary Hutcheson

Branch Offices:
30 rue Chalgrin, Paris, France
Phone: Passy 70-44

Services Offered: Production of radio & TV programs

Productions: The Answer Man. Wonders of the World, Here's the Answer.

CHESHIRE & ASSOCIATES

6606 Selma Ave., Hollywood 28, Calif.
Phone: HOllywood 9-4580

Owner, Gen.Mgr.....Bob Reichenbach
Production Manager.....Joy Russell-Smith

Services Offered: Television and Radio program and announcement producers and distributors; West Coast distributor for Speed-O and E. M. I. sound effects E. M. I. background and mood music.

Productions: The Myron J. Bennett Show; Marvin Miller, Storyteller and Stand By For Crime, Drama of Medicine, Pappy Cheshire's Ranch Roundup, Frontier Town, Along the Trail with Pappy Cheshire.

CINEFFECTS, INC.

(For complete listing see TV Film Producers)

CLOSEDCIRCUIT TELECASTING SYSTEM, INC.

237 West 54th St., New York 19, N. Y.
Phone: JU 2-2490

President .....Fanshawe Lindsley
Chairman.....Arthur O. Choate, Jr.
Oper. Dir.....Jay J. Merkle
Acc. Exec.....Charles B. Pearson
Secretary .....William Rockefeller

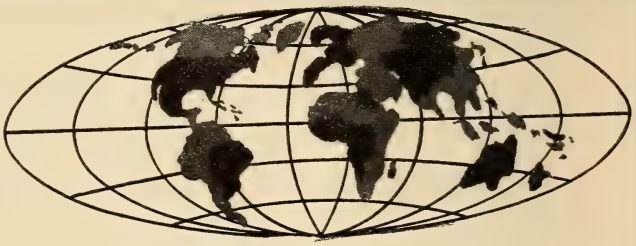
Services Offered: Producing and Networking big screen color and black and white closed circuit presentations.

TED COLLINS CORP.

500 Fifth Ave., New York, N. Y.
Phone: CH 4-5036

Manager .....Ted Collins

WORLD'S LARGEST SELECTION of Transcribed Radio Programs



- **MYSTERY and ADVENTURE SHOWS (½ hr.)**
- **5 and 15-MINUTE PROGRAMS**
  Health — Humor — Sports — Finance — Musicals
- **JINGLES — CUSTOM MADE and OPEN-END**
  Station Identification Jingles. Jingles for Local Sponsors and for Regional and National Advertisers. Weather Forecast, Time, etc.

All Your Radio Program Needs at "Down To Earth" Prices

Harry S. Goodman
19 EAST 53rd STREET • NEW YORK, N.Y.

Services Offered: Talent, Production.

COMMODORE PRODUCTIONS & ARTISTS, INC.

6636 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 9-7502

Pres., Exec. Prod.....Walter White, Jr.
Vice-Presidents..Kent Allen, John H. Legan
Secy.-Treas. .....Eleanor Payne

Services Offered: Producers of 'live' and filmed programs. Also package programs and commercials. Service nationally transcribed radio programs.

Productions: Hawaiian Islands police series.

COOLIDGE-DuBOIS AGENCY

5880 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 9-2111

Director .....Carl Coolidge
Sec.-Treas.....Dr. C. DuBois

Services Offered: Television scripts of all types.

FRANK COOPER ASSOCIATES AGENCY

9145 Sunset Blvd., Hollywood, Calif.
Phone: CRestview 4-6321
N. Y. Phone: PLaza 1-0725

Owner .....Frank Cooper
V.P. Chge. of N. Y. Office.....Sy Fischer
Hollywood Office.....D. I. Hyland, Joel Cohen, B. D. S. Hamberg

Services Offered: Packagers and sales representatives of radio and television programs. Representatives of writers and talent.

Productions: Dotto, Line-Up, Sez Who, Verdict Is Yours.

ENTERTAINMENT PRODUCTIONS, INC.

575 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-3700

President ....Harry Fleischman
Exec. Vice Pres.....Steven R. Carlin
Treasurer.....J. Kyle Faber

Services Offered: Producers of Radio and TV shows.

Productions: The $64,000 Question, $64,000 Challenge, What's It For, Conversation.

FREDERIC DAMRAU, M. D.

247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-3638

Director.....Frederic Damrau, M. D.
AFTRA Associate.....Adeline Maneery
Business Manager.....Mary L. Davis

Services Offered: Educational and dramatized programs relating to health, for both radio and TV.

MAC DAVIS FEATURES

1 Montgomery Place, Brooklyn (15), N. Y.
Phone: Nevins 8-4374

Director .....Mac Davis

Services Offered: Sport shows created, written and produced for television and radio

Frank Cooper Associates

17 E. 54 St., N.Y.C.
PL 1-0725

9145 Sunset Blvd.
Hollywood, Calif.
CRestview 4-6321

presentation. Also special scripts and ideas furnished for all types of sport programs for local, regional or network presentation.

Productions: Heartbeats in Sport Headlines, They Made Sports History, Diamond Dust, Ask Me Another, It Happened In Baseball, This Is Football, Horse Tales.

GORDON M. DAY PRODUCTIONS

256 Hollywood Ave., Douglaston 63, N. Y.
Phone: BAyside 9-6859

Writer, Composer .....Gordon M. Day
Production Manager.....Carol Bulkley
Casting Director.....Pat Manning
Treasurer.....Leo L. Reich

Services Offered: Writing-production of jingles and spots; consultants to advertising agencies on preparation of transcribed and film commercials.

Productions: Alcoa, Good & Plenty Candy, Corn Products Refining Co. (various products), Margo Wine, Sacramento Tomato Juice, King Edward Cigars, N. E. Telephone Co. (Yellow Pages), American Tobacco Co. (Roi-Tan Cigars), Dolly Madison Ice Cream, Foremost Dairies.

DEMBY PRODUCTIONS, INC.

Hotel Plaza, 1 W. 58th St., New York 19, N. Y.
Phone: PLaza 9-2495

President.....Emanuel H. Demby
Vice-President .....Mildred Demby
Dramatic Programs.....Betty Jeffries
Creative Supervisor.....Allen Swift

Services Offered: Producers of feature and television films, spot commercials, sales training and public relations films. Affiliated with Motivation Research Associates for pretesting commercials and other films for potential audience effectiveness.

Productions: The Shadow, Hollywood to Broadway, How to Be a Cowboy, Half The World's a Bride, Carnival, Witch on Wheels, Films For Sales, This Is Indonesia, Filmed spots for AMOCO-Super Permalube, Bad Laundry Bleach, etc.

For theatrical use only: Half The World's a Bride, Carnival, Witch On Wheels, The Shadow, Hollywood to Broadway, How To Be A Cowboy.

ALFRED DIXON PRODUCTIONS

138 E. 36th St., New York, N. Y.
Phone: MUrray Hill 5-6415

President-Owner.....Alfred Dixon
Casting and production.....Lynn Masters
Asst. Dir. and Coaching.....Norma Burton

Services Offered: Radio, stage, film, TV productions.

HARRY S. DUBE

10 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-7035

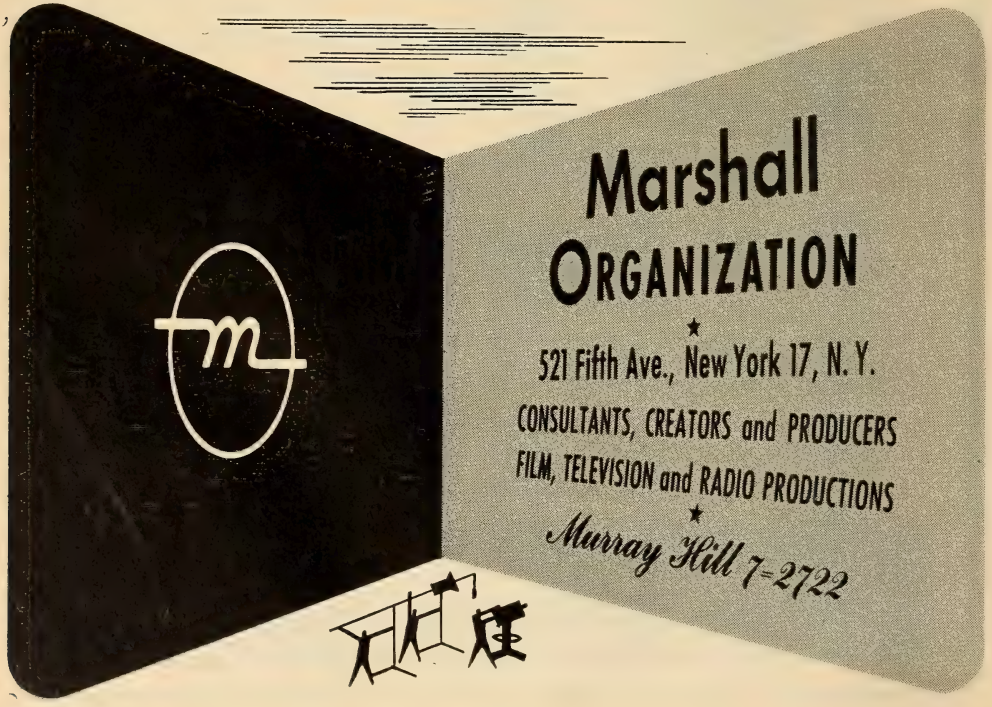
Manager .....J. Knight

Services Offered: Live Talent, package shows and transcriptions.

DYNAMIC FILMS INC.

405 Park Ave., New York 24, N. Y.
Phone: TRafalgar 3-6221

President, Treasurer.....Nathan Zucker



Exec. Prod.....Lester Becker
V.P. .....Lee R. Bobker
Dir., Adv., P.R. Films...Maury J. Glaubman
Dir., Med. Films.....Sol S. Feuerman
Studio & Tech. Develop....James Townsend
Ed. Super.....Irving L. Oshman
Distribution .....Harry Schlesinger

Services Offered: Complete production and distribution facilities, sound stages, recording studios, animation. Associated companies —Dynamic Studios, Inc., Medical-Dynamics, Inc., Alan Shilin Films, Inc., Distribution Dynamics.

Productions: Decision, American Girl, All The Way Home, Medical Witness, Doctor Defendant, Psychiatric Nurse, Barbed Wire Fence, Korean Caravan, 500 Miles Adventure, On The Threshold.

ECONOMEE TELEVISION PROGRAMS

(Div. of Ziv TV Programs, Inc.)
488 Madison Ave., New York 22, N. Y.
Phone: MU 8-4700

General Manager.....Pierre Weis

Services Offered: Distribution of the following filmed TV programs: Mr. District Attorney, I Led Three Lives, Favorite Story, Boston Blackie, Eddie Cantor Comedy Theatre, Meet Corliss Archer, Story Theatre, Times Square Playhouse, The Unexpected, Your Television Theatre, Yesterday's Newsreel, The Living Book, Sports Album, Science Fiction Theater, Doctor Christian.

W. M. ELLSWORTH

203 N. Wabash, Chicago
Phone: FI 6-3653

Owner.....W. M. Ellsworth

Services Offered: Folk artists, entertainers for radio-TV-records and transcriptions.

EMPIRE BROADCASTING CORP.

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 9-4500

President.....Helen D. Kelleher
V.P.'s.....Arthur Lubo, Fred De Jaager

Services Offered: All types of recording namely: tape-disc, studios, air-line checks, AM-FM-TV portable jobs, film synchronization.

ROBERT J. ENDERS, INC.

1001 Connecticut Ave., N. W.
Washington 6, D. C.
Phone: STerling 3-2222

President.....Robert J. Enders
Exec. Vice-Pres.....Howard A. Enders
Assoc. Producer.....Stanley Bass
Ed. Super.....Richard Laitinen
Prod. Mgr.....Les Miller
Script Ed.....Mary Crowell
Art Dir.....Fred Waller

Hollywood Office
MGM Studios, 10202 Washington Blvd.
Culver City, Calif.
Phone: TExas 0-3311

V.P., Chg. of Prod.....Robert L. Friend
Assoc. Prod.....Lewis Ciannelli

Services Offered: Radio and television

Jack London
Productions, Inc.

460 Park Ave. New York, N. Y.

complete production; motion pictures, commercials, animation, program packagers for network or syndication.

Productions: Tomorrow Today (series), Songs of Our Fathers, Safety, Espionage, Manhunt, Cover Story, The Assassin, Let's Play Bridge, For God and Country, Ambassadors with Wings, Best of the Post.

ENDORSEMENTS, INC.

65 East 55th St., New York 22, N. Y.
Phone: PLaza 1-0315

President .....Jules Alberti
Sr. V.P., Chmn. Exec. Comm. ....Tyler Davis
Sr. V.P. .....Robert Brilmayer
Vice-Pres. .....Robert L. Montgomery
Vice-Pres. .....Frederick Horan
Secy.-Treas. .....Carol Batchelder

Services Offered: Liaison for advertising agencies and advertisers. All phases of endorsement advertising—all media.

ESTES NEWSFEATURES

6 Peter Cooper Rd., New York 10, N. Y.
Phone: SPring 7-5766

President .....Bernard Estes
Secretary-Treasurer .....Hazel Estes
Associate Producer.....Jack Sheldon

Services Offered: Live, transcribed and filmed package shows produced. Specializing in news and feature programs designed for public relations impact, AM, Video. News and camera correspondents throughout U. S., Latin America, Europe, Far East.

FADIMAN ASSOCIATES, LTD.

1501 Broadway, New York 36, N. Y.
Phone: LAckawanna 4-3544

Manager .....Edwin Fadiman

Services Offered: Production, Package Shows.

WALT FRAMER PRODUCTIONS

1150 Avenue of the Americas
New York 36, New York
OXford 7-3322

Senior Partner.....Walt Framer
Associate Producer.....Sid Tamber
Production Supervisors.....Mervyn Framer, Vivian Roberts
Business Affairs.....Henry Schmerzler

Services Offered: Specializing audience participation and quiz shows; packages, production, question research, contestant screening.

Current Productions: Big Payoff.

FREMANTLE OVERSEAS RADIO & TELEVISION, INC.

366 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-4344

President.....Paul Talbot
Secretary-Treasurer.....Ruth Arrington
Mgr. (Mexico City).....Rene Anselmo
Mgr. (London).....Lane Blackwell
Mgr. (Toronto).....Ralph Ellis

Services Offered: Producers of transcribed radio programs for Spanish audiences. Producers of live radio and TV programs, World-

PACKAGED SHOW SERIES
LIVE and FILM

TALES OF THE BLACK CAT — VAUDEVILLE DAYS — GUESS WHAT?
KITTY KOOKE SHOW — YOUR HOPE CHEST

Production services to the industry for over eight years

STOCK FOOTAGE LIBRARY

Over 6,000,000 feet of multi-subject historical and up-to-date 35mm footage now servicing major networks and film companies.

MAURICE H. ZOUARY
TV-FILM PRODUCTIONS

333 West 52nd Street N.Y.C. 19 CIrcle 6-4821-22

wide. Exclusive TV rights to the Davis Cup tennis matches and 16th Olympiad, Melbourne, 1956.

GBA PRODUCTIONS
(Gallucci Bros. & Assoc.)

727 Meriden Road, Waterbury 4, Conn.
Phone: PLaza 35272

President .....Joe Gallucci
General Manager.....N. T. Gallucci
Sales Manager.....Lou Gallucci
Assoc. Producer.....C. G. Harries
Assoc. Producer.....Jack Sheehan
Assoc. Director .....Lloyd Hurd
Assoc. Director.....N. S. Strauss
Assoc. Director.....Dick Felker
Assoc. Director.....Barbara Piper
Assoc. Director.....Joe Megaro

Services Offered: Special feature program.

HAROLD R. GINGRICH, PRODUCTIONS

111 N. Marion St., Oak Park 1, Ill.
Phone: VI 8-9444

Owner-Manager.....Harold R. Gingrich
Mus. Dir.....Jack Wonnell
Arranger.....Howard W. Zuegner

Services Offered: Radio-Television advertising, counseling and ideas.

GAC-TV

640 Fifth Ave., New York 19, N. Y.
Phone: CIrcle 7-7543

President.....Milton W. Krasny
Vice-President.....Harry M. Anger
Creative Dir.....Jay Michaels
Sales Dir.....Jack Sobel
Vice-President, Chicago.....Pat Lombard
TV Manager, Beverly Hills.....Bill Weems

Services Offered: Program Production and development. Artists representatives. Transcription production and services. Worldwide Film sales representation.

Productions: The Perry Como Show, The Guy Mitchell Show, The Pat Boone Show, The National Guard Show.

JOHN E. GIBBS & CO., INC.

12 West 55th St., New York 19, N. Y.
Phone: PLaza 7-5959

President .....John Gibbs
Talent Department.....Bob Ferres

Services Offered: Television and Radio production. Talent representation.

GRACE GIBSON RADIO PRODUCTIONS

6606 Selma Avenue, Hollywood 28, Calif.
Phone: HOllywood 3-3498

General Manager.....Bob Reichenbach
Executive Producer.....Grace Gibson

Services Offered: Production and distribution of transcribed (syndicated) radio programs in English only, for world-wide broadcast.

Productions: Drama Of Medicine, Adventures of Gregory Keane, Famous Court Dramas, Romance of Jewels, Pretty Kitty Kelly.

To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

WALT FRAMER PRODUCTIONS

1150 Avenue of the Americas

New York City

•

Producing and packaging top rated audience participation and quiz shows for radio and TV.

•

GOMALCO INC.

404 N. Roxbury, Beverly Hills, Calif.
Phone: CR 5-6131

President.....David P. O'Malley
Vice-President .....George Gobel

Services Offered: Television production (live and film).

Current Productions: The George Gobel Show, Leave It To Beaver.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53rd St., New York 22, N. Y.
Phone: PLaza 5-6131

General Manager.....Harry S. Goodman
Sales Manager.....Everett F. Goodman
Secretary.....H. D. Knuth
Office Manager.....William Baron
Traffic Manager.....Frank Gehrecke
TV Director.....Stuart Wilson

Services: Custom Commercials, Syndicated Commercials, Jingles. 5 min.-15 min.-30 min. programs. Mystery, Adventure, Soap Operas, Western, Religious, Musical, Misc., Juvenile.

GOODSON-TODMAN PRODUCTIONS

41 East 57th St., New York 22, N. Y.
Phone: PLaza 1-0600

Partner.....William S. Todman
Partner .....Mark Goodson
Director of Sales.....Bud Austin
General Business Mgr....Howard F. Todman
Exec. Dir. of Programs.....Gil Fates
Dir. of West Coast Prog.....Harris Katleman
Production Manager.....Mitchell Leiser

Branch Office
Goodson-Todman Enterprises, Ltd.
449 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 4-7357

Services Offered: Producing and packaging live and transcribed radio, and live and filmed TV programs for national, regional and spot sales.

Productions: Beat the Clock, I've Got a Secret, What's My Line, The Price Is Right, The Web, To Tell The Truth.

GOTHAM RECORDING CORP.

2 W. 46th St., New York 36, N. Y.
Phone: JUdson 6-5577

President.....Herbert M. Moss
V.P., Gen. Mgr.....Robert M. Volkell
Dir. of Prog.....Fred Hertz
Acc. Execs.....Bob Nash, Lou Sposa

Services Offered: Radio transcription and film production and recording. Studios on premises. 16 Ampex Tape machines, five Disc Lathes. Writing and production staff available.

HALE & BAKER, INC.

55 West 42nd Street, New York 36, N. Y.
Phone: LOngacre 5-2795

President .....Arthur Hale
Vice-President.....Jules Evan Baker
Manager.....Amy W. Muentz

Services Offered: TV Radio consultants, writers-producers of public services and commercial programs and spots; special educational and merchandising ideas and production, including closed circuit.

ARTHUR HENLEY PRODUCTIONS

Shelton Hotel, 49th St. & Lexington Ave.
New York, N. Y.
Phone: PLaza 5-7145

Producer .....Arthur Henley

Services Offered: Television and radio packages, production and writing services. Program consultants to the trade.

SANDY HOWARD PRODUCTIONS

853 Seventh Ave., New York 19, N. Y.
Phone: JUdson 6-6610

President .....Sandy Howard
Vice-President.....Sandy Sheldon
Producers.....Marvin Page, Claire Smithers

Services Offered: Live and film program producing. Consultant work to advertising agencies and advertisers on radio and television commercials. Contract work with agencies and production companies for co-producing assignments.

Productions: Luncheon at Sardi's, Supper at Sardi's, Great Adventure, Celebrity Club, The Barry Gray Show.

HOWARD RADIO-TV PRODUCTIONS

123 W. Chestnut St., Chicago 10, Ill.
Phone: MIchigan 2-5877

Owner .....Bernard Howard

Services Offered: All creative phases of Radio-TV—ideas, writing, production—including commercials; Consultant for agencies without their own Radio-TV departments; package producer; free-lance writing and production.

INTER-CALIFORNIA BROADCASTING SYSTEM

254 So. B'way, Suite 218, Los Angeles 12, Cal.
Phone: MUtual 2759

General Manager.....Gustavo Faist Moran
Station Mgr.....R. A. Ochoa
Promotion Mgr.....M. L. Moran

Services Offered: Specialists in Spanish language advertising. Production of Spanish language radio programs.

INTERNATIONAL 16mm CORP.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-2265

President-Treasurer....Patrick E. Shanahan
Secretary .....George Blake

Services Offered: Producers and distributors of motion pictures; prints in both 16mm. and 35mm. subjects. Classical music by Symphonic Orchestras.

THE JAFFE AGENCY, INC.

9441 Wilshire Blvd., Beverly Hills, Calif.
Phone: CRestview 4-7433
New York Phone: CIrcle 7-6200

President .....Sam Jaffe

Vice-President, Chg. Lit. Dept...Mary Baker
Secretary .....Philip Gersh
Services Offered: Representation of Artists, Actors, Actresses, Directors and Writers and Material in Live and Film Television and Radio. Packagers of Live and Film Television Shows.

HENRY JAFFE ENTERPRISES, INC.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-5160
Chmn. of Board.....Henry Jaffe
Vice-President .....William Phillipson
Secretary-Treasurer.....Marvin B. Meyer

JEWELL RADIO AND TELEVISION PRODUCTIONS

540 North Michigan, No. 17 on the Mezzanine
Chicago 11, Ill.
Phone: MOhawk 4-5757
President.....James E. Jewell
Vice-President.....W. Ralph Jewell
Secretary.....M. P. Casey
Editor .....James Lawrence

Branch Offices

Landmark Productions, 1040 N. Las Palmas
Hollywood, California
Phone: HOllywood 7-3111
Manager .....Michael Baird
Director .....Lewis Foster

3062 Penobscot Bldg., Detroit 26, Mich.
Phone: WOodward 3-0617
Exec.-in-Charge.....W. Ralph Jewell
Services Offered: Creators and Producers of Programs, Transcriptions, Commercial Spots and Jingles. Television and Radio Consultants to agencies, sponsors. All-inclusive package-production services and facilities.
Productions: Jewell Starmaker Theatre (TV live), Silver Eagle (Radio: Live and transcribed, The King Jesters Show (Radio, transcribed).

KEESHAN-MILLER ENTERPRISES CORP.

113 W. 57th St., New York, N. Y.
Phone: PLaza 7-8618
Chairman of the Board.....Bob Keeshan
President .....Jack Miller
Vice President.....Marvin Josephson
Services Offered: Radio-TV packagers and producers.
Productions: Captain Kangaroo, Scramble, Everything to Lose, others.

MAXINE KEITH AGENCY

234 W. 44th St., New York, N. Y.
Phone: LA 4-4228
Director .....Maxine Keith
Services Offered: Creative and producing for radio and TV.

SONNY KENDIS, INC.

509 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-0890
Pres., Exec. Prod.....James Sonny Kendis
Services Offered: Live & filmed radio-TV programs. Complete program packaging service—ideas, scripts, production, talent, sales. Personal management of top talent.

JACK KURTZE AGENCY

214 North Canon Drive, Beverly Hills, Calif.
Phone: CRestview 45403
President .....Jack M. Kurtze
Vice Pres.....Lula Mae Kurtze
Exec. Producer.....John Graves
Mus. Dir.....Myrl Whitesell
Services Offered: Specialized services to advertisers and advertising agencies, production, direction and casting facilities for TV, Radio and motion pictures. Custom built TV programs, live and filmed.
Productions: So It's Your Birthday, The Honolulu Hilarities, Hollywood Holiday.

LANG-WORTH FEATURE PROGRAMS, INC.

1755 Broadway, New York 19, N. Y.
Phone: JUdson 6-5700
President.....John D. Langlois
Vice-Pres. .....C. O. Langlois, Jr.
Secretary .....W. O'Keefe
Sales Manager.....Hugh S. Allen, Jr.
Services Offered: Producers of Radio Hucksters and Airlifts—Musical Commercials plus "Airlifts" for station sound and individuality. Producers of tailor-made commercials and special local station promotion. Transcribed Music Service for radio and TV stations.

HERBERT S. LAUFMAN & COMPANY

221 N. La Salle St., Chicago 1, Ill.
Phone: RAndolph 6-4086
Pres. .....Herbert S. Laufman
Vice Pres.....Jas. A. Jennings, Jr.
Services Offered: Producer and packager of live and filmed TV programs, live commercials, advertising counsellors.
Productions: The Doctor Answers, It's Baby Time, Here's Music.

LES LEAR PRODUCTIONS CORP.

Hotel Sherman, Chicago 1, Ill.
Phone: RAndolph 6-0905
1539 N. Vine St., Hollywood 28, Calif.
Phone: NOrmandy 3-3311
President .....Les Lear
Vice-President .....Jack Chase
Vice-President .....Hank Koval
Services Offered: Radio, TV and film production. Personal management.

LESTER LEWIS ASSOCIATES

11 East 48th St., New York 17, N. Y
Phone: PLaza 3-5083
Partners.....Lester & Juliet Lewis
Services Offered: TV package shows, personal management.

MAX LIEBMAN PRODUCTIONS

130 West 56th St.
New York, N. Y.
Phone: PLaza 7-6533
Services Offered: Live TV packages.

JACK LLOYD

1445 Miller Way, Hollywood 46, Calif.
Phone: OLdfield 6-4607

Exec. Director.....Jack Lloyd

Services Offered: Creation and production of radio and TV programs (Dramatic, musical, comedy and audience participation). Unusual commercials and musical jingles for advertising agencies and radio-TV stations.

JACK LONDON PRODUCTIONS, INC.

460 Park Ave., New York, N. Y.
Phone: EL 5-7132

President .....Barnett Glassman
Sls. & Pub. Rel.....Sandra Simmons

Services Offered: Producers of live and filmed TV packages.

Productions: Smoke Below.

JERRY LYNN PRODUCTIONS, INC.

246 West 44th St., New York 36, N. Y.
Phone: LO 3-7592

President .....Jerry Lynn
Vice-Presidents .....Max Hofmann, Marcus Katz, Alvin Greenberg
Secy.-Treas. .....Walter Schaffner
Pub. Dir.....Gil German

Services Offered: Feature films, recording, TV Production, script service, slide films, background music, packages.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
Phone: DUnkirk 4-4191

President.....C. P. MacGregor
Gen. Mgr.....E. H. Lowry

Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.

Productions: C. P. MacGregor Show, Heartbeat Theatre.

MADISON PRODUCTIONS, INC.

60 E. 56th St., New York City, N. Y.
Phone: PLaza 1-4646

President .....Gerry Gross
Vice-President, Treasurer..Frank B. Sawdon
Vice-Pres., Secy.....Rita Fillet

Services Offered: Package & produce Radio & TV Shows and live commercials.

Productions: The Maggi McNellis Show—Vincent Lopez Show—Junior Champions—Let's Take Sides—Bill Stern Show—Sports Beat—Showtime—Max Factor Commercials.

MARK VII, LTD.

(For full listing see TV Film Producer-Distributors)

THE MARSHALL ORGANIZATION, INC.

521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-2722

President.....A. W. Marshall
General Manager.....Evelyn K. Zuckerman
Legal Representative.....Gerald Dickler

Services Offered: Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.

McGRAW ASSOCIATES

550 Fifth Ave., New York 36, N. Y.
Phone: CIrcle 5-4769

Partner .....Walter J. McGraw
Prod. Mgr.....Peter Henning
Producer-Dir. .....Peggie Springstead

Services Offered: Production of quiz and dramatic programs. Film and live TV programs and spots, specializing in crime documentaries. Professional writers also service other shows on free-lance basis. Specialize in crime shows.

Productions: Wanted, Phrase That Pays, Masquerader, Monitor Expose.

ALEXANDER McQUEEN & ASSOCIATES

5222 N. Lakewood Ave., Chicago 40, Ill.
Phone: RAvenswood 8-9010

Owner .....Alexander McQueen

Services Offered: "Nothing But The Truth"

CHARLES MICHELSON, INC.

45 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0695

President .....Charles Michelson
Treasurer .....Aaron Michelson
Traffic Manager.....B. Jontrey
Export Manager.....Martin Diamond

Services Offered: Distributing of transcribed radio program series; syndicated TV film series; sound effect record libraries; American representatives for foreign broadcasting interests.

Productions: Capsule mysteries, The Plainclothes Man, Famous Jury Trials, The Clock, Half-hour Mystery Bloc, Daytime Soap Operas.

WILLIAM MORRIS AGENCY, INC.

1740 Broadway, New York 19, N. Y.
Phone: JUdson 6-5100

Exec.-in-Chge. of Radio..Wallace S. Jordan

Services Offered: Production of packaged shows for radio and TV, also talent reps.

CARLTON E. MORSE ENTERPRISES, INC.

Room 511, 1680 North Vine St.
Hollywood 28, Calif.
Phone: THornwall 5-7000

Owner.....Carlton E. Morse

Services Offered: Recording, program production, scripts, package programs.

Productions: One Man's Family, The Woman In My House.

MORTON PRODUCTIONS

64 East Lake St., Chicago 1, Ill.
Phone: CEntral 6-4144

President .....Morton Jacobson
Services Offered: Snydicated radio and TV shows.
Productions: This Is The Story, What's Wrong With This Picture.

HERBERT M. MOSS PRODUCTIONS

2 W. 46th St., New York 36, N. Y.
Phone: JU 6-5577

Producer.....Herbert M. Moss
Services Offered: Live and transcribed shows for Radio and TV.

MCA-TV

598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500
Film Syndication Div.
V.P. in Charge.....David V. Sutton
V.P. Sta. Prog. Sls. Div.....Louis Friedland
VP. Chg. of N. Y office.....Wynn Nathan
VP. Chg. of Chicago office.....Jim Stirton
V.P. Chg. of Cleveland office...DeArv Barton
V.P. Chg. of L. A. office.....Bob Greenberg
V.P. Intl. Sls. Div.....P. J. McManus. Jr.

Branch Offices
598 Madison Ave., New York 22, N. Y.
139 Piccadilly, London, W1, England
49 bis Ave Hoche Paris, France
180 University Ave., Toronto 1, Ontario, Can.
9370 Santa Monica Blvd., Beverly Hills, Calif.
515 Glenn Bldg., Atlanta, Georgia
430 N. Michigan Ave., Chicago, Ill.
1172 Union Commerce Bldg., Cleveland, Ohio
504 Delta Bldg., New Orleans, La.
426 Transportation Bldg., Cincinnati, Ohio
2311 Cedar Springs, Dallas, Texas
15037 W. Eight Mile Rd., Detroit, Michigan
105 Montgomery St., San Francisco, Calif.
1415 Northwestern Bank Bldg., Minn., Minn.
530 Sixth Ave., Pittsburgh, Pa.
303 Gill Ave., St. Louis 22, Mo.
101 Jones Bldg., Seattle, Wash.
106 N. Caldwell St., Charlotte, N. C.
6014 W. 76th Terrace, Kansas City, Mo.
Offices also in Rome, Munich, Berlin, Mexico City, Tokyo.

Services Offered — Distribution of syndicated TV film programs and feature films.

Productions—The Adventures of Kit Carson, Biff Baker—USA, City Detective, Dr. Hudson's Secret Journal, Famous Playhouse, Federal Men, Follow that Man, Guy Lombardo and his Royal Canadians, Headline, Heart of the City, Man Behind the Badge, Mayor of the Town, Playhouse 15, The Ray Milland Show, The Rosemary Clooney Show, Soldiers of Fortune, State Trooper, Waterfront, Western Features Starring Gene Autry, Western Features Starring Roy Rogers, Crusader, If You Had A Million, Mickey Spillane's Mike Hammer.

MUZAK CORPORATION

(For detailed listing see Associated Program Service, Div. of Muzak Corp. under Transcription Companies.)

NTA PRODUCTIONS, INC.

10 Columbus Circle, New York, N. Y.
Phone: JU 2-7300

President .....Ely A. Landau
Exec. Vice Pres.....Oliver A. Unger
Vice Pres., Secy.....Edythe Rein
Vice Pres., Sales.....Harold Goldman
Treasurer.....Eric H. Haight
Services Offered: Producers of television programs on films.
Productions: The Passerby, The Bill Corum Sports Show, Man's Heritage.

THE NATIONAL RESEARCH BUREAU, INC.

415 N. Dearborn St., Chicago 10, Ill.
Phone: SUperior 7-5080

Editorial Dir.....Milton Paule
Copy Dir.....Genevieve Smith
Services Offered: Copy and programming services for radio stations, three monthly sections for the Station Manager, Program Director and Continuity Director.

OLIVER W. NICOLL PRODUCTIONS

37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFFAY Newyork

Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; Television—Program production and consultation, package live and film shows, scripts, talent. Members of NSTP—National Society of Television Producers.

PAN AMERICAN BROADCASTING CO.

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300

Exec. V.P.....Eugene Bernald
Program Director.....Leo Shore
Services Offered: Scripting, producing and recording programs in over 54 foreign languages for use in United States and in foreign countries.

EARL S. PEED

527 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-0030

President .....Earl S. Peed
Services Offered: Television packaging and production.

JULES POWER PRODUCTIONS, INC.

612 N. Michigan, Chicago, Ill.
Phone: DElaware 7-7422
New York Address: 35 West 53rd St.
Phone: CIrcle 5-3260

President .....Jules Power
General Manager.....Bernard I. Miller
Services Offered: Production of live local and network television programs and commercials.
Productions: Time For Fun, WABC-TV; Lunch Time Lttle Theatre WGN-TV.

PREMIERE ARTISTS AND PRODUCTIONS AGENCY

Sunset & Carol, Hollywood 46, Calif.
Phone: CR 4-5488

Owner .....Harold Jovien
Associate .....Bill Putney
Associate .....Mildred Houser

Services Offered: Representation of artist and programs for TV, radio, records, clubs. Also directors, producers for TV.

Productions: Ina Ray Hutton Show, Peyter Potter's Juke Box Jury, Ralph Story Show, Harry Rabbitt Show.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Hwy., Malibu, Calif.
Phone: Glove 6-2315

President.....George Logan Price
Office Mgr.....Stella Lauch Price

Services Offered: 52½ hr. transcribed Bible dramas for commercial sponsorship. Non-sectarian; scripts authored by recognized Bible authority; dramatized by well-known artists of radio, stage, screen, TV.

Productions: Living Pages, From The Book of Life.

PROJECT-O-FEX, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881

President.....Paul F. Adler
Office Mgr.....Fred Marx

Services Offered: Semi-animated film, spot and institutional films.

PYRAMID PRODUCTIONS, INC.

221 West 57th St., New York 19, N. Y.
Phone: JUdson 6-7040

Chairman of the Board....Everett Rosenthal
President .....Leonard Loewinthan

Services Offered: Producers of live and film programs.

Productions: Big Story, Treasury Men in Action, Man Behind the Badge, Playhouse 15, Police Call, Seven Against Crime, Decoy.

RADIO & TV ROUNDUP

111 Maplewood Ave., Maplewood, N. J.
Phone: SOrange 3-1044

Producer.....W. H. Bertenshaw
Secy., Bus. Mgr.....Betty Janeway

Services Offered: Producers of local and syndicated radio and TV programs—business and industrial features.

Productions: The U.S.A. Show, Report From U.S. Rubber, The World of Fashion, It's a Funny World, Prod. of all Sports, Farm Music and Science programs for WHBI Radio.

RCA VICTOR CUSTOM RECORD SALES DIVISION

(See Transcription Companies.)

RADIO CITY ASSOCIATES

580 Fifth Ave., New York, N. Y.
Phone: CIrcle 6-7189

Pres. & Sales Mgr.....Morton D. Catok
V.P. & Prog. Dir.....Eugene Aretsky
General Mgr.....Norman Alt

Services Offered: Program production, both transcribed and live; specialize in packaging transcribed sports shows and filming of TV sports serials. Scripts created. Radio, TV sports celebrity endorsements packaged.

Productions: Radio: Junior Jamboree; TV: What's New?; This Fabled World; Story Behind the Painting; Nightline Story Teller; Sportscope.

RADIO FEATURES OF AMERICA

37 West 46th St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFFAY, New York

Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell

Production Unit
Hotel New Weston, Madison Ave. at 49th St.
New York 22, N. Y.
Phone: PLaza 3-4800

Managing Director..John Henry Macdonell
Program Coordinator.....Eileen Ellis

Services Offered: Program production and consultation, package live and film shows, script, talent.

REEMACK ENTERPRISES, INC.

1270 6th Ave., Rm. 902, New York 17, N. Y.
Phone: CI 6-7300

President .....Lloyd Marx
Vice-President .....Ted Mack

Services Offered: Producers of "The Original Amateur Hour," starring Ted Mack.

STU REYNOLDS PRODUCTIONS

9110 Sunset Blvd., Los Angeles 46, Calif.
Phone: CR 4-7863

President .....Stuart Reynolds

Productions: Harbor, G. E. Theatre, Jeweler's Showcase.

Services Offered: Specializing in the production and sale of filmed TV programs.

RICHARD S. ROBBINS CO.

163 Bleecker St., New York 12, N. Y.
Phone: SP 7-2568

President .....R. S. Robbins
Mgr. of Prize Promotion..Edward E. Finch

Services Offered: Radio and Television merchandise prizes.

RICHARD H. ROFFMAN ASSOCIATES

675 West End Ave., New York 25, N. Y.
Phone: RIverside 9-3647

Bd. Chairman.....Maurice Roffman
President .....Richard H. Roffman
Vice Pres.....Sophie S. Roffman

Services Offered: Radio and TV production, public relations, publicity, promotion, procurement of prizes, legal counsel for producers and performers, contest ideas, talent representation.

Productions: Co-producing Arnold's New Life.

ROCKHILL PRODUCTIONS, INC.

18 E. 50th St., New York 22, N. Y.
Phone: PLaza 9-7979

President .....Janet Taylor

Services Offered: Complete packages, radio, TV and film.

JACK ROURKE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 3-7178

President .....Jack Rourke
Treasurer.....Joan Lane Rourke
Production Manager.....Dick Wendelken
Office Mgr.....Marjorie Lawson
Musical Dir.....Robert Garretson

Services Offered: Live and transcribed radio and TV programs; spot announcement campaigns and jingles.

Productions: "Ladies Matinee," "Jack Rourke Varieties," "Beauty Parade," "Rourke in Hollywood."

JAMES L. SAPHIER AGENCY, INC.

9538 Brighton Way, Beverly Hills, Calif.
Phone: CRestview 1-7231

President.....James L. Saphier

Services Offered: Radio and TV productions, sale of package programs and talent.

Productions: The Bob Hope Show.

ALLEN SAVAGE NETWORK PRODUCTIONS

1 E. 57th St., New York 22, N. Y.
Phone: EL 5-1434

Owner .....Allen Savage
Manager .....James Burke

Services Offered: Specializing in "Live Better Electrically," programs which are packaged and produced for the electrical industry, currently on air coast to coast.

Production: Why Wiring Modernization?

SCREEN GEMS, INC.

(For complete listing see TV Film Producers).

WALTER SCHWIMMER INC.

75 East Wacker Drive, Chicago 1, Ill.
Phone: FRanklin 2-4392
New York Address: 527 Madison Ave.
New York 22, N. Y.
Phone: ELdorado 5-4616

President .....Walter Schwimmer
Vice-Pres. in Chg. of Sales.....Bernie Crost
Vice-Pres., Prog. Dir.....Arthur Pickens
Assistant Program Director.....Nat Watson
N. Y. Office Manager.....Jack Arden

Services Offered: TV and radio package productions.

Productions: Championship Bowling, Eddy Arnold Time, All-Star Golf, Tello-Test, Tune-Test.

SESAC, INC.

The Coliseum Tower,
10 Columbus Circle, New York 19, N. Y.
Phone: JUdson 6-3450

President .....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke
Asst. to Pres.....E. S. Prager
Production Manager.....R. S. Stone
Pub. & Prom.....Alice J. Heinecke

Services Offered: Licensing the use of copyrighted music; transcribed library service including catalog of over 8500 bridges, moods and themes; syndicated transcribed tailor-made programs for advertisers.

Services Offered: Creators and producers of television, theatrical and sales influence films plus live shows; producing contractors; adapters; consultants to package show producers, advertising agencies, sponsors. Distribution facilities for television and theatres, U. S. and foreign. Production facilities New York, Florida, Hollywood.

FLETCHER SMITH STUDIOS, INC.

319 E. 44th St., New York 17, N. Y.
Phone: MUrray Hill 5-9010

President .....Fletcher Smith
Secretary-Treasurer .....Peter Caldera

Services Offered: Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.

THE SOUVAINE ASSOCIATES

135 Central Park West, New York 23, N. Y.
Phone: TR 3-1158

Producer .....Geraldine Souvaine

Services Offered: Producers of radio and TV programs.

SPORTS NETWORK, INC.

36 West 44th St., New York 36, N. Y.
Phone: MUrray Hill 2-0117

President.....Richard E. Bailey
Vice-President.....Roylance H. Sharp
Secretary & Bus. Mgr.....Thomas J. Shilling
Pub. Dir.....William N. Creasy, Jr.
Ass't Business Mgr.....Marie C. Wilber

Services Offered: Sales and promotion, programming, technical, station relations and traffic; specializing in regional television and radio networks for all sports. Special features: major league baseball, Cleveland Brown pro football, Big Ten basektball, Atlantic Coast Conference basketball.

WILBUR STARK-JERRY LAYTON, INC.

6 East 45th St., New York 17, N. Y.
Phone: OXford 7-6860

President.....Wilbur Stark
V.P.-Treas. .....Jerry Layton

Services Offered: Live & Filmed TV programs.

Productions: Modern Romances, True Story, Colonel Humphrey Flack.

TALENT ASSOCIATES LTD.

41 East 50th St., New York, N. Y.
Phone: PLaza 3-1030

President .....Alfred Levy
Exec. Vice Pres.....David Susskind
Vice President.....Robert Costello
Vice-President .....Albert Costello

Services Offered: Creation, packaging sales and production of live dramatic television programs.

Productions: Armstrong Circle Theatre, Du Pont Show of the Month, Rexall Specials (Pinocchio and Hansel and Gretel).

TELDON PRODUCTIONS, INC.

2 West 46th St., New York 36, N. Y.
Phone: COlumbus 5-4111

Senior Prod. & Partner..Stephen F. Temmer
Partner.....Herbert M. Moss

Services Offered: Producing agency for all musical programs of the Voice of America in the German language.

Productions: This Week in Boating; Syndicated—Rendezvous in Vienna.

TELEPELICULAS INDEPENDIENTES DE MEXICO, S.A. de C.V.

Avenida de Los Alpes, Mexico, D.F.
Phone: 20-58-24
510 Madison Ave., New York, N. Y.
Phone: ELrorado 5-5633

President .....W. T. Clemons
V.P., Exec. Prod.....Stanley E. Schmidt

Services Offered: Production of live and filmed programs for Telesistema Mexicano in both English and Spanish. Programs also available in the United States.

Productions. The Diaper Set; Duplique su Dinero.

TELEMOUNT PICTURES, INC.

(See TV Film Producers)

TELESTAR FILMS, INC.

509 Madison Ave., New York 22, N. Y.
Phone: Murray Hill 8-0940

Chmn. of Board.....Bernard L. Schubert
Exec. Vice-Pres.....David Savage
N.E. Div. Mgr.....Wallace Lancton
E. Cenral Div. Mgr.....Ken Israel
S.W. Div. Mgr.....Ken Rowswell
S.E. Div. Mgr.....Bill McDonald
W. Coast Div. Mgr.....Julian Ludwig
N.W. Div. Mgr.....Terry Hatch

Services Offered: TV film distribution talent, production, radio and TV package management.

Productions: White Hunter, Crossroads, Topper, Mr. and Mrs. North, TV Reader's Digest.

TELEVISION SCREEN PRODUCTIONS, INC.

(See TV Film Producers)

TELESTUDIOS, INC.

1481 Broadway, New York 36, N. Y.
Phone: LO 3-6333

President.....George K. Gould
Vice-President .....Nathan Schekter
Vice-President .....King Horton

Services Offered: Working with advertising agencies and designed to perform all services in the field of live television. It functions in the production, technical, research and consulting phases.

Productions: 3 to Win; Kreml-Serutan commercials.

TELEVISION AND RADIO FEATURES OF AMERICA

37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5130

Cable Address: ARREFFAY, Newyork
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Managing Dir.....J. H. Macdonnell
Program Coordinator.....Eileen Ellis

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent. Television—Program production and consultation, package live and film shows, script, talent.

TRANSCRIPTION SALES, INC.

121 N. Main St., Dayton 2, Ohio
Phone: BAldwin 7-3773

President.....J. P. Williams
Vice President.....Alexander Buchan

Services Offered: Open end transcriptions; quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante, Curley Bradley.

TRANSFILM, INC.

(For complete listing see TV Film Producers)

TRANSAMERICAN BROADCASTING & TELEVISION CORP.

527 Lexington Ave., New York, N. Y.
President.....John L. Clark

Services Offered: Television and radio writing, direction, production and packaging.

TRENDLE-CAMPBELL-MEURER INC.

1800 Mutual Bldg., Detroit 26, Mich.
Phone: WOodward 2-9184

President .....George Trendle
V. Pres. & Gen. Mgr. ....H. Allen Campbell
Secretary.....George W. Trendle, Jr.

Services Offered: Radio-TV production,

Productions: The Green Hornet, Under Secret Orders and others.

RICHARD H. ULLMAN, INC.

295 Delaware Avenue, Buffalo 2, N. Y.
Phone: CL 2066

President.....Richard H. Ullman

Exec. Vice Pres.....Marvin A. Kempner
Treasurer.....Minna C. Thorn
Secy.....Edward H. Kavinoky

Branch Office
2133 N. W. 11th Ave., Miami, Fla.
Manager.....Robert D. Buchanan
301 S. Kingsley, L. A., Calif.
Mgrs.....Pat Cooney, Sam Ewing

Productions: Ad-i-mation, syndicated animal film clips, Dollar Derby, participating auction program, Watch the Birdie, children's animated film quiz show, Select-O-Spots, animated films.

Radio Services: Produce Library of Attention Getters and Gimmick Shows.

Productions: Melody Mileage; Tune-O; Kash Box; $Dollar Derby$; Spot-Lite-Spots.

UNITED PRESS ASSOCIATIONS

220 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0400

President.....Frank H. Bartholomew
Gen. Sales Manager.....Leroy Keller
Television Manager..William Higginbotham
Radio Manager.....Charles Ahrens
Gen. Newspapers Mgr.....Frank Tremaine

Services Offered: World-wide coverage of news and sports for Radio and TV; special programming for radio news, sports, women's and farm shows; newsfilm news-pictures.

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.
Phone: CIrcle 6-4675-6

President.....Thomas J. Valentino
Vice-President.....Michael T. Valentino
Secretary.....Elsie F. Valentino

Services Offered: Sound effects records, transcriptions, background music for TV and radio.

V. I. P.

720 5th Ave., New York 19, N. Y.
Phone: PLaza 7-0130

President.....Bill Murphy
Vice-President.....Charlotte Morgan
Radio-TV Dir.....Helen McCausland

Services Offered: Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows.

Current Productions: Cinderalla Weekend, Gulliver's Travels, Bermuda Holiday.

CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.
Phone: EL 5-0734

Director Producer.....Chick Vincent
Casting Director.....Eleanor Monroe

Services Offered: Package producers, program production, TV programs, live and film.

WOLF PRODUCTIONS

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-2050

Partner.....Edward Wolf
Partner.....Herbert Wolf
Producers.....Jack Rubin, Keith Taylor, Alan Gilbert
Dir. of Sales.....Paul Ross

Services Offered: Radio-TV, live program productions.

Productions: Break The Bank, Masquerade Party, Hold That Note, Who's Calling.

FRANK WRIGHT NATIONAL CORPORATION

995 Market St., San Francisco 3, Calif.
Phone: DOuglas 2-5470

President.....S. C. Wright
Vice-Presidents.....F. P. Wright, T. Slade, M. Gold
Office Manager.....Helen Rosemount
Traffic-Media Mgr.....Betsy Patton
Secretary.....Barbara Lee
Comptroller.....Alma McGarrigle
Artist.....Bayne Kihneman
Asst. Comptroller.....Charlotte Meyer

Services Offered: Merchandised advertising in the food and drug field.

Productions: Calo Pet Exchange.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1-1323

President.....Frederic W. Ziv
Exec. Vice Pres.....John L. Sinn
V.P., Charge of Productions..Herb Gordon
General Manager.....Ben Philey
Treasurer.....Joseph L. Moore

New York Office
488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

Services Offered: Transcribed radio programs for local and regional sponsorship.

ZIV TELEVISION PROGRAMS, INC.

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv
President.....John L. Sinn
V.P., Chg. of Sales.....Maurice J. Rifkin
V.P., Chg. West Coast.....Maurice Unger
Mgr., Midwestern Div.....Ed Broman
Mgr., West Coast Div.....Alan Martini
Manager, Natl. Sales.....James Shaw
E. Division Mgr.....Jack Gregory
Synd. Sales Mgr.....Walt Kingsley

Services Offered: Custom built and syndicated shows.

Productions: Man Called X, Highway Patrol, Science Fiction Theatre, Meet Corliss Archer, Mr. District Attorney, The Eddie Cantor Comedy Theatre, I Led Three Lives, Cisco Kid, Favorite Story, Boston Blackie, Unexpected, Your TV Theatre, Times Square Playhouse, Yesterday's Newsreel, Living Book, Story Theatre, Sports Album, Walter Lantz Cartoons.

MAURICE H. ZOUARY

(See TV Film Producers)



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1041 NORTH LAS PALMAS
HOLLYWOOD, CALIFORNIA
HOllywood 9-5107

Multiple Run Programming of TV Film Has Demonstrated Its Value



By
PIERRE WEIS
General Manager
Economee, Division of
Ziv Television
Programs, Inc.

MULTIPLE run programming is exhibiting a new vitality as stations find new ways to harness their audience-building power. The cross-the-board strip program has been widely employed as a daytime vehicle.

Increasingly, stations are discovering that strips provide an effective and economical means of programming on a profitable basis, such periods as early morning, late afternoon and "fringe" evening time.



Indeed, examining the record scored by our various Ziv-Economee shows, it would be hard to find a time period in which the film strip has not done an outstanding job.

In Charleston, W.Va., WCHS-TV has had exceptional success with cross-the-board showings of *Boston Blackie* at 7:30 in the morning. It has out-rated the *Today* show opposing it by as much as three to one. In Chicago, on WGN-TV, *Blackie* has proved invincible as a 1 p.m. entry. In Miami on WTVJ, *Mr. District Attorney* has been a kingpin entry at 4 p.m. The same show on WFAA-TV in Dallas-Ft. Worth has built up that station's 11:30 a.m. audience to a far stronger position than any of the three programs which it had previously aired in the slot.

So widespread has the use of the strip technique become that we might tend to overlook the power of reruns as weekly entries. The most dramatic example of successful once-a-week showcasing that comes to mind is that of *Mr. District Attorney* in Washington where it has consistently ranked as the highest-rated of all syndicated shows, out-rating first-run vehicles.

The moral for the station programmer is simply that outstanding star-name programs which demonstrate audience appeal on their first airings can be shown over and over again with undiminished vitality. Their audience-building power means in turn that these offer strong vehicles for spot advertising. With proven track records to guide advertisers' choices, the multiple run program is an outstanding revenue-builder for stations.



The multiple run program is to be found on every type of station, large or small, network or independent. For example, recent purchases of *I Led Three Lives* have been made by the CBS Television Network flagship station, WCBS-TV in New York, as well as by one of the country's most film-conscious independents, KTTV in Los Angeles. In such giant markets as San Francisco, Houston and Baltimore, *I Led Three Lives* has been acquired by KPIX-TV, KGUL-TV and WBAL-TV, respectively. The same program has also been bought by stations in moderate-sized markets, such as KELP-TV in El Paso, Texas and WSFA-TV in Montgomery, Alabama. The same is true for other Economee programs—*Mr. District Attorney, Corliss Archer, Science Fiction Theatre, Boston Blackie, Favorite Story* and *Dr. Christian.*



If I were asked to offer counsel to station men contemplating purchase of multiple run series, I think the points I would stress would be these: Look for a program that has inherent values—exciting backgrounds, impact themes, star names, fine production. Judge rerun prices and properties with the same care and attention that you give to the selection of a just-produced series. Pick a time period that the film has not previously been aired in. Lastly and perhaps most important, promote your show as fully as possible. Audience promotion, merchandising support, tune-in ads — the full range of exploitation techniques should be employed to get the maximum value from your investment.

Repeat showings have demonstrated their value. All the skill and know-how which you bring to bear on their use will pay off in increased ratings and revenues.



CHOOSE YOUR "SINGING SALESMEN" from the hundreds of popular stars who record exclusively for Columbia Records. They'll spin out your selling message in the most effective promotional job you've ever attempted. Columbia Transcriptions turns out the fastest, most complete custom record jobs in the business.

Each order receives quick, individual attention. Each job undergoes rigid inspection every step of the way. Each finished high-fidelity recording is a product of the vast engineering experience and unrivaled technical facilities that have made Columbia the Greatest Name in Sound. For further details, contact us today.

COLUMBIA TRANSCRIPTIONS

A DEPARTMENT OF COLUMBIA RECORDS · A DIVISION OF CBS
New York: 799 7th Avenue, CIrcle 5-7300
Chicago: 630 North McClurg Court, WHitehall 4-6000
Hollywood: 8723 Alden Drive, OLympia 6-1034

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1958


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requirements of quality and service.
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Capitol Records, Inc.
George R. Jones, *Gen. Mgr.*
Hollywood & Vine—HOllywood 2-6252
Herbert I. Sachs, *National Sales Mgr.*
151 W. 46th St., N. Y.
COlumbus 5-4758
CAPITOL RECORDS
Capitol
CUSTOM

TRANSCRIPTION AND RECORDING COMPANIES

AFFILIATED PROGRAM SERVICE, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881

Office Manager.....Fred Marx

Services Offered: Production and sales of transcribed series. Specialize in syndicated disc jockeys. Radio script library.

ALL-CANADA RADIO FACILITIES, LIMITED

80 Richmond St. W., Toronto 1, Ont., Can.
Phone: EMpire 6-7691

President.....H. R. Carson
Vice President.....G. F. Herbert
General Manager.....J. S. MacKay
Mgr., Radio Sta. Time Div....Bill Brennan
Mgr., Prog. Div.....Dana S. Murray
Manager, TV Dept.....Reo Thompson

Services Offered: Canadian representatives and distributors for transcription companies.

ALLIED RECORD MFG. CO.

1041 N. Las Palmas, Hollywood 38, Calif.
Phone: HOllywood 9-5107
N. Y. Phone: CH 4-8850

President.....D. K. Broadhead
Vice Pres. of Mfg.....Sam Salzman
V.P., Adm., Finance.....John F. Wegner
V.P., Sales, Pub. Rel.....Ned R. Herzstam

American Sound Corp.
233 Main St., Belleville 9, N. J.
Phone: PLymouth 9-0700

Services Offered: Processing and pressing transcriptions, phonograph, slide film and promotion recording. Hi-speed magnetic tape duplicating records. All types, sizes, and speeds. Complete recording facilities available. Electroforming of precision parts.

AM-PAR RECORD CORP.

1501 Broadway, New York 36, N. Y.
Phone: LOngacre 3-4222

President.....Samuel H. Clark
Vice President.....Harry Levine
Treasurer.....Simon B. Siegel

Services Offered: Recording and distributing of phonograph records.

ARTISTS RECORDING STUDIOS

818 Grand Ave., Kansas City 6, Mo.
Phone: HA 1-6109

Owner.....Bill L. Godden

Services Offered: TV and radio air checks, TV sound production, tape recorder rentals, phonograph masters and pressings, tape and disc copies, sync cutting tables, complete effects libraries, studio facilities.

ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.)

221 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

Vice-Pres. & Gen. Mgr.
Edward Hochhauser, Jr.

Services Offered: A transcription library comprised exclusively of radio music not available on phonograph records; including jingles for advertisers, time, weather, dollar-day spots and shopping-days-til-Christmas jingles. Also TV production music library and special transcription library for industrial slide film producers.

AUDIO-MASTER CORP.

17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725

President.....Herbert Rosen

Service Offered: Transcriptions; mood and bridge music library; three speed record and transcription players.

AUDIO-VIDEO RECORDING CO., INC.

730 5th Ave., New York 19, N. Y.
Phone: JUdson 6-5095

Exec. Vice-Pres.....Arthur Shaer

Services Offered: Facilities for recording for radio and TV, disc mastering and dubbing, mfr. facilities for transcription and phonograph records, mass tape duplications for radio, educational, religious and industrial programs; complete program production service.

BELL SOUND STUDIOS, INC.

247 W. 46th St., New York 36, N. Y.
Phone: JU 2-4812

President.....Allen Weintraub
Vice-Pres., Treas.....Daniel Cronin

Services Offered: Complete services for tape, disc and film recording with studio production facilities. Masters (standard and microgroove), N.A.B. Standard transcriptions for broadcast or audition. Remote and location recording for broadcast and film.

S. W. CALDWELL, LTD.

447 Jarvis St., Toronto 5, Ontario, Canada
Phone: WAlnut 2-2103

President.....Spence Caldwell
Vice Pres.....Gordon F. Keeble
Comptroller.....S. H. Coxford
Radio Sales.....Paul S. MacDonald
Recording Engineer.....Mel Lovell

Services Offered: Radio and television syndicated shows produced in United States and abroad, packaged on transcription, tape, film; music and sound effects libraries; produce commercials (live, tape, film).

CAPITOL RECORDS, INC.
Custom Services Department

1750 North Vine Street, Hollywood 28, Calif.
Phone: HOllywood 2-6252
151 West 46th St., New York 36, N. Y.
N. Y. Phone: COlumbus 5-4758

President.....Glenn Wallichs
V.P., Mfg. & Eng.....James Bayless



SALES SONG...TRIO STYLE
or HOW TO BEST AIR-EXPRESS YOURSELF

This threesome—Radio Hucksters & Airlifts and Jim Ameche — will contribute mightily toward making 1958 a *banner* year for the Lang-Worth Station.

"Mr. Huckster" holds the secret to polished, integrated, *studio quality* commercials for every type of local business, product or service. It's a massive library . . . all new since '55 . . . added to by Lang-Worth at more than 250 per year. "Miss Airlift," on your right, is the L-W twin service of intros, promos, I.D.'s, sound effects and general station production aids.

Mr. Ameche, in turn, brings a dynamic new concept in a dynamic year of broadcasting—THE JIM AMECHE SHOW. Here in top-quality tape is up to 18 hours of programming per week . . . disc jockey chatter by one of the very best, all the music, commercials for your local sponsors . . . all yours, all Ameche at amazingly low cost for a new star on your staff. It's the most saleable and flexible syndicated show in radio! Why not write for facts and demonstration discs. Learn about it—listen to it. You'll buy it.

LANG-WORTH FEATURE PROGRAMS, INC.

1755 Broadway, New York 19, N. Y.

V.P., Adm., Finance.....D. C. Bonbright
General Manager.....George R. Jones
Nat'l Sales Manager.....Herbert I. Sachs
Services Offered: Custom recording for records, radio and television; mastering, processing and pressing; full library of production music.

CAPITAL TRANSCRIPTION SERVICE

1120-A Connecticut Ave., N.W.
Washington 6, D. C.
Phone: EXecutive 3-0161

President.....H. Edward Behre
V.P.....C. Edward Behre
Secy.-Treas.....Doris Erickson
Cust. Rel.....Charles A. Brailer
Services Offered: Complete recording services, Commercial & Industrial Accounts; Tape, Disc, Pressings; Slide-Film sound tracks, including subsonic control tones; live music sessions; remotes.

COASTAL RECORDING CO., INC.

136 W. 52 St., New York 19, N. Y.
Phone: CIrcle 6-3900

Executive Vice-President.....Arthur Shaer
Services Offered: Complete recording and transcription service—sound effects library, Hammond organs, celeste, Steinway grands. Echo chamber, DuKane 30/50 cycle slide projector. Ampex tape recording, 16 mm projector, 9 studios.

COLUMBIA RECORDS, INC.
Division of CBS, Inc.

799 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-7300

President.....Goddard Lieberson
V.P. Chg. of Oper.....Herbert Greenspon
V.P. Chg. of West Coast Affairs.....Andrew Schrade
Gen. Mgr. Electronic Prod...James Sparling
V.P., Gen. Mgr. Columbia LP Record Club.....Norman Adler
Controller.....William G. Wilkins
V.P. Chg. of Admin.....Albert B. Earl
Dir. of Adver. & Sls. Prom..Arthur Schwartz
Dir. Columbia Trans.....Albert Shulman
V.P., Business Affairs.....Alfred Lorber
Services Offered: Records, phonographs needles, electrical transcriptions, plastic products.

COLUMBIA TRANSCRIPTIONS
(A Service of Columbia Records)

799 Seventh Ave., New York 19, N. Y.
Phone: CI 5-7300

Director.....Albert Shulman
National Sales Mgr.....Calvin Roberts
Chicago Mgr.....Michael Coolidge
Services Offered: All facilities pertaining to record production from script, casting, direction and engineering to processing, pressing, handling, mailing and shipping of all sizes and speeds of records and transcriptions.

CUSTOM RECORDS, INC.

41 East 42nd St., New York, N. Y.
Phone: RYe 7-5155
Factory: Milton Rd., Rye, N. Y.
Phone: RYe 7-1322

President.....R. I. Mendels
Vice President.....K. R. Smith
Services Offered: Manufacturer of phonograph records. Recording studio available.

GORDON M. DAY PRODUCTIONS

256 Hollywood Ave., Douglaston 63, N. Y.
Phone: BAyside 9-6859

Owner, Creative Super.....Gordon M. Day
Producer-Director.....Carol Bulkley
Casting Super.....Edith Adelson
Treasurer.....Leo L. Reich
Services Offered: Writing-Production of Jingles and Spots; consultants to advertising agencies on preparation of transcribed and film commercials.

DECCA RECORDS, INC.

50 W. 57 St., New York 19, N. Y.
Phone: Columbus 5-2300

National Sales Mgr.....Claude Brennan
Sales Prom. Mgr.....Louis J. Sebok
Services Offered: Custom pressing, premium records.

DERYCK WARING RECORDINGS

37 E. 49 St., New York 17, N. Y.
Phone: PLaza 8-2910

Owner, Chief Engineer.....Deryck Waring
Sales & Promotion.....Marion I. Waring
Services Offered: Steinway piano, Ampex tape machines, Scully lathe, 16 mm projector with synchronous motor, Fairchild pic-sync generator. Heated stylus masters, 78, 45 and 35 rpm. Off-the-air, line and studio recordings. Tape editing.

DISNEYLAND RECORDS

477 Madison Ave., New York, N. Y.
Phone: PLaza 9-3880
550 S. Buena Vista St., Burbank, Cal.

East. Sls. Mgr.....Jimmy Johnson
Services Offered: Custom recordings both classical & popular. New Storyteller records.

DOT RECORDS, INC.
Subsidiary of Paramount Pictures

1507 North Vine, Hollywood 28, Calif.
(Transcription and recording sect.)
HOllywood 2-3141
New York Office: 157 W. 57th Street
CIrcle 6-8220

President.....Randy Wood
Vice-President.....Christine Hamilton
Album Repertoire.....Tom Mack
Services Offered: Recording and distributing of phonograph records.

EMPIRE BROADCASTING CORPORATION

480 Lexington Ave., New York, N. Y.
Phone: PLaza 9-4500

President & Treasurer...Helen D. Kelleher
Vice-President.....Arthur Lubo
Vice-President.....Fred de Jaager
Treasurer.....Helen D. Kelleher
Secretary.....John Hughes Dwyer
Services Offered: Tape—Disc recording Studios—Remote work. Production—Talent.

For the big record news...





HOLLYWOOD—Sales of Dot Records for the fiscal year ending March, 1958, will reach the $10 million mark, according to President Randy Wood.

Label topped all other firms in racking up seven records on The Billboard's list of Best Selling Records for 1957.

(The Billboard, Jan. 20)

.....follow the *Dot* line

HARRY S. GOODMAN PRODUCTIONS

19 E. 53 St., New York 22, N. Y.
Phone: PLaza 5-6131

General Manager.....Harry S. Goodman
Sales Mgr., Radio Dir...Everett F. Goodman
Office Manager.....William Baron
Traffic Mgr.....Franck Gehrecke
Radio & Tech. Adviser.....S. Wilson
Secretary.....H. D. Knuth
Branch Offices: London, Eng.; Sydney, Aust.; Toronto, Can.

Services Offered: Specializ in package deals for radio stations with complete programming services. Jingle library; custom built station identification jingles.

GOTHAM RECORDING CORP.

2 West 46th St., New York 36, N. Y.
Phone: JU 6-5577

President.....Herbert M. Moss
V.P., Gen. Mgr.....Robert M. Volkell
Dir., Prog. & Prod.....Fred Hertz

Services Offered: Radio & TV storyboards, commercial spots, jingles. Radio and TV production. Complete writing and production staff available. Recording, editing, mastering. Studio facilities, rental.

LANNY & GINGER GREY: JINGLES

18 E. 50th St., New York 22, N. Y.
Phone: ENright 9-7777

President .....Lanny Grey
Vice-Pres. .....Ginger Grey

Services Offered: Producers and packagers of programs, jingles and phonograph recordings; vocalists.

INTERNATIONAL SOUND STUDIOS, INC.

120 West 42nd St., New York 36, N. Y.
Phone: WIsconsin 7-9907

President .....George Caputo

Services Offered: Motion picture sound recording studios.

KEYSTONE BROADCASTING SYSTEM, INC.

Officers & Directors

President (Dir.).....Sidney J. Wolf
Vice-President (Dir.).....Joseph Bayer
Exec. Vice-Pres.....Noel A. Rhys
Sr. Vice-Pres.....Edwin R. Peterson
Vice-President .....William Bayer
Vice-Presient.....Charles A. Hammarstrom
Secretary-Treasurer (Dir.).....Arthur Wolf

527 Madison Ave., New York, N. Y.
Phone: EL 5-3720

Exec. V.P.....Noel A. Rhys
Vice-President.....Charles A. Hammarstrom
Office Manager.....Eve Waldo
Director of Research.....Martin Mills

111 W. Washington St., Chicago, Ill.
Phone: STate 2-8900

President.....Sidney J. Wolf
Vice-President.....Edwin R. Peterson
Secretary-Treasurer .....Arthur Wolf
Dir. of Station Relations.....Blanche Stein
Traffic Mgr., Prog. Dir.....Jane C. McFadgen
Account Executives.....William Wolf, Edwin Peterson

75 Post St., San Francisco
Phone: SUtter 1-7440

Account Executive.....Howard P. Taylor

3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 3-2910

Vice-President .....William Bayer
Account Executive.....Henry G. Eschen

Services Offered: The Keystone Broadcasting System is a transcription network which services local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

At the present, there are more than 1020 Keystone affiliates, located in towns with 10,000 to 50,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high power stations. The number of radio homes in the Keystone Primary Coverage Area total more than 28,000,000 based on Nielsen Reports, or one-half millivolt where the Nielsen Report is not available.

LANG-WORTH FEATURE PROGRAMS, INC.

1755 Broadway, New York 19, N. Y.
Phone: JUdson 6-5700

President.....John D. Langlois
Vice-President .....C. O. Langlois, Jr.
Vice-Pres. .....W. O'Keefe
Sales Manager.....Hugh S. Allen, Jr.

Services Offered: Producers of Radio Hucksters and Airlifts—Musical commercials plus "Airlifts" for station sound and individuality. Tailor-made commercials and special local station promotion. Transcribed Music Service for radio and television stations.

JACK LLOYD

1445 Miller Way, Hollywood 46, Calif.
Phone: OLdfield 6-4607

Executive Director.....Jack Lloyd

Services Offered: Creation and production of unusual commercials and musical jingles for advertising agencies and stations. Packaging of transcribed radio programs (dramatic, comedy, musical, audience participation); from the idea to finished recording.

JERRY LYNN MUSIC CO., INC.

246 West 44th St., New York 36, N. Y.
Phone: LO 3-7592

President .....Jerry Lynn
Vice-President .....Walter Schaffner
Secretary-Treasurer.....Daniel M. Schaffner
Dir. Pub. & P.R.....Gilbert A. Gorman

Services Offered: Recording, Distribution, Slide Films.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
N. Y. *Phone*: Dunkirk 4-4191

*PROVEN QUALITY!



COASTAL "52"
136 West 52nd Street

COASTAL "40"
80 West 40th Street

New York, N. Y.—CIrcle 6-3900

- Complete recording facilities • 16MM film synchronization
- Dukane 30/50 cycle Automatic Slide Film Tone Generator.
- Fine Quality • Dependable rapid service • Experienced personnel . . . have resulted in a representative clientele.

* Proven by repeated patronage of New York's finest advertising agencies.

ARTHUR SHAER
Executive Vice-President



THE SYMBOL OF . . .

SOUND SERVICE

- INSTANTANEOUS & MASTER DISC RECORDING
- EDITING & RE-RECORDING
- MULTIPLE TAPE DUPLICATION
- NATION WIDE AUDIO AIR CHECKS
- DIRECT LINES TO MAJOR NETWORKS
- SPECIAL ARRANGEMENTS FOR REMOTE RECORDING

AUDIO-VIDEO RECORDING COMPANY, INC.

730 FIFTH AVENUE • NEW YORK 19, N. Y. • JUdson 6-5095

President.....C. P. MacGregor
General Manager.....E. H. Lowry
Sales Manager.....Charles Hughes
Studio Manager.....Robert W. McKenzie

Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electro-plating of masters and production on vinylite pressings.

MAGNE-TRONICS, INC.

49 West 45th St., New York, N. Y.
Phone: CI 7-0210

President.....Thomas L. Clarke, Jr.
V.P., Prog. Dir.....Joseph F. Hards
Vice-Pres., Sales.....Roger L. Thaxter

Services Offered: Magne-Tronics motivational music: tape-recorded background music program service transmitted via FM Simplex, Multiplex and leased lines by exclusive, authorized franchises. Special program material on tape for religious, educational, commercial and home use.

MASTERPIECE RECORDING CO.

28 West 44th St., New York 36, N. Y.
Phone: BRyant 9-6000

President.....Paul C. Baldwin
Sec'y & Treas.....Nathan Levy

Services Offered: Disc, tape and film recording. Studios and remote facilities. Micro groove and standard masters and pressing. Auditions, line checks and tape editing. Transcriptions and disc duplication. Script and production service.

M G M RECORDS

1540 Broadway, New York 36, N. Y.
Phone: JUdson 2-2000

President.....Arnold Maxin
V.P. Chg. of Sales.....Irving Jerome
V.P., Chg. of Oper.....George Abramson
Advertising Manager.....Sol Handwerger
Mgr., Artists & Repertoire.....Morty Craft

Services Offered: MGM popular and classical records, custom recording.

CHARLES MICHELSON, INC.

45 W. 45th St., N. Y. 36, N. Y.
Phone: PLaza 7-0695

President.....Charles Michelson
Treasurer.....Aaron Michelson
Export Manager.....Martin Diamond

Services Offered: Distributors of transcribed radio program series; syndicated TV film series; EMI, Gennet-Speedy-Q; Standard Sound effect record libraries.

MUZAK CORPORATION

229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

Board Chairman.....Jack D. Wrather
President.....Charles C. Cowley
Vice Pres., Treas.....John R. Andrus
V.P. & Legal Counsel.....Leonard Scholl
V.P. & Dir. of Marketing..Joseph W. Roberts
V.P., & Nat. Sales Mgr.....Warren Coughlin
Vice Pres., Sp. Ser...Alexander B. Motenko
V.P. & Program Dir.....Donald O'Neill
V.P., Eng. & Research...Emil F. Hembrooke
V.P. & Dir. of Merchandising ...Edward Hochhauser, Jr.

Mr. Producer

100 MILLION FEET OF SOUND CAN'T BE WRONG!

That's the opinion of hundreds of producers using Reeves facilities.

REEVES SOUND STUDIOS, INC.
304 EAST 44th STREET • NEW YORK 17, N. Y. • OREGON 9-3550

The Largest Sound Service Organization in the World.

RCA Licensee

Western Electric Licensee

Mood Music
for
TV FILMS
INDUSTRIAL
DOCUMENTARY FILMS
and FEATURE
Motion Pictures

Five complete recordings of the following libraries:

VIDEO MOODS — MAJOR — BRULL — ODEON —
AND
FRANCIS, DAY & HUNTER

Also the largest selection of sound effects records in existence. Anything from a "cat's meow to a lion's roar" all on

MAJOR RECORDS

SEND FOR FREE CATALOGUE

THOMAS J. VALENTINO, INC.
Established 1932
150 West 46th Street
Dept. RD
New York 36, N. Y.

Music Clearance on Above Catalogues Arranged by Our Firm

New York Operations
V.P. in Chg.....Ethel W. Maclean
Associated Program Service Division
V.P. & Gen. Mgr.....Edward Hochhauser, Jr.
Services Offered: Background music service for industry, offices, banks, stores, supermarkets, hotels, restaurants, waiting rooms and other public business areas. (A.P.S. Division supplies radio & TV stations with transcription library service and is also exclusive TV distributor for all Encyclopaedia Brittannica Films in Canada).

NATIONAL MUSITIME, CORP.

487 Park Ave., New York, N. Y.
Phone: PLaza 3-2431
President.....Charles E. Rynd
Vice-Pres. & Gen. Mgr.....Jerome K. Levy
Services Offered: Nationally franchised tape. Background music service through FM Radio Stations on a multiplex or simplex basis including storecasting and consisting of a complete package of tape library and business aids service.

NBC RADIO RECORDING DIVISION

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-8300
Manager.....Henry P. Hayes
Merchandise Mart, Chicago 54, Ill.
Phone: SUperior 7-8300
Manager.....M. P. Eisenmenger
Sheraton Park Hotel, Washington, D. C.
Phone: Adams 4-5400
Sunset & Vine Sts., Hollywood 28, Calif.
Phone: HOllywood 9-6161
Services Offered: Recording, program production, scripts, package programs, and talent.

OLMSTED SOUND STUDIOS, INC.

1 East 54th Street, New York, N. Y.
Phone: PL 1-0890
President.....Henry C. Olmsted
Exec. V.P.....Richard B. Olmsted
Vice-Pres. in charge of Sales..H. F. Landon
Services Offered: Three floating studios, 24 Ampex, 3 disc lathes, film sound—all recording services.

THE PENTHOUSE SOUND STUDIOS OF V. J. NOLA

Steinway Hall, 113 West 57th St.
New York 19, N. Y.
Phone: JUdson 6-0040
Owner.....Vincent J. Nola
Gen. Sales, Film Div. Mgr...V. Thomas Nola
Chief Engineer.....Stanley Bumbly
Services Offered: Film-Tape-Disc transcriptions for TV, radio, industry and education —studio and location—masters processing and pressings—stereo recording—magnetic & optical film recording.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Highway, Malibu, Calif.
Phone: Globe 6-2135
President.....George Logan Price
Secy.-Treas.....S. M. Lauch Price
Services Offered: Ideas, scripts, production, merchandising tie-ins for any type recorded program. Immediately available (E.T.) 52

one-half hour Biblical dramas—Old and New Testament.

RCA VICTOR CUSTOM RECORD SALES DIV.

155 East 24th St., New York 10, N. Y.
Phone: MUrray Hill 9-7200

Vice-Pres., Operations Mgr.....J. P. Davis
Sales Mgr.....R. C. Williams
Mgr., Custom Records.....Emmett B. Dunn
Mgr., Custom, Artist and Repertoire .....Ben Selvin
Mgr., Custom Adver.....E. H. Kelly

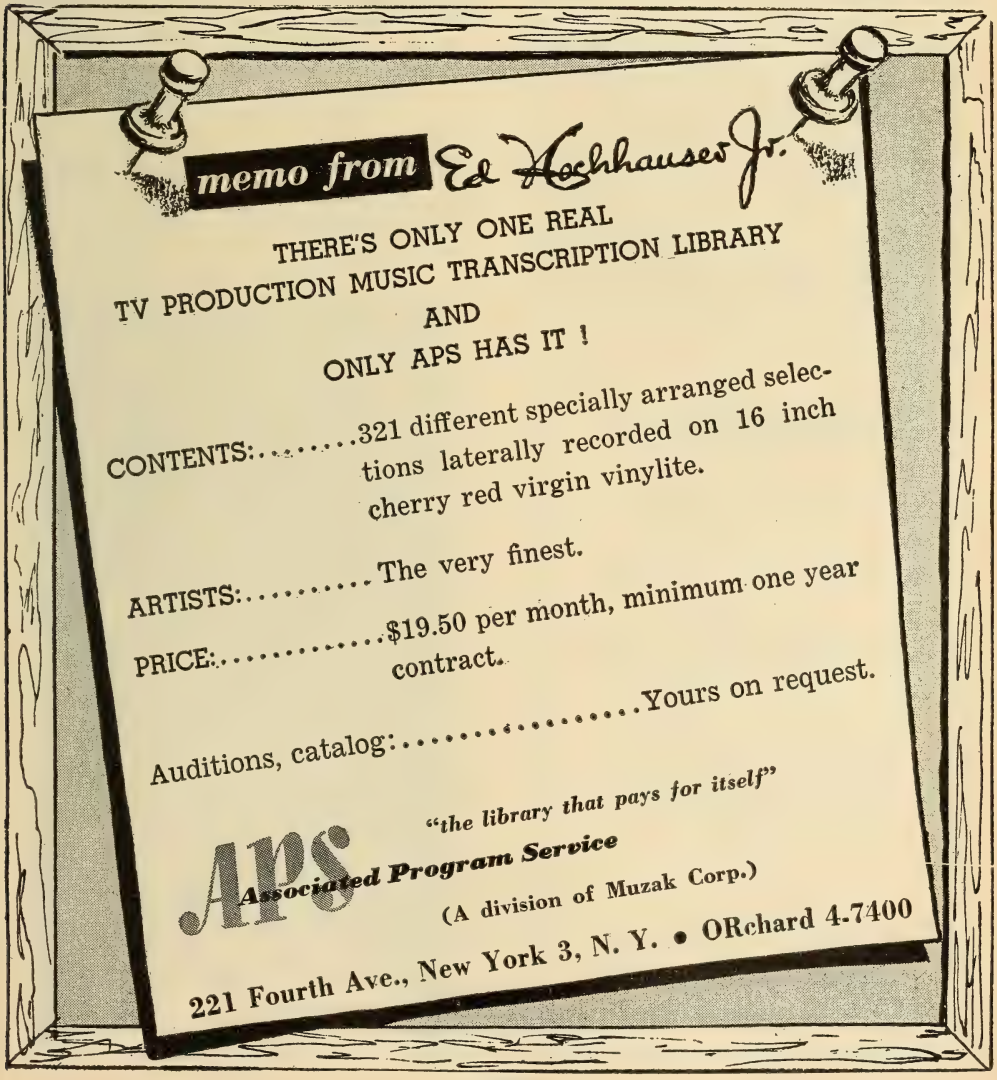
CUSTOM RECORD SALES SECTION

New Sales & Production Planning.....P. M. Rogers
Chicago Mgr.....A. E. Hindle
Hollywood Mgr.....R. C. Bucholz
Sales Rep. for Nashville.....E. J. Hines
N. Y. Mgr. Orders and Service..W. R. Alshuk
Custom Salesmen....Marjorie B. Tahaney, Carl Reinschild, J. L. Head
Chicago Sales Rep.....William C. Leonard

Services Offered: Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

RCA Recorded Program Services

Manager.....A. B. Sambrook
Central North Sales Manager.....William F. Reilly
Western Sales Rep.....William C. Gartland
Northeastern Sales Rep.....George Field
Southwestern Sales Rep.....John Alves
Southeastern Sales Rep...Wallace D. Cochran
Northwest Sales Rep.....Hugh Grauel
Central Northeast Sales Rep. (Chicago) .....Gus Hagenah



Central Northwest Sales Rep....Jack Nadeau
Mgr. Sales Service.....Chas. Broderick
Mgr., Sls. Prom. Services....Donald D. Axt
Services Offered: THESAURUS (musical program service); RCA SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows). TV film library. TV film distributor.

Studios and Regional Offices
155 E. 24th St., New York 10, N. Y.
Phone: MUrray Hill 9-7200
445 North Lake Shore Drive, Chicago 11, Ill.
Phone: WHitehall 4-3215
1016 No. Sycamore Ave., Hollywood 38, Calif.
Phone: OLdfield 4-1660
1121 Rhodes Heverty Bldg., Atlanta 3, Ga.
Phone: JAckson 4-7703
7901 Empire Freeway, Dallas, Texas
Phone: FL 2-3911
800 17th Ave., S., Nashville, Tenn.
Phone: ALpine 5-6691

RADIO FEATURES OF AMERICA

37 W. 46 St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFFAY, New York
Executive Director.....Oliver W. Nicoll
Assoc. Dir. of Svcs.....Sandra Munsell
Mng. Dir. of Prod.....J. H. MacDonell
Program Coordinator.....Eileen Ellis
Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

M-G-M Records

The Greatest Name
In Entertainment

featuring

Popular Singles
Rock 'N' Roll
Country and Western
Original Cast Albums
Spoken Word Series
Classics
Jazz

Leader In The Field Of Sound Track Albums

REEVES SOUND STUDIOS, INC.

304 East 44th St., New York 17, N. Y.
Phone: ORegon 9-3550
President.....Hazard E. Reeves
Vice-President.....Chester L. Stewart
Mgr.—Film Div.....Richard Vorisek
Mgr.—Disc Div.....John Vorisek
Chief Engineer.....Lyman J. Wiggan
Services Offered: Sound recording for motion pictures and television, transcriptions.

ROCKHILL RECORDINGS

18 E. 50 St., New York 22, N. Y.
Phone: PL 9-7979
President .....Janet Taylor
Manager.....Leo J. Launer
Sales Manager (Recording)..Fred Freeman
Services Offered: Studio recordings; Off-the-air and off-the-line recordings; Masters; Shellac and vinylite pressings; Electrical transcriptions; Television-audio recordings; Tape recordings. Location recording, distribution to radio stations.

SESAC, INC.

The Coliseum Tower, 10 Columbus Circle
New York 19, N. Y.
Phone: JUdson 6-3450
President .....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke
Asst. to President.....E. S. Prager
Prod. Manager.....Robert S. Stone
Publicity & Prom.....Alice Heinecke



Services Offered: Transcribed library including many categories: jazz, American folk, barbershop, hill billy, concert, Spanish, country and western, novelties, band, religious. Script service including special continuities for holidays. 8500 bridges, moods and themes. Saleable shows built from library, production and sales aids.

STANDARD RADIO TRANSCRIPTION SERVICES, INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: STate 2-5322

President.....Milton M. Blink
General Manager.....Olga Blohm

Services Offered: Transcribed music library and sound effects.

L. S. TOOGOOD RECORDING CO.

221 N. LaSalle St., Chicago 1, Ill.
Phone: CEntral 6-5275

Owner.....L. S. Toogood

Services Offered: Transcription service and magnetic tape duplicating.

TRANSCRIPTION SALES, INC.

121 N. Main St., Dayton 2, O.
Phone: BAldwin 2-3773

President.....J. P. Williams
Vice Pres.....Alexander Buchan

Services Offered: Open end transcriptions —quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante and Curley Bradley.

RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 2066
Production Dept.
2133 N. W. 11th Ave.
Miami 37, Fla.

President.....Richard H. Ullman
Exec. V.P.....Marvin A. Kempner
Treasurer .....M. C. Thorn
Secretary .....Edward H. Kavinoky
Production Manager.....R. D. Buchanan

Services Offered: Spot-Lite Spots, ten second copy aids packaged for radio stations; Tune-O, musical give-away show; $Dollar Derby$, a participation auction program; Beatrice Kay Show; Barbership Harmonies; Joe McCarthy Speaks.

UNIVERSAL RECORDING CORP.

46 East Walton, Chicago 11, Ill.
Phone: MI 2-6465

President.....M. T. Putman
Vice-Pres.....A. B. Clapper
V.P., Chief Engineer.....M. B. Coppinger
Secretary.....R. A. Weber

Services Offered: Recording (monaural & stereophonic), transcriptions, masters, motion picture and slide film sound tracks, pressings, high speed tape duplicating, 16 and 35 mm. magnetic recording.

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 36, N. Y.
Phone: CIrcle 6-4675

President.....Thomas J. Valentino
Vice-Presidents.....Michael T. Valentino,
Secretary .....Elsie F. Valentino

Services Offered: Mood music for TV, sound effects of all types, miscellaneous recordings.

WESTERN RECORDERS

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 3-6811

Partner.....Donald D. Blake
Partner.....Wm. M. Kirkpatrick

Services Offered: Tape and Disc. Recording-Assembly and Editing. Auditorium and Studio Rentals. Dukane automatic 30/50 signal for slide film production.

WORLD BROADCASTING SYSTEM

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700
7324 Santa Monica Blvd., Hollywood 26, Cal.

President.....John L. Sinn
Chairman of Board.....Frederic W. Ziv
Vice-President.....Robert W. Friedheim
General Manager.....Dick Lawrence
Nat'l Sales Mgr.....James Weathers

Services Offered: Sales and program transcription service for radio and TV.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1-1323
488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

President.....Frederic W. Ziv
Vice-President (Executive)...John L. Sinn
V.P., Chg. of Prod.....Herb Gordon
Sales Mgr.....Ben Philley
Treasurer.....Joseph L. Moore

Services Offered: Transcribed radio programs for local and regional sponsorship.

A Royalty In Entertainment

WALT DISNEY'S

SLEEPING BEAUTY

as told and sung by

MARY MARTIN

conducted by

CAMARATA

A DISNEYLAND ALBUM



SERIES:
CASEY JONES
RANCH PARTY
SHOWCASE 39
77th BENGAL LANCERS
ALL STAR THEATRE
BIG PLAYBACK
CELEBRITY PLAYHOUSE
CRUSADE IN EUROPE
DAMON RUNYON THEATRE
JET JACKSON
JUNGLE JIM
PATTI PAGE
TALES OF THE TEXAS RANGERS
TOP PLAYS OF 1958

■

FEATURES:
MOVIE PARADE
MYSTERY PARADE
PREMIERE PARADE
SHOCK
TRIPLE CROWN
LIBRARY 300
WESTERNS

■

SERIALS

■

CARTOONS

■

2-REEL COMEDIES

■

SHORT SUBJECTS

You get
a lot
of sparkle
at SCREEN GEMS
when it comes
to mounting
a TV film show
that's a dazzler.

OUR FACETS ARE YOUR ASSETS!

Take programming.
Whether it's half-hours,
or features,
or cartoons—
our cluster-of-lustre
is worth its
weight in carats.

■

Take marketing.
Our shows are precision-cut
to do a brilliant
job in selling
sponsors' products.

■

Take budgeting.
We offer you
a glistening glitter
of diamond-attractions
at rhinestone prices.

■

You'll find us
just gem-dandy
to do business with.
Why not try us
for an appraisal
of your needs?

■

Remember...
NOBODY
IN TV FILMS
OUTSHINES

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

JEWELS by TIFFANY • DESIGN by K|S|T

TELEVISION

TV FILM PRODUCERS-DISTRIBUTORS AND COMMERCIALS PRODUCERS

YEARBOOK

1958

BIG THINGS ARE HAPPENING AT



MGM-TV

NOW ON NBC SPONSORED BY COLGATE-PALMOLIVE

THE THIN MAN

PETER LAWFORD · PHYLLIS KIRK · And ASTA

SOLD TO NBC

NORTHWEST PASSAGE

KEITH LARSEN · BUDDY EBSEN · DON BURNETT

AVAILABLE FOR FALL 1958 SPONSORSHIP

MIN AND BILL

PEGGY WOOD · CHILL WILLS

NOW IN PREPARATION FOR PRODUCTION

THE FEMININE TOUCH

YOU'RE ONLY YOUNG ONCE

GOODBYE, MR. CHIPS



and the fabulous M-G-M FEATURES are now seen in nearly 90 markets!

MGM-TV

A SERVICE OF LOEW'S INCORPORATED

Wire, write or phone

CHARLES C. "BUD" BARRY, Vice-President

1540 Broadway, New York 36, N. Y. JUdson 2-2000

TV FILM PRODUCERS-DISTRIBUTORS AND COMMERCIALS PRODUCERS

ABC Film Syndication, Inc.

1501 Broadway, New York 36, N. Y.
Phone: LA 4-5050

President.....George T. Shupert
V.P., Chg. of Sales.....Phil Williams
V.P., Business Affairs....Richard P. Morgan
V.P., Dir. N'tl. Sls.....John Burns
V.P., Dir. West. Sls. Div.....William Clark
E. Div. Mgr.....Robert Marcato
S. & SW Div. Mgr.....Robert Dalchau
Mid-West Div. Mgr.....Howard Anderson
Ad. & Promotion Mgr.....Lee Francis

Services Offered—Distribution of TV film series for national network, regional or local exposure. Each series is offered with promotion and merchandising services for local exploitation.

Productions—Passport to Danger, Racket Squad, The Playhouse, (formerly Schlitz Playhouse of Stars); John Kieran's Kaleidoscope, Douglas Fairbanks Jr. Presents; Sheena, Queen of the Jungle; Herald Playhouse; Three Musketeers; Code 3, 26 Men, Anniversary Package.

●

Academy Film Productions, Inc.

123 W. Chestnut St., Chicago 10, Ill.
Phone: MIchigan 2-5877

President, Exec. Prod.....Bernard Howard
Vice-President .....Morris Alexander
Secretary-Treas. .....Bernard Kurlan

Services Offered—Creators and producers of films for TV and business. Animation and live action. Specializing in unusual audio-visual presentations. Have own studios and full equipment for either location or studio shooting.

Productions—Old Reliable Coffee, Chesty Potato Chips, Acme Steel Company, The Salvation Army, Kowalski Sausage, Marhoefer Meats, Wisco Gasoline.

●

Academy Pictures, Inc.

49 W. 45th St., New York 19, N. Y.
Phone: PLaza 7-0744
433 S. Fairfax, Los Angeles 36, Cal.
Phone: WEbster 1-8156

President.....C. Moray Foutz
V.P., Creative Dir.....Wm. P. Tytla
Prod. Design.....Paul Kim
Prod. Director.....Ruth Kuss
Prod. Control.....Bert Feldman
V.P., Special Services.....Murray Fairbairn
Sales Manager.....Howard Henken
West Coast Sls.....Louis Huot
Ass't Sales Mgr.....Nicholas Newton
Prod. Dir. (Hollywood).....Wm. Lightfield

Services Offered—Producers of animated and live action films of TV commercials, documentary films and industrials.

Productions—Prell Shampoo, Union Carbide, Fletcher's Castoria, Jergens Lotion, Gulf Crest, Lipton Tea, Rockwood Candy, Esso, Holsum Bread, Cont. Baking Co., Sealtest Black Raspb. Ice Cream, Schick Elec. Razor, General Electric, Timken Roller Bearings, Edsel Ford, Hometown Bread, Motts Apple Sauce, Scott Paper, Shell Oil.

●

Acme Film Laboratories

1161 North Highland Ave., Hollywood 38, Calif.
Phone: HOllywood 4-7471

President .....Samuel Sawelson
Sec'y, Office Manager.....David Christopher
Plant Mgr.....Melvin Sawelson

Services Offered—16, 35 mm. black & white and color, lab facilities; editing and sound services.

●

Acus Pictures Corporation

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-2265

President .....Patrick Shanahan

Services Offered: 16, 35 mm. films for television rental.

●

Ad-Staff, Inc.

9122 Hollywood Blvd., Hollywood 46, Calif.
Phone: CR 5-5219

President .....Don Quinn
V.P., Sec.....Henry Russell
V.P. .....Martin Sperzel
V.P., Sls. & Prom.....Joe Donohue
Sls. Rep.....Ray Montgomery
Comptroller .....Stuart Galbraith

Services Offered: Primarily, but not limited to, the creation and production of radio-TV commercials. Specializes in new approaches in copy, music and visual media, working usually as an extension of advertising agency services.

●

Alexander Film Co.

Alexander Film Bldg., Colorado Springs Colorado
Phone: MElrose 3-1771
N. Y. Phone: LOngacre 5-1350

President.....Don M. Alexander
V.P., Production.....James Anderson
V.P. in chg. of Sales.....M. J. McInaney
TV Sales Mgr.....Earl Austin
Asst. to Pres., Sales Prom...W. A. Hillhouse
Sales Prom. Mgr.....Robert Geddy, Jr.

Services Offered — TV film commercials, business and industrial films, theatre film commercials.

●

All Canada Television

80 Richmond St. West, Toronto, Ontario, Can.
Phone: EMpire 6-7691



"SHOW BUSINESS," sensational new history of show business now makes show business history! Fascinating new half-hour TV series, with George Jessel as host.

"CHAMPAGNE PACKAGE," 58 fabulous feature films, such as "High Noon," "The Bells of St. Mary's," and "Spellbound," has been breaking rating records everywhere.

"THE SHERIFF OF COCHISE," great Desilu-NTA adventure series, has been scoring terrific ratings wherever shown in TV syndication. Starring John Bromfield as the Sheriff.

"OFFICIAL DETECTIVE," another great excitement-packed half-hour from Desilu-NTA, has been chalking up big TV audiences all over the map. Everett Sloane as host.

If you don't call us... we'll call you...

JUdson 2-7300

The Coliseum Tower
10 Columbus Circle
N. Y. 19, N. Y.

..to tell you about some of the great TV programs from NTA

National Telefilm Associates, Inc. · The Coliseum Tower, 10 Columbus Circle, New York 19, N.Y. · JUdson 2-7300

President.....H. R. Carson
Vice-President.....G. F. Herbert
General Manager.....J. Stuart MacKay
Manager .....Reo Thompson
Montreal Manager.....Burt Hall
Winnipeg Manager.....M. V. Chesnut
Calgary Manager.....J. Cavanaugh
Vancouver Manager.....J. E. Baldwin
Film Sls. Mgr.....Dana Murray
Promotion Director.....Peter Harricks
Time Sales Manager.....Ross McCreath

Services Offered—Film importing, editing, shipping, and service; national, regional, and local sales and distribution; market information.

Productions: F. W. Ziv syndicated programs; studio films, telescription library; General Teleradio Bank of America feature movies.

●

M & A Alexander Productions

6040 Sunset Blvd., Hollywood 28, Calif.
Phones: HOllywood 4-7571, 4-3414
N. Y. TRafalgar 3-5115

President .....Arthur Alexander
Sec'y.-Treas. .....Max Alexander

Services Offered: National distributors of feature films, westerns and half-hour filmed TV shows.

Productions — Byline-Steve Wilson, and Boss Lady.

●

All-Scope Pictures, Inc.

(Commercial Film Division,
20th Century-Fox)
1417 N. Western Ave., Hollywood 27, Calif.
Phone: HOllywood 2-6231

President.....Gordon S. Mitchell
Vice-President.....C. D. Owens
Secretary-Treasurer.....L. B. Mitchell

Services Offered—Facilities for production of TV commercials and long, special-purpose films, educational, public relations, sales promotion, in color or black and white, animation or live action.

Productions—Shaefer Pens, Green Spot Orange Drink, Chesterfield Cigarettes, Kaiser Aluminum, Rainier Beer, Etc.

●

American Film Co.

1329 Vine St., Philadelphia 7, Pa.
Phone: WAlnut 2-1800

Mgr. .....Ben Harris

Services Offered—Serving 35 and 16mm. film to TV stations, also cutting, editing, and photographing of events of all kinds. Also handle any form of advertising. Storage of films.

●

American Film Producers

1600 Broadway, New York 19, N. Y.
Phone: PLaza 7-5915

Executive Producers.....Robert Gross, Lawrence A. Glesnes
Production Control....Sheldon Abromowitz
Office Mgr.....Madeline Stolz

Services Offered—Sponsored motion picture films and slide films for theatres, television, education, training, etc. Color or black and white; 16 or 35mm.; production and distribution.

Productions—Minesweeping Explosive Cutters, Shipboard Handling & Routine Maintenance, IFR Enroute & Terminal Procedures. TV Commercials for Esso Standard Oil Co., Westinghouse Electric Corp., Stella D'Oro, Medigum and Chooz.

●

American National Studios, Inc.

7324 Santa Monica Blvd., Hollywood 46, Cal.
Phone: OLdfield 4-2800

President .....John Sinn
Chairman of Board.....Fred W. Ziv

Services Offered—Complete studio space and facilities with complete production personnel.

Productions—All Fred Ziv, Inc., Shows, including Dr. Christian, Men of Annapolis, West Point, Highway Patrol.

●

Leonard Anderson Associates Inc.

112 West 44th St., New York 36, N. Y.
Phone: *PLaza* 7-4162

President .....Leonard Anderson
Vice-Pres. .....Barbara Anderson
Prod. Mgr.....Marc Anderson
Secretary .....Lillian Ortner
Office Manager.....Isabelle Wheeler

Services Offered—Motion picture production and editing services; theatrical, commercial, television. Facilities for three-camera filming and editing. Film procurement and shipping service.

Productions—The Air Force Uniform, Pipe Line For Tomorrow—US Air Force; World in White & Fire Fighters—CBS TV; The Christophers; Prudential Insuprance Co.; Coty Cosmetics; Schenley Distillers; Terry Tell Watch Time Co.; General Electric.

●

Animated Productions Inc. (Al Stahl Productions)

1600 Broadway, New York, N. Y.
Phone: CO 5-2942-3

President .....Al Stahl
Art Department.....Tony Garcia
Director .....Jack Weisburg
Production Manager.....Dave Davidow
Technical Director.....Gaylord Welker

Services Offered—Television shows in animation and live—comic strip animated films—unusual films in stop-motion technique—animated puzzles—audience participation films—TV commercials & industrial films.

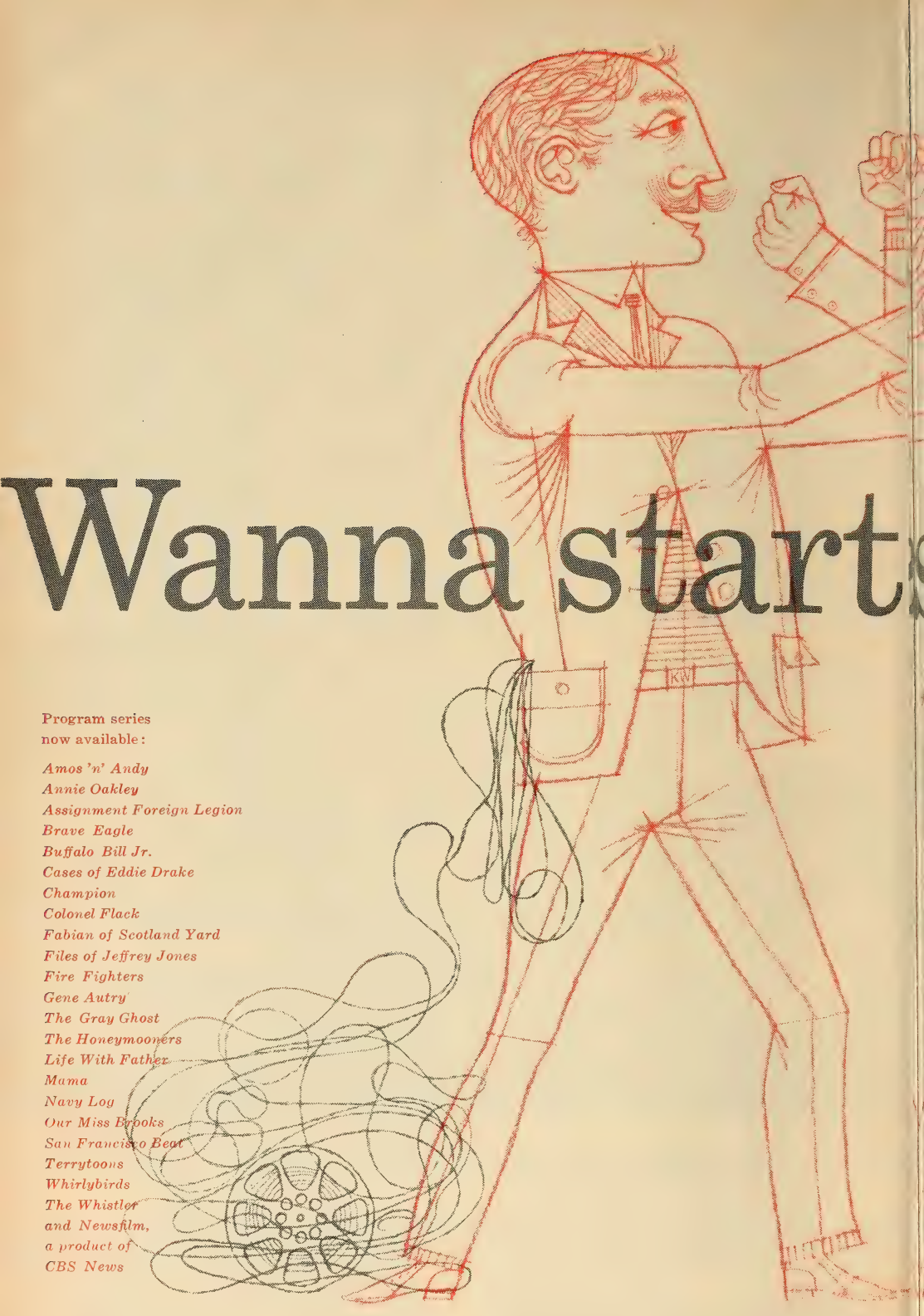
Productions—"Kid Stuff," "Comic Book Comics," "Mush Moore."

●

Animation Service Co.

1780 Broadway, New York 19, N. Y.
Phone: CIrcle 5-4832

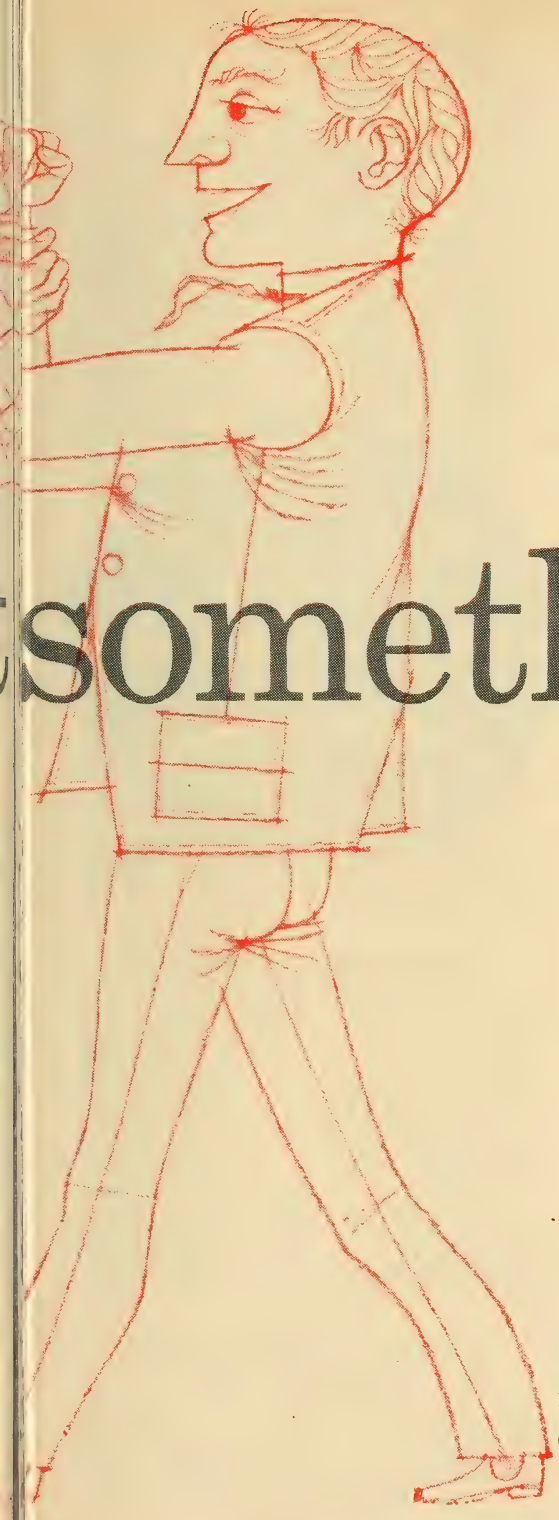
Chief Animator.....Abe Blashko
Animation Supervisor.....Leo Lerko
Administration .....Seymour Posner



Wanna start

Program series
now available:

Amos 'n' Andy
Annie Oakley
Assignment Foreign Legion
Brave Eagle
Buffalo Bill Jr.
Cases of Eddie Drake
Champion
Colonel Flack
Fabian of Scotland Yard
Files of Jeffrey Jones
Fire Fighters
Gene Autry
The Gray Ghost
The Honeymooners
Life With Father
Mama
Navy Log
Our Miss Brooks
San Francisco Beat
Terrytoons
Whirlybirds
The Whistler
and Newsfilm,
a product of
CBS News



something?

We'll help you.

If the time's ripe for aggressive action... if you want to start a sales campaign that'll wallop your competition, contact us pronto. We are uniquely equipped to custom-produce a hard-hitting sales campaign for you.

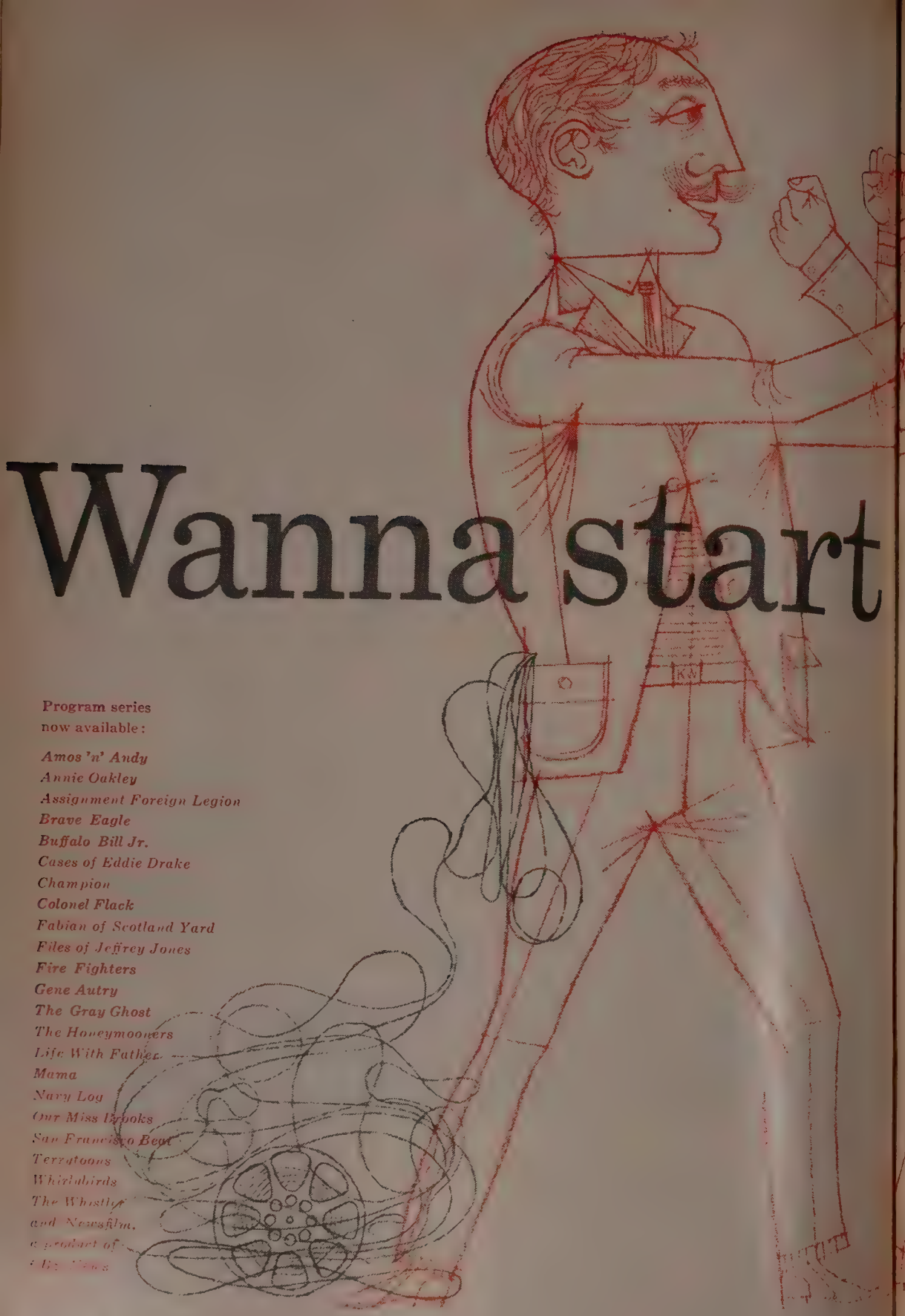
We have been starting new television *trends* for years. We originated the first Western series made for television (Gene Autry); the first Western female star (Annie Oakley); the first "documentary" service show (Navy Log); the first air-age series (Whirlybirds); the first Civil War series (Gray Ghost). And there are more pace-setters in production right now.

Maybe one of our current or upcoming show series will fit your aggressive sales plans. If not, we'll produce one *that will.* Point is, when you want to start something, start with

CBS TELEVISION FILM SALES, INC.

"...the best film programs for all stations"

Wanna start something?



Program series
now available:

Amos 'n' Andy
Annie Oakley
Assignment Foreign Legion
Brave Eagle
Buffalo Bill Jr.
Cases of Eddie Drake
Champion
Colonel Flack
Fabian of Scotland Yard
Files of Jeffrey Jones
Fire Fighters
Gene Autry
The Gray Ghost
The Honeymooners
Life With Father
Mama
Navy Log
Our Miss Brooks
San Francisco Beat
Terrytoons
Whirlybirds
The Whistler
and Newsfilm,
a product of
[illegible]



We'll help you.

If the time's ripe for aggressive action... if you want to start a sales campaign that'll wallop your competition, contact us pronto. We are uniquely equipped to custom-produce a hard-hitting sales campaign for you.

We have been starting new television *trends* for years. We originated the first Western series made for television (Gene Autry); the first Western female star (Annie Oakley); the first "documentary" service show (Navy Log); the first air-age series (Whirlybirds); the first Civil War series (Gray Ghost). And there are more pace-setters in production right now.

Maybe one of our current or upcoming show series will fit your aggressive sales plans. If not, we'll produce one *that will.* Point is, when you want to start something, start with

CBS TELEVISION FILM SALES, INC.

"...the best film programs for all stations"

Services Offered — All film art services, maps, charts, cartoon animation, animation camera work in 16 mm and 35 mm.

●

Animation, Inc.

8564 Melrose Ave., Hollywood 46, Cal.
Phone: (*Cal.*) OLympia 2-3540
President .....Earl Klein
Production Manager.....Glenn Grossman
Director .....Ed Barge
Calif. Representative.....George Kellogg
N. Y. Representative.....Emile De Antonio
66 West 53rd St., New York, N. Y.
Phone: (*N. Y.*) *JUdson* 2-6026
Detroit Representative.....Ted Petok
14005 Fenkell Ave., Detroit, Mich.
Chicago Representative.....Joe W. Edwards
2735 W. Chanay St., Chicago, Ill.

Services Offered—Animated television commercials, story-boards, sound tracks, educational and industrial films.

Productions—Coca Cola, Jello, Procter & Gamble, Campbell Soup Co., H. J. Heinz Co., Pabst Brewing Co., General Foods, Standard Oil of Ohio, Carling Brewing Co., National Biscuit Co., Kroger Co., Kraft Foods, Kellogg Corn Flakes.

●

Animotion Associates, Inc.

333 West 52nd St., New York, N. Y.
Phone: CIrcle 6-3817-8
President .....Graham Place
Vice-President .....Otto Feuer
General Manager.....Donald Fellows
Production Manager.....Harry Basch

Services Offered—Producers of animated TV commercial spots and films. ANIMOTION is an exclusive animation process using cartoon cut-outs on a multiplane set-up.

Production — Soil-off, Manufacturers Trust Co., Sparky — the Fire Dog, Vicks Vapo-Mist, NYC Clean-Up Campaign, Nestle's Cities Service Gasoline, Schmidt's Beer, Springmaid Sheets, American-Standard Air Conditioners, etc.

●

Anime, Inc.

45 West 45th St., New York 36, N. Y.
Phone: CIrcle 5-3737
President .....Josh Meyer
Vice-President .....**Renee Leigh**
Executive Producer.....Mitch Leigh
Account Executive.....Wed Murphy

Services Offered — Package film shows (mostly animation). Producers of animated commercials and industrials.

Productions—Hit Toon Time, Beneficial Finance System Commercials, Amitone Commercials, TvB Announcements.

●

Evan J. Anton Productions, Ltd.

550 Fifth Ave., New York 36, N. Y.
Phone: PL 7-3638
President.....**Evan J. Anton**
Vice-Pres. .....**Vera Kay**

Services Offered—Producers of industrial and documentary films and slides, TV commericals and spots.

●

Associated Artists Productions, Inc.

345 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 6-2323
President .....Eliot Hyman
Exec. Vice-President.....Kenneth Hyman
Gen. Sls. Mgr.....W. Robert Rich
Nat'l Sales Mgr.....Donald Klauber
Eastern Sales Mgr.....Al Sussman
Western Div. Mgr.....Lester S. Tobias
Central Div. Mgr.....Ben Elrod
Southern Div. Mgr.....Norman Long
Foreign Sls. Mgr.....Norman Katz
V.P., Treas.....Henry Zittau

Services Offered—Distribution of Warner Bros. features and cartoons; also Popeye cartoons; production & distribution of TV, theatricals, and non-theatrical films.

●

Associated Program Service

(Division of Muzak Corp.)
229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400
V.P., Gen. Mgr....Edward Hochhauser, Jr.

Services Offered—Exclusive TV distributor for Encyclopaedia Britannica Films in Canada.

Productions—Great Americans, American History Series, Americans at Work, American Standard of Living Series, Armchair Traveler, Children All Over The World, Democracy in Action, Home Making Series, Science for Living, Encyclopaedia Britanica Films, Christmas Film Package, Physics Course Film Series.

●

Association Films, Inc.

347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 5-8573
President.....J. R. Bingham
Treasurer.....A. L. Fredrick
Dir. Adv. & Prom.....Robert Finehout
Sales Representative.....R. S. Evans
Ridgefield, N. J. Mgr.....E. K. Pearson
La Grange, Ill. Mgr.....M. G. Weiland
San Francisco Mgr.....W. O. Siler
Dallas Manager.....Carl Stahl

Services Offered—Distribution of free-loan, industry-sponsored motion pictures. Rental of educational, informational, and entertainment films. Special TV Service: Distribution of more than 150 free public service films.

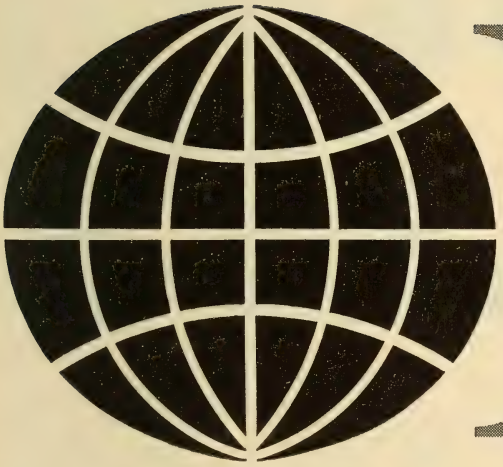
●

Astor Pictures Corp.

130 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-1287
President .....Fred Bellin
Vice President.....N. E. Savini
Sec'y-Treas. .....Anthony Tarell
General Sales Mgr.....David A. Bader

Services Offered—Producers and distributors of feature films.

Symbol
of fine
television
films



OFFICIAL
FILMS
INC.

The Adventures of Robin Hood
Sir Lancelot
The Buccaneers
Decoy
The Big Story
Sword of Freedom
Vagabond
Errol Flynn Theatre
My Little Margie
Star Performance
The American Legend
Trouble With Father
The Star And The Story
Dateline Europe
Overseas Adventure
Cross Current
Rocky Jones, Space Ranger
My Hero
Colonel March of Scotland Yard
The Hunter
Willy
The Scarlet Pimpernel

NEW YORK • ATLANTA
BEVERLY HILLS • CHICAGO
DALLAS • MINNEAPOLIS
SAN FRANCISCO • ST. LOUIS

GUILD FILMS

COMPANY, INC.



THE BIG RASCALS FEATURING LEON ERROL

140 POST 1948 FEATURES

LOONEY TUNES

WALTER LANTZ CARTOONS

PLUS:

1000 TOP SHOWS

GUILD  FILMS

COMPANY INC.

460 PARK AVENUE, NEW YORK 22, N. Y., MU 8-5365

IN CANADA: S. W. CALDWELL, Ltd., TORONTO

Atlantic Television Corp.

130 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-1287

President .....Fred Bellin
V.P., Gen. Sls. Mgr.....David A. Bader
Sec'y, Treas.....Anthony Tarell

Offices in Los Angeles, Chicago, Dallas, Houston, Phila., Minn., Detroit, Toronto, London.

Services Offered—Producer and distributor of features and westerns, 26 syndicated "Uncommon Valor."

●

Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.
Phone: AUstin 7-8620

Vice-Pres. & Gen. Mgr.....L. P. Mominee
V.-P. Chg. Sales.....Edward Schager
V.-P. Chg. Adv. & Prom..Frederick K. Barber
Dir. of TV.....Jack D. Danielson
V.P., Prod. Mgr.....Albert S. Bradish
Public Relations Films.....James L. Herman

***Services Offered* — Production of 16mm. and 35mm. motion pictures and slidefilms —in color or black and white, with RCA Sound. Experienced creative staff for TV commercials and programs. Laboratory and editing services.**

Productions—The Pencil and the Plow, For The Love of Live, Lifetime Protection, Partners, In Which We Live.

●

Atlas Television Corp.

225 E. 46th St., New York 17, N. Y.
Phone: ELdorado 5-7943

President .....Henry Brown

Services Offered — American and British features; half and full hour westerns; comedy shorts; one-hour comedy programs; an extensive library of comedy and musical shorts.

Productions—Caption Z-RO, Hollywood to B'way, Grantland Rice Sportlights, Holiday Series, Is This Magic?

●

Audio Master Corp.

17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725

President .....Herbert Rosen

Services Offered—Library of mood and bridge music.

●

Audio Productions, Inc.

630 Ninth Ave., New York 36, N. Y.
Phone: PLaza 7-0760

President.....Frank M. Speidell
Vice Pres.....Herman Roessle
TV Director.....Harold R. Lipman

Services Offered—Producer of TV commercials and sponsored short subjects.

●

Audio-Visual Associates

1459 N. Seward, Hollywood 28, Calif.
Phone: HO 5-8444

Partner .....Hubbard Hunt
Partner .....John Wilson
Partner .....Ned Herzstam

Services Offered — TV spots, industrials, educationals, custom recording, jingles, motion picture trailers.

Productions—Petrouchka, for NBC; Die Casting, for Harwill Die Casting; Disneyland, for Fritos.

●

George Bagnall & Associates Inc.

8827 Olympic Blvd., Beverly Hills, Cal.
Phone: CR 1-5133

President.....George L. Bagnall
V.P., Gen. Sales Mgr.....J. J. O'Loughlin
Secretary.....Fred C. Lindquist

Services Offered—Distribution of the following films for television: Features—Forbidden Jungle, New Orleans, Timber Fury, Border Outlaws, The Long Night, Korea Patrol, Fun on a Weekend, Cattle Queen, Federal Man, Badman's Gold, Abie's Irish Rose, The Adventures of the Texas Kid, The Return of Rin Tin Tin, The Fighting Stallion, Montana Mike, One Minute to Twelve, On Our Merry Way, Buffalo Bill Rides Again, Song for Miss Julie, I Killed Geronimo, Carnegie Hall, Hollywood Barn Dance, Lured, Buffalo Bill in Tomohawk Territory, The Hoodlum, Doctor Jim, Voice in the Wind, I Stand Condemned, The Windjammer. The Barbarian and the Lady, Kangaroo Kid, It Happened Tomorrow, Hangmen Also Die, What Price Money. One-hour Show—Ringside with the Russlers. Half-hour Shows —I Search for Adventure, Front Page Detective, Hollywood Half Hour. This is Hawaii. 15-minute Shows—Spotlight on Hollywood, Let's Draw, A Scene with a Star. 5-minute Show—Crusader Rabbit. Library—64 Scallawags, Race Night, 52 Winners.

●

Bil Baird's Marionettes

334 West 70th St., New York 23, N. Y.
Phone: TR 3-6064

Partners.....Bil & Cora Baird
Agency Reps.....Ashley Steiner, Harold Cohen, Mitchell Benson

Services Offered: Produce live or filmed commercials with marionettes and hand puppets—with or without live actors—in own studios.

Productions—Champy The Lion Series—for Wheaties, Parliament Cigarettes, Drano, Playtex Baby Pants.

●

Jerome Balsam Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: LOngacre 3-6187

Pres., Gen. Sales.....Jerome Balsam
Vice President.....Alexander Beck

Services Offered—Producers and distributos to TV of syndicated shows, features and cartoons.

●

James A. Bank Productions,

(See Volcano Productions, Inc.)

John Hancock

IN 1776, fifty-six Americans risked the gallows by signing a declaration that was printed and dispatched throughout the nation they had created with their penstrokes. When a man sets his signature to a document, it is his personal bond. When an advertiser sets his name to a printed message he stands directly behind it. That is why people have confidence in printed advertising. It is also the reason why an advertiser carefully selects the publication media he desires to reflect the integrity of his name and his product.



BARNES PRINTING COMPANY, INC.

229 WEST 28th STREET NEW YORK 1, N. Y.

PEnnsylvania 6-8700

Thomas J. Barbre Productions

2130 S. Bellaire St., Denver 22, Colo.
Phone: SKyline 6-8383

Owner-Producer.....Thomas J. Barbre
Assistant Manager.....Anita T. Barbre

Services Offered—Producer of TV commercials, TV films and business films. Scripting, photography, recording, editing. Complete facilities including sound stage and mobile equipment.

Productions—TV spots—Adolph Coor Co., Business films—Holly-General Co., Colorado Fuel & Iron Corp., U. S. Bureau of Reclamation, Adolph Coors Co., Universal Builders Supply, Inc., Colorado Game & Fish.

Barnett International Forwarders

543 W. 43rd St., New York 36, N. Y.
Phone: CIrcle 5-6080

President.....William Barnett
V.P., Secr'y.....Norman Barnett
Treas.....Alan Barnett

Services Offered—International freight forwarders, export packers and customs house brokers, specializing in motion picture and TV industry.

Barry & Enright Productions, Inc.

667 Madison Ave., New York 21, New York
Phone: TEmpleton 2-8600

President.....Jack Barry
Vice-President.....Dan Enright
Production Manager.....Robert Noah
V.P., Business Mgr.....Fred Stettner
Art Director.....Norman Blumenthal
Office Mgr.....Florence Charney

Services Offered—Creation and production of live and filmed shows for television.

Productions — Winky Dinky and You; Twenty-One; Tic Tac Dough; Oh-Baby.

Beacon Television Features Inc.

115 Newbury St., Boston 16, Mass.
Phone: Commonwealth 6-6881

President.....J. Leonard Sanderson
Treasurer.....Barbara G. Keane

Services Offered — Spot TV commercials including complete copy, story-boards, etc., thru production. Consultants to agencies re TV-radio campaign planning, budget estimates. Producers of filmed TV programs.

Productions—The Fishing Season with Ted Williams, Ted Williams in Cabo Bianco Peru, two 26-minute color movies and Goin' Places with Gadabout Gaddis, 26 quarter-hour fishing programs.

Bengal Pictures

1028 No. Western Ave., Hollywood, Cal.
Phone: HOllywood 3-3657

Producer & Director.....Phil E. Cantonwine
Associate Producer.....Harry Babb
Stories & Narration.....Cheri Le'Blanche
Sound.....TV Recorders
Editor.....Dick Alexander
Director.....Robert Derteano

Services Offered — Producers of Feature pictures—TV shorts, industrials, TV spots, TV films made to order.

Bernard-Degen TV & Radio Spots

1570 N. Gower., Hollywood, Calif.
Phone: HOllywood 5-9886

Partners.....Cy Bernard, Vince Degen

Services Offered—Creation of TV and radio spots. Arrangements music and vocal. Underscoring animation and live action.

Productions — Starkist Tuna, MJB Rice, Italian Swiss Colony, Pillsbury, Clorox Bleach, Carnation, S & W Foods, S & W Coffee, MJB Coffee, C & H Sugar, White King Liquid.

Fritz Blocki Productions

7266¼ Fountain Ave., Hollywood 46, Calif.
Phone: HOllywood 2-8971

Producer.....Fritz Blocki

Services Offered — Live TV show formats for local and/or network use.

Bonded TV Film Service

630 Ninth Ave., New York 36, N. Y.
Phone: JUdson 6-1030

President.....Chester M. Ross
V.P. in Chg. of Oper.....Emanuel Kandel
Gen. Sales Mgr.....Wade Barnes

Branch Offices

8290 Santa Monica Blvd., Hollywood, Calif.
V.P., chg. of Operations....Stanley Halperin
1301 S. Wabash Ave., Chicago, Ill.
Manager.....Joseph Rategan
2024 Jackson St., Dallas, Texas
Manager.....Ronald Martin

Services Offered—Shipping, expediting and servicing of TV film.

Bray Studios Inc.

729 Seventh Ave., New York 19, N. Y.
Phone: CI 5-4582

President.....J. R. Bray
Vice-Pres. and Prod. Mgr.....Paul A. Bray
Treasurer.....M. Bray
Animation Director.....W. G. Gilmartin, Max Fleischer
Film Distribution Mgr.....B. D. Hess

Services Offered—Producers and distributors of all types of films for TV use including technical animation and cartoons. Specialize in industrial training and sales films, as well as health and safety.

Bernard S. Brody & Associates

6425 Hollywood Blvd., Hollywood 28, Cal.
Phone: HO 7-8189

SHAMUS CULHANE

PRODUCER OF

"AROUND THE WORLD IN 80 DAYS"
AWARD WINNING ANIMATED EPILOGUE

ANIMATION FOR BELL SCIENCE SERIES

"HEMO THE MAGNIFICENT"
CBS spectacular *christopher award winner*

"THE STRANGE CASE OF COSMIC RAYS"
NBC spectacular *october, 1957*

"UNCHAINED GODDESS"
NBC spectacular *february, 1958*

SHAMUS CULHANE

productions inc.

commercial, industrial and public relations films

new york *hollywood* *chicago*

Owner.....Bernard S. Brody
Assistant.....Marilyn Devien

Services Offered—Negotiations for TV film producers with music publishers to arrange for music synchronization rights.

Productions—Frank Sinatra Show, Danny Thomas Show, Date With The Angels.

●

Brandon Films Inc.

200 West 57th St., New York 19, N. Y.
Phone: CI 6-4868

President.....Thomas J. Brandon
Film Library.....Edith Zornow

Services Offered—Distribute selected packages of feature films; specializing in "The Cavalcade of Great Motion Pictures of All Times."

●

Broadcast Pictures, Inc.

130 East 40th St., New York 16, N. Y.
Phone: MU 3-5840

President, Treasurer.....Joseph Steiner
V.P., Secretary.....Dorothy Waring

Services Offered—Producers of TV and theatrical motion pictures.

Productions—The International Show, The Story of Mrs. Murphy, Rhythm Rhapsodies, Black Brothers, Djuka, The David Marcus Story.

●

C & C Television Corp.

400 Park Ave., New York 22, N. Y.
Phone: PLaza 1-6800

President.....Matthew Fox
V.P., Gen. Counsel.....Arnold C. Stream
Vice-President.....Erwin H. Ezzes
Treasurer.....Martin Schildkraut
Secretary.....M. Morton Siegel
Asst. Secretaries.....Gloria Harrigan, Mavis Nathan

Subsidiaries

C & C Films, Inc.
C & C International Film Corp.
C & C Pan Atlantic TV Co., Inc.

(Personnel for the above subsidiaries are as follows:)

President.....Matthew Fox
V.P., Gen. Counsel.....Arnold C. Stream
Vice-President.....Erwin H. Ezzes
Vice-Pres.....Martin J. Robinson
Vice-Pres.....M. Morton Siegel
Treasurer.....Martin Schildkraut
Secretary.....Norman Solomon
Asst. Secretary.....Mavis Nathan

WESTERN TELEVISION
(A division of C & C Television Corp.)
Listing of personnel identical with C & C Television Corp.

●

S. W. Caldwell, Ltd.

447 Jarvis St., Toronto 5, Ont., Canada
Phone: WAlnut 2-2103

President.....S. W. Caldwell
Vice President.....G. F. Keeble
Exec. Producer.....Sydney Banks
Dir. Photography.....Fritz Speiss
Animation Supervisor.....Jim MacKay
Lab. Supervisor.....Ross Smith
Production Sales.....G. J. Keeley
TV Film Sales.....Ken Page
Recording Supervisor.....Mel Lovell
Montreal Br. Mgr.....J. E. DeBow
Vancouver Br. Mgr.....Florence Ward

Services Offered — Complete sound stage, 35mm & 16mm production and recording facilities. Distributors of syndicated shows produced in U.S. and abroad.

Productions: Commercial for Tri-Nut Margerine, Wear-Ever Aluminum, Esso Gasoline Highway's Safety Spots, Noma Lights.

●

Calhoun Studios

266 East 78th St., New York 21, N. Y.
Phone: LEhigh 5-2120

President.....Brian Calhoun
Vice President.....Paul Goldschmidt
Secretary-Treas.....Dietlinde Ruber
Prod. Dir.....Howard A. Kaiser
Sales Mgr.....C. P. Gennell

Services Offered—Producers of motion pictures for TV, industrials, sales promotion and entertainment. Slide films for education and sales. 35 x 75 sound stage for rent to outside producers, complete sound and editing facilities.

Productions — Kamloop Trout, Fishing Waters, Vacation Fun, Glimpses of History, Gala Events, Salmon All Summer, Shoreland Playground.

●

California National Productions, Inc.

(Subsidiary of NBC)
663 Fifth Avenue, New York 22, N. Y.
Phone: CIrcle 7-8300

President.....Earl Rettig
V.P., Gen. Mgr.....H. Weller Keever
V.P., Programs.....Robert A. Cinader
V.P., Treasurer.....George D. Matson
Secretary.....Thomas E. Ervin
Ass't Treas.....Joseph L. Kubin
Assistant Secretaries.....Robert A. Forrest, Herbert S. Schlosser
Dir. of Bus. Affairs.....John J. Brennan
Dir. of Prom., Adv., Press.....Arthur Perles
Dir. of European Prog.....Gerald Adler
Mgr., Merchandising.....Robert R. Max

Business—TV film program sales and syndication, licensed merchandising.

Sales Offices
663 Fifth Ave., New York 22, N. Y.
Phone: CIrcle 7-8300

NBC Television Films:
Regional Prog. Sls. Mgr.....Daniel M. Curtis
Eastern Sls. Mgr.....John F. Tobin
Victory Program Sls.:
Manager.....Jacques Liebenguth
Merchandise Mart, Chicago 54, Ill.
Phone: MOhawk 4-6565
Central Sls. Mgr.....Edward A. Montanus
Sunset and Vine, Hollywood 28, Cal.
Phone: THornwall 5-7000
Western Sls. Mgr.....Clifford Ogden

THROUGH these pages pass the most astute buyers of motion pictures in the world.

To those who buy and sponsor commercial motion pictures for industry or education, distributed through non-theatrical channels or on television, we ask for the opportunity to present our facilities and qualifications as your producer.

Send for "A Few Facts About Audio"

★ ★ ★

AUDIO PRODUCTIONS, INC.

Film Center Building

630 Ninth Avenue New York 36, N. Y.

Freemantle of Canada, Ltd.
17 Dundonald St., Toronto, Ont.
Phone: WAlnut 4-9635
Manager .....Ralph Ellis
TV Films Available:
NBC Television Films—Badge 714, Boots and Saddles—the Story of the Fifth Cavalry, The Silent Service, Union Pacific.
Victory Program Sales—Adventure of the Falcon, Captured, Crunch and Des, Dangerous Assignment, Frontier, The Great Gildersleeve, Gumby, His Honor Homer Bell, Hopalong Cassidy, Inner Sanctum, It's A Great Life, The Lilli Palmer Show, Medic, Paragon Playhouse, Steve Donovan Western Marshall, Victory at Sea, The Visitor, Watch The World.
In Production—Three new film series.

●

Carousel Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: BRyant 9-6734
President.....David B. Dash
Services Offered—Distribution and production of films.

●

Carson-Stempel Enterprises

9034 Sunset Blvd.
Los Angeles 46, Calif.
Phone: CRestview 4-8343
Partners.....Jack Carson & Frank Stempel

●

Carthay Sound Stage

5907 W. Pico Blvd., Los Angeles 35, Calif.
Phone: WEbster 8-2101
Pres., Gen. Mgr.....Jack Miles
Services Offered: Sound stage facilities for lease. Completely equipped; for motion picture and TV film production.
Productions — 39 Lone Ranger (½ hr. films).

●

Cavalcade Television Programs

7904 Santa Monica Blvd., Hollywood 46, Calif.
Phone: OLdfield 4-4144
President .....Harvey Pergament
Vice Pres. .....Earl M. Robins
Sec.-Treas. .....Esther Pergament
Services Offered — Producers representative, distribution of motion picture films, exporter of TV programs. Distributing 36 Spanish dialogue features; Great Names in Sports, Famous Guests, Unk & Andy Art Adventures, Huespedes Famosos (Spanish).

●

Cavalier Productions, Inc.

9119 Sunset Blvd., Los Angeles 46, Calif.
Phone: CR 6-4174
President .....Robert Young
V.P. Chg. Prod.....Eugene B. Rodney
Secretary .....Ben Bisgeier
Productions—"Father Knows Best."

●

Campus Film Productions, Inc.

14 E. 53rd St., New York 22, N. Y.
Phone: PL 3-3280
President .....Nat Campus
Exec. Producer.....Jules Krater
Services Offered—Film production under contract.
Productions—The Key, Nat'l Assoc. for Mental Health; Rubber From Oil, Esso Research and Eng. Co.

●

Caravel Films, Inc.

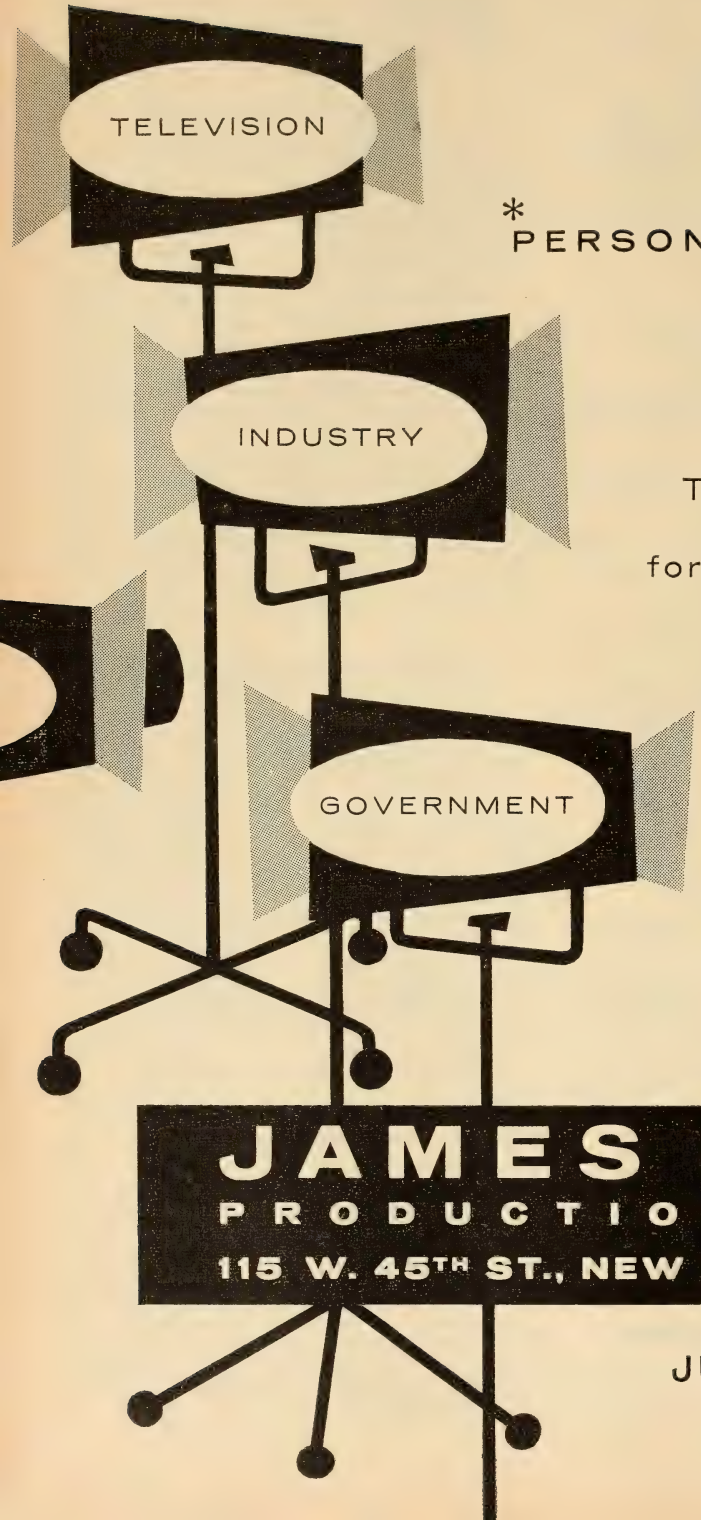
20 West End Ave., New York, N. Y.
Phone: CIrcle 7-6110
President.....David I. Pincus
V.P. in charge TV.....Calhoun McKean
Chief of Production.....Mauri Goldberg
Dir. Art & Animation.....Jack Semple
V.P., Acc't. Exec.....Thelma Allen
Services Offered — Producer of television commercials, as well as motion picture and slide films for industry and government. Caravel maintains its own completely equipped and staffed sound studios and its own optical and animation facilities, cutting rooms, and projection facilities.
Productions — Socony Mobil, American Heart Association, Cluett Peabody, American Can Co., E. I. DuPont de Nemours, Renfield Importers, Ltd., TV spots—American Tobacco Co., Royal Typewriter, Ballantine, Procter & Gamble, American Can Co., Socony Mobil, R. J. Reynolds.

●

CBS-TV Film Sales, Inc.

545 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345
V.P., Gen. Mgr.....Leslie T. Harris
Dir. Oper. & Prod.....Fred Mahlstedt
Gen. Sales Mgr.....John F. Howell
Merchandising Mgr.....Walter Scanlon
Sales Prom. Mgr.....Eugene Moss
Sales Service Mgr.....Gloria Lesser
Publicity Director.....John C. Sebastian
Mgr. Chicago Sales.....Henry Gillespie
Mgr. San Francisco Sales.....Edward Hewitt
Mgr. Los Angeles Sales...William Perkinson
Mgr. Atlanta Sales.....James H. McCormick
Mgr. Dallas Sales.....Carter Ringlet
Mgr. St. Louis Sales.....George Diedrich
Mgr. Boston Sales.....H. Roy Marks
Mgr. Detroit Sales.....Barr Sheets
Pres., Canada (Caldwell TV Film Sls.)
S. W. Caldwell
Services Offered—Distributor of TV film programs for national, regional, and local sponsorship.
Currently Distributing — Amos 'n' Andy, Annie Oakley, Brave Eagle, Buffalo Bill, Jr., The Adventures of Champion, Cases of Eddie Darke, Fabian of Scotland Yard, Files of Jeffrey Jones, The Gene Autry Show, Holiday in Paris, Life with Father, Long John Silver, San Francisco Beat, Terrytoons, Under the Sun, The Whistler, Assignment Foreign Legion, Gray Ghost, Navy Log, Our Miss Brooks, Honeymooners, Whirlybirds, Mama, CBS Newsfilm.

PERSERVITY*



*PERSONAL SERVICE

TO YOU...

This means more for your film dollar proven by over a decade of successful performance.

JAMES LOVE
PRODUCTIONS, INC.
115 W. 45TH ST., NEW YORK 36, N. Y.

JUDSON 2-4633

Hu Chain Associates

40 East 40th St., New York 16, N. Y.
Phone: MUrray Hill 5-7220

Owner.....Hubert V. Chain

Services Offered—Radio-TV and motion picture production, direction and script writing.

•

Bruce Chapman Co.

55 W. 42nd St., New York 36, N. Y.
Phone: WIsc. 7-9244
Branch Office
30 Rue Chalgrin, Paris, France

President .....Bruce Chapman
V.P. & Treas.....Edna Chapman
Dir. of Research.....Mary Hurcheson
Prod. Mgr.....Bert Berns

Services Offered—Production of TV and industrial films.

Productions—The Answer Man.

•

Charter Oak Tele-Pictures

423 E. 90th St., New York, N. Y.
Phone: TR 6-6800

President.....Louis Cavrell
Secretary .....Otis Cavrell
Treasurer .....Ira Cavrell

Services Offered: Production facilities for TV and industrial 16 and 35mm color and black-and-white films. Medical and dramatic films. Printing and processing lab. Editorial rooms. Sound stage rentals for automobile commercials.

•

Jack Chertok Productions

1040 N. Las Palmas Ave., Hollywood, Calif.
Phone: HOllywood 3-5106

Producer .....Jack Chertok
Assoc. Prod., Prod. Mgr.....Harry Poppe
Casting Director.....Ruth Burch
Cameraman .....Robert Pittack

Services Offered—Series and commercials.

•

Cheryl TV Corp.

3084 Motor Ave., Los Angeles 64, Cal.

Services Offered—Producers, distributors of films.

•

Christensen-Kennedy Productions

3553 Farnam St., Omaha 31, Nebr.
Phone: AT 2977

Partner, Dir. of Photo.....Ray Christensen
Partner, Creative Dir.....Dennis Kennedy
Gen. Sales Manager.....Herb Hellwig
Art Director.....Ken Dunning

Services Offered—TV commercials, animation, industrial films, all types of slides, laboratory processing and complete production facilities.

Productions — Alamito Dairies, Ocoma Foods, Blue Star Foods. 15-min. motion picture—The Martin Luther Home For Retarded Children.

•

Cineffects, Inc.

115 W. 45 St., New York 36, N. Y.
Phone: CIrcle 6-0951

President .....Nathan Sobel
Secretary-Treasurer .....Irving Hecht
Optical Super.....Jack Present
Res. & Develop.....Bob Pittluck

Services Offered—Special optical effects, photography of titles, animation, trailers, song reels, slide films, TV presentations in 16 and 35mm. black and white and 16mm. Kodachrome. E. K. and Ansco negative-positive color and Intermediate.

•

Cinema Research

716 N. La Brea Ave., Hollywood 38, Calif.
Phone: WEbster 3-9301

President .....Harold Scheib
Vice-President .....Ernest Arcella
Secretary .....Robert Kegel
Treasurer .....Bernard Shea

Services Offered: Optical printing, titles, insert photography, animation. 16 or 35 mm. —color or B & W.

•

Cinema Service Corp.

106 West End Ave., New York 23, N. Y.
Phone: TRafalgar 3-1411

President .....Joseph Seiden
Cameraman.....Harold H. Seiden
Sound Department.....Herbert C. Bloom

Services Offered — Rental of completely equipped studios for TV producers including camera, sound and lighting equipment for location work.

•

Cinema-Vue Corporation

243 W. 55th St., N. Y. 19, N. Y.
Phone: JUdson 6-1336

President.....Joseph P. Smith
V.P., Gen. Sls. Mgr.....Francis D. Smith
Western Sales Manager.....Haan Taylor
Mid-West Sales Manager.....W. A. Pomeroy

Services Offered—Producers and distributors of feature, half hour and shorts for television.

•

Cine-Tele Productions

6325 Santa Monica Blvd., Hollywood 28, Calif.
Phone: HOllywood 5-3376

Executive Producer .....Harry J. Lehman
Secretary .....Jacques R. Lehman
Prod. Super.....Jesse Davis
Story Editor.....Gail McKiddy

Services Offered—Production services for television film and industrial, educational,



Parker Fennelly, Florence Henderson, and Bill Hayes in a scene from a recent Video production.

VP CLIENTS 1957— our twenty-fifth year— included:

- American Petroleum
- Arrid
- Lifebuoy
- Monmouth Park
- New Departure, General Motors
- Noxzema
- Oldsmobile
- Pall Mall
- Py-Co-Pay
- Rise
- Speidel
- Stanley Products
- Walt Disney
- Cam-Par Records

Superior Quality in Creativity and Production

VIDEO PICTURES, INC.

500 Fifth Avenue • LAckawanna 4-2912
Studio: 510 West 57th Street

PAUL A. WAGNER, *President*

GEORGE W. GOMAN, *Vice President*

West Coast Offices: 736 N. Doheny Drive, Los Angeles 46, Calif. — CRestview 1-0188

cartoon commercials, and training films in black and white or color. 16mm. or 35mm.

Productions — Volunteer Citizen Soldier, Accident Investigation, Enforcement Tactics, TV cartoon commercials, Olympic Equestrian, presently in production The Story of Paul.

●

Clairmont Films

4530 Mariota Ave., Hollywood, Calif.
Phone: POplar 2-4498

Owner .....Leonard Clairmont

Services Offered: Motion picture production and photography.

Productions: Tiare Tahiti.

●

Lars Calonius Productions, Inc.

45 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0350

President .....Lars Calonius

Services Offered—Full animation facilities. Story boards prepared from client's script.

Productions — Cheer, Royal Gelatin, Falstaff, Travelers, Sealtest, Chesterfield, Spic-N-Span, Michigan Bell Tele.

●

Comedy Corp. of America

60 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-7417-8

President .....Sam Lake

Services Offered—Distribution of 13 features and 100 color cartoons.

Commodore Productions and Artists, Inc.

6636 Hollywood Blvd., Hollywood 28, Cal.
Phone: HO 9-7502

Pres., Exec. Prod.....Walter White, Jr.
Sec-Treas. .....Eleanor Payne
V.P.'s.....Kent Allen, John H. Legan

Services Offered—Producers of TV and feature theatrical motion pictures, also TV commercials and industrials. Also produces radio programs.

Productions—No Escape—½ hr. TV series.

●

Commonwealth Film & Television, Inc.

723 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6456

President .....Mortimer D. Sackett
Sec., Treas.....S. Sackett
Sales Mgr. .....Leo Gottlieb

Services Offered—TV producers and distributors.

1040 N. Las Palmas Ave., Hollywood 38, Cal.

●

Condor Films, Inc.

1006 Olive St., St. Louis 1, Mo.
Phone: MAin 1-8876

President.....Edgar F. Stevens
Vice-President .....Bradford Whitney
Production Manager.....Dean Moore

Services Offered—Producers of 16 mm. and 35 mm. motion pictures, slidefilms, slides and other visual and audio-visual materials for

ROGERS, COWAN & JACOBS, INC.

PUBLIC RELATIONS

BEVERLY HILLS - NEW YORK - PARIS - LONDON - ROME

FOUR STAR FILMS INC. IS LOOKING

FORWARD TO A PRODUCTION SEASON OF EXCITING NEW PROPERTIES IN ADDITION TO CURRENT SHOWS, AND A CONTINUED ASSOCIATION WITH DISCRIMINATING SPONSORS.

DICK POWELL'S ZANE GREY THEATRE

Sponsored by
GENERAL FOODS CORPORATION
and
FORD MOTOR COMPANY

TRACKDOWN

starring **Robert Culp**

Sponsored by
AMERICAN TOBACCO COMPANY
and
GENERAL PETROLEUM CORPORATION

ALCOA-GOODYEAR THEATRE

starring **David Niven, Charles Boyer, Jane Powell, Robert Ryan** and **Jack Lemmon**

Sponsored by
ALUMINUM COMPANY OF AMERICA
and
GOODYEAR TIRE AND RUBBER COMPANY, INC.

MR. ADAMS AND EVE

starring
Ida Lupino and **Howard Duff**
A Bridget Production for CBS

Sponsored by
R. J. REYNOLDS TOBACCO COMPANY

RICHARD DIAMOND, PRIVATE DETECTIVE

starring **David Janssen**

Sponsored by
P. LORILLARD COMPANY

FOUR STAR

Four Star Films, Inc.

is owned by **Dick Powell, Charles Boyer** and **David Niven** and is
Represented by the **William Morris Agency**

sales promotion, public relations, advertising, television programming, TV commercials, training and sports uses.

Productions — Anheuser-Busch, Inc., The Coca-Cola Co., Gaylord Container Corp., Lewis-Howe Co. (Tums), Wabash Railroad, Monsanto Chemical Co., etc.

●

Frank Cooper Associates Agency

9145 Sunset Blvd., Hollywood, Calif.
Phone: CR 4-6321
N. Y. Phone: PLaza 1-0725

Owner ..... Frank Cooper
V.P. Chge. of N. Y. Office..... Sy Fischer
Hollywood Office..... D. I. Hyland, Joe Cohen, B. D. S. Hamberg

Services Offered—Packagers and sales representatives of radio and television programs. Representatives of writers and talent.

Productions — Dotto, Line-Up, Sez Who, Verdict Is Yours.

●

Cornell Films, Inc.

130 Cutter Mill Rd., Great Neck, N. Y.
Phone: GR 2-1363

President..... J. Milton Salzburg

Services Offered—Producers and distributors of motion picture films for TV.

Tom J. Corradine & Associates

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 2-4448

President ..... Tom Corradine
Vice President..... Kyle C. Thomas
Sales Mgr. ..... Phil Barry
Secretary ..... Doris Tate

Services Offered—National and regional representatives for sale of half-hour syndicated and television packages, 425 feature films, and 117 westerns.

Currently Distributing—The Ruggles, Operation Tomorrow, Judge Roy Bean, The Mickey Rooney Show, Big Game Hunt, Buster Crabbe Show, Captain Z-RO, Holiday U.S.A., Confession, Prospective, Wanted and Tomahawk, Crime Fighters.

●

Cousens Productions, Inc.

1600 Broadway, New York 19, N. Y.
Phone: COlumbus 5-7380

President..... Clayton W. Cousens
Vice Pres..... John K. Cousens
Vice Pres..... Alan B. Cullimore

Services Offered—Production in color or black and white of TV commercials, industrials, educationals, documentaries.

Production — Minute Maid Orange Juice, Canada Dry Beverages.



ROBERT YOUNG
in
"FATHER KNOWS BEST"
●
A Rodney-Young Production

ARS PRO MULTIS
R·y

Produced by
EUGENE B. RODNEY
In association with Screen Gems, Inc.

TV's foremost
producers of
adventure films ★



6920 Sunset Boulevard
Hollywood 28, California

★ **The Gene Autry Show**
★ **Buffalo Bill, Jr.**
★ **Adventures of Champion**
★ **Annie Oakley**
★ **The Range Rider**
★ **Red Ryder**

and coming soon

★ **The Winning of the West**

(western anthology with top Hollywood stars)

Craven Film Corporation

446 West 43rd St., New York 36, N. Y.
Phone: BRyant 9-7256

Pres., Exec. Prod.....Thomas Craven
Prod. Mgr.....D. William Robinson

Services Offered—Production of theatrical and non-theatrical motion pictures, live dramatic industrial presentations, and filmed commercial announcements for television.

Productions — The Washington Mosque, Land of Bengal, Near East Adventure. Television commercials for—Decaf, Nestea, Tru-Val, Cheerios, Gold Medal Flour, Arrid, Chem-O-Cal, Brand Names Foundations, etc.

•

Creativision

1780 Broadway, New York 19, New York
Phone: CIrcle 5-4830

President .....Victor Kayfetz
Client Services.....Sylvia Gerson
Art Director.....Abe Blashko
Animation Supervisor.....Leo Levko

Services Offered—TV advertising consultation service acting as agency or company television promotion and production department. Creative planning, storyboards, staging, animation and live.

•

Criterion Film Laboratories, Inc.

33 W. 60th St., New York 23, N. Y.
Phone: COlumbus 5-2180

President.....Fred G. Todaro
Production Manager.....Ernest Todaro
Sales Manager.....Irving Schecter

Services Offered—Developing and printing of B & W and color film.

•

Shamus Culhane Productions, Inc.

207 East 37th St., New York 16, N. Y.
Phone: MUrray Hill 2-6812

President .....Shamus Culhane
Secretary-Treasurer .....Maxine Marx
Dir., Sls. Planning & Res.....Peggy Kenas
Sales Manager.....Leonard Key
Dir., Live Action.....Irwin Wallman
Dir., Animation.....Rodell Johnson

Branch Offices
6226 *Yucca St., Hollywood, Cal.*
Phone: HO 4-1128

Exec. Prod.....Dave Lurie

75 *E. Wacker Dr., Chicago, Ill.*
Phone: ST 2-7728

Services Offered—Full production facilities for animation and live action in 16 & 35 mm. motion pictures for industry, public relations, TV commercials, program films and feature motion pictures.

Productions—Animation for Bell Science Series—Hemo the Magnificent, The Strange Case of the Cosmic Rays, The Unchained Goddess. Animated epilogue for Around The World In Eighty Days; opening for Playhouse 90. TV Spots—Hallo, U. S. Air Force, Alka-Seltzer, Quaker Oats, Esquire Boot Polish, Paper-Mate, Alcoa, RCA, Frigidaire, Rolaids.

ATLANTIC TELEVISION

offers its 10TH BIRTHDAY PACKAGE of fourteen top feature productions with star-studded names like INGRID BERGMAN, JEAN ARTHUR, ROD CAMERON, MADELEINE CARROLL, etc.

In release:
THE CHAMPION PACKAGE
with "Champion" and "39 Steps"



In release:
THE MILLION $ PACKAGE
with 52 box-office hits!

130 West 46th St., New York 36, N. Y.
JUdson 2-1287 • Cables: Astorpic, New York



WORLD VIDEO PRODUCTIONS, INC.

In Production: "TREASURE UNLIMITED"

Produced & Directed by Hal Davis & Jerry Hill
Associate—Art Hannifin

A new series of superbly-produced half hour programs . . . which each week investigates the famous stories of lost, buried and missing treasure . . . to verify or de-bunk these tales of missing booty. Filmed in color at some of the world's most exotic locales. Prestige programming that will build . . . and hold . . . a fine rating.



Planned: "LOOK AT SPORTS"
"WHERE IN THE WORLD?"
"THE GOLD SEEKERS"

World Video

PRODUCTIONS, INCORPORATED

5746 SUNSET BOULEVARD • HOLLYWOOD, CALIF. • HO. 9-3609

Cummings Productions, Inc.

55 W. 53rd St., N. Y., N. Y.
Phone: PL 7-6452

President.....R. W. Cummings
Vice-President .....Clyde Sechler
Acc't Supervisor .....John Clark
Business Manager.....David Shay
Ind. Div. Mgr.....A. J. Pocock

Services Offered—Creation and Production of commercials, TV and radio. Production of industrial shows.

Tom R. Curtis Productions, Inc.

1456 N. Bronson Ave., Hollywood 28, Calif.
Phone: HOllywood 2-6282

President .....Tom R. Curtis
Secretary-Treasurer .....Dale Curtis

Services Offered—Contract producers of television, theatrical and industrial motion pictures; commercial spots and trailers.

Productions—The Green Hornet.

Phil Davis Musical Enterprises, Inc.

1650 Broadway, New York 19, N. Y.
Phone: CO 5-8148

President .....Phil Davis
V.P., Musical Dir.....Earl (Nemo) Paul
Secretary-Treasurer.....L. H. Davis
Production Manager.....Joe Rhodes
Copy Director.....E. C. (Bud) Redding
Executive Secretary.....Kate Brown

Services Offered—Creators and producers of custom-built musical commercials for TV film soundtracks and radio transcriptions. Musical consultants to advertising agencies; composition of original music and copy approaches for spot campaigns. Facilities to handle any service or complete packages.

Productions—Atlantic Gas, Johnson's Wax, Big Boy, Campbell's Pork & Beans, V-8 Vegetable Juice, Carling's Black Label Beer, Chevrolet Used Cars, Falstaff Beer, Genessee Beer, Gillette Razors, Koehler Beer, Hires Root Beer, RCA Factory Service, Richman Bros. Clothes, Wilson's Meats, Zest (P&G), Bruce Wax, Yellow Pages, Staf Beer, Sohio, Schoenling Beer, Schmidt's Beer, Hills Bros. Coffee, Ohio Bell Telephone, Washington Star.

Robert Davis Productions, Inc.

21 East 63rd St., New York 21, N. Y.
Phone: TE 8-8410

Pres., Exec.-Prod.....Robert F. Davis
Exec. Vice-Pres.....Jay Bonafield
Vice-Pres. .....John Hoppe
Sec.-Treas. .....Winifred O'Keefe
Super. Dir.....Theodore Lawrence

Services Offered—Motion picture production including industrial, documentary, TV commercials and entertainment films. Animation-by-Mobilux, exclusive producers.

Productions—Joseph E. Seagram & Sons, General Motors (Campbell-Ewald), Standard

Cineffects
INCORPORATED
115 WEST 45th STREET NEW YORK (36), N. Y.
PHONE: CIrcle 6-0951-2-3-4

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FOR
TELEVISION, THEATRICAL AND NON-THEATRICAL PRODUCERS
SLIDE FILMS
SPECIAL EFFECTS
MAPS . . . INSERTS . . . ART TITLES
TECHNICAL AND CARTOON ANIMATION
Black and White or Color—16 or 35 mm
OPTICAL EFFECTS IN EASTMAN COLOR

FILMCRAFT PRODUCTIONS

Now in the 9th year of
Complete Film Production for
NBC-TV

**"You Bet Your Life"—starring
Groucho Marx
a John Guedel Production**

AVAILABLE to Producers:

SOUND STAGE — fully
equipped and cleared for security

EDITORIAL Rooms with
complete facilities

PRODUCTION SUPERVISION
Film or Live TV Packages
Commercial Films
Documentary Films
Feature Films
Industrial Films
Training Films
Security Films

FILMCRAFT PRODUCTIONS

REGINA LINDENBAUM, *President and Executive Producer*

8451 Melrose Avenue, Los Angeles 46, California • OLive 3-2430

Oil Co., Indiana (D'Arcy), Lux (J. Walter Thompson), Avon Cosmetics (Monroe F. Dreher), Wilson & Company (Needham, Louis & Brorby, Kellogg's (Leo Burnett Co.), Olympia Beer (Botsford, Constantine & Gardner).

Gordon M. Day Productions

256 Hollywood Ave., Douglaston 63, N. Y.
Phone: BAyside 9-6859

Owner, Creative Super.....Gordon M. Day
Production Manager.....Carol Bulkley
Treasurer .....Leo L. Reich
Casting Director.....Pat Manning

Services Offered — Writing-production of television and radio jingles and film spots; TV-radio consultants to advertising agencies.

D.P.M. Productions, Inc.

62 W. 45th St., New York 17, N. Y.
Phone: *MU*rray Hill 2-0040

President .....Maurice T. Groen
V.P. in charge Prod.....Ronald T. Groen
Vice-President .....Ernest Fischel

Services Offered—Industrial films, commercials, travel films, camera crews in United States, Sweden, Austria, South Africa, Malaya, World Wide coverage.

Productions — West Indies Cruise for Swedish American Lines; Denmark for Danish Government; Castles and Cathedrals of France for French Government.

Demby Productions, Inc.

Hotel Plaza, 1 West 58th St., N. Y. 19, N. Y.
Phone: PLaza 9-2495

President.....Emanuel H. Demby
Vice-President .....Betty Jeffries
Creative Director.....Allen Swift

Services Offered—TV live and film production; theatrical release, public relations, commercials, music and jingles. Unusual voices for commercials, affiliated with Motivation Research Associates for study of audience preferences.

Productions — "Hollywood to Broadway" (film series), Half the World's A Bride; Alfred E. Smith Story; Witch On Wheels, The Shadow. Commercials for Amoco-Super Permalube, Red White Crystal Laundry Bleach. OPO Clothes, Klear Vision Contact Lenses.

Jack Denove Productions, Inc.

6611 Santa Monica Blvd., Hollywood 38, Calif.
Phone: HO 4-8331

President .....Jack Denove
Vice-President .....Dick Denove

Services Offered — Produce film commercials, dramatic half-hour TV shows and industrial films.

Productions — Christopher films, General Electric commercials and the L.B.E. Industrial film.

Dephoure Studios, Inc.

782 Commonwealth Ave., Boston 15, Mass.
Phone: BEacon 2-5722

Pres., Treas. .....Joseph Dephoure

CARTOON CHAMPIONS

400

TOP FLIGHT CARTOONS

COLOR and B & W

Created by PAUL TERRY and UB IWERKS

also: FEATURES — WESTERNS SERIALS — COMEDIES

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COMMONWEALTH Film and Television, Inc.

MORT SACKETT, Pres.

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20 YEARS OF CONTINUOUS TV and RADIO PACKAGING

People Are Funny — Art Linkletter. In its 17th year

House Party — Art Linkletter. In its 14th year

You Bet Your Life — Groucho Marx. In its 12th year

AND NOW

Anybody Can Play — a new TV variety quiz, beginning July 6.

John Guedel Productions

Vice-President .....Milton L. Levy
Dir., Ind. Serv.....David F. Dowling

Services Offered—Industrial films, TV films and commercials, processing laboratory, printing B & W and color, magnetic and optical recording, slides and slidefilms, hot press titles.

Productions—300 Steps From Oblivion, Here Comes Grossman.

●

Depicto Films, Inc.

254 W. 54th St., New York 19, N. Y.
Phone: COlumbus 5-7620

President .....John Hans
Exec. V.P.....Jack R. von Maur
Vice-Presidents.....Charles S. Hans, C. V. Ragsdale

Services Offered — Producers of motion pictures, filmagraphs, sound slidefilms, filmstrips, slide presentations, telops, vugraphs. Creation and preparation of complete sales training program, including films and associated literature.

Productions — American Cyanamid Co., Sinclair Refining Co., U. S. Navy, "Sick Care," DeBeers Consolidated Mine, AT & T. Training Programs—N.A.E.A., Singer Sewing Machine, E-Z Mills, Inc., Cont. Baking Co., E.S.O. Presentations for American Motors, Columbia Records, Nat'l Distillers, G.M.A.C.

●

Derel Producing Associates, Inc.

68 William Street, New York 5, N. Y.
Phone: BOwling Green 9-1550

President .....Jerome T. Feldman
Exec. Producer .....Gene Feldman

Services Offered—Packagers of filmed TV shows.

Productions—Exclusive! (Overseas Press Series), Mr. Consul, Boundaries, Crime Club, Badge For Hire.

●

Louis DeRochemont Associates, Inc.

380 Madison Ave., New York 17, N. Y.
Phone: OXford 7-0350

President .....Louis DeRochemont
Assoc. Prods.'s.....F. Borden Mace, Thomas Orchard, Lother Wolff
General Manager.....Martin J. Maloney
Business Manager.....John J. Wingerter

Services Offered—All producing services for films in any medium from super-wide-screen (Cinerama, Cinemiracle) to 16 mm. Also distributing services for selected theatrical films.

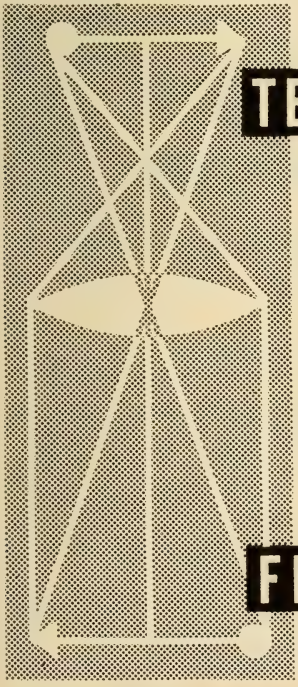
Productions: Windjammer, The Boris Morros Story.

●

Desilu Productions, Inc.

Business Office:
846 No. Cahuenga Blvd., Hollywood 38, Calif.
Phone: HOllywood 9-5981

President .....Desi Arnaz
Vice-President .....Lucille Ball
Exec. V.P.....Martin Leeds
Vice President.....Argyle Nelson



TELEVISION GRAPHICS inc.

producers of television film commercials

LIVE ACTION
ANIMATION
STOP MOTION
REAR SCREEN
PROJECTION *(MITCHELL)*

FILM GRAPHICS inc.

producers of industrial and educational films

245 WEST 55th STREET/NEW YORK 19, N. Y./JUDSON 6-1922-3

Vice President.....Andrew G. Hickox
Treasurer .....Edwin E. Holly
Publicity .....Ken Morgan

Services Offered—Complete production facilities for entertainment and commercial films from script to final editing.

Productions — Lucille Ball-Desi Arnaz Show, December Bride, Sheriff of Cochise, Whirlybirds, Official Detective, This Is Alice, Walter Winchell File; technical producers of The Lineup, Wyatt Earp, Danny Thomas Show, Adventures of Jim Bowie, Red Skelton Show, Date With The Angels, Meet McGraw, Eve Arden Show, The Real McCoys, The Californians.

●

Walt Disney Studio

500 So. Buena Vista, Burbank, Calif.
Phone: Cal.: TH 5-3141

Chairman of Board.....Walt Disney
President .....Roy Disney
V.P.-Adv. & Sales .....E. Cardon Walker
Vice-President.....Don B. Tatum
Treasurer.....Paul L. Pease
Studio Prod. Mgr.....W. H. Anderson
Publicity Head .....Joseph P. Reddy

Productions—Mickey Mouse Club and Disneyland TV Series for ABC Network Release.

●

Dougfair Corporation

666 N. Robertson Blvd., Los Angeles 46, Calif.
Phone: OL 2-7490

President .....H. Alexander MacDonald
V.P., Treas. .....Fred W. Hoar
Secretary .....C. A. de Lima
Comptroller .....A. Eugene Donofrio

Services Offered — Producer filmed TV series.

Productions—Douglas Fairbanks Presents, Terry and the Pirates.

●

Sherman H. Dryer Productions

667 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-5690

President.....Sherman H. Dryer

●

Dynamic Films, Inc.

Offices—405 Park Ave.
Studios—112 W. 89th St., New York 24, N. Y.
Phone: TRafalgar 3-6221

President .....Nathan Zucker
Vice Pres. .....Lee R. Bobker
Dir. TV Program Dept.....Lester S. Becker
Dir. Medical Div. .....Sol. S. Feuerman
Dir. Pub. Affairs.....M. J. Glaubman
Studio & Tech. Develop...James A. Townsend
Editorial Supervisor.....Irving L. Oshman
Distribution .....Murry Schlesinger

Services Offered—Complete production and distribution facilities, sound stages, recording studios, animation. Associated companies: Dynamic Studios, Inc., Medical-Dynamics, Inc., Alan Shilin Films, Inc., Distribution Dynamics.

COLOR SERVICE
COMPANY, INCORPORATED

115 West 45th Street — New York 36, N. Y.

Phone: JU 6-0853

A Complete Color Developing and Printing Service
for All Color Motion Picture Producers

(35mm — 16mm)

Televisual

Industrial

Documentary

Theatrical

Productions—Decision, American Girl All The Way Home, Medical Witness, Doctor Defendent, Psychiatric Nurse, Barbed Wire Fence, Korean Caravan, 500 Mile Adventure, On The Threshold.

●

Eastern Effects, Inc.

333 W. 52nd St., New York 19, N. Y.
Phone: CIrcle 5-5280

President .....Maurice Levy
Vice Pres. .....Samuel Levy
Sales Mgr. .....Max Levy

Services Offered—Complete service, art to film (optical effects, animation, titles, and inserts).

●

Easten Films Inc.

334 East 74th St., New York, N. Y.
Phone: TR 9-4830

President .....Alan Dinehart
Studio Director.....Fluff Blome
Studio Manager.....James Halloran

Services Offered—Complete facilities for film productions, cutting rooms, projection rooms, drive-in facilities, clients' office, make-up and dressing rooms, excellent sound system, high ceilings.

●

Economee Television Programs

(A Div. of Ziv Television Programs)
488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

General Manager.....Pierre Weis

Services Offered—Distribution of the following films for television: Mr. District Attorney, I Led Three Lives, Favorite Story, Boston Blackie, Eddie Cantor Comedy Theatre, Meet Corliss Archer, Story Theatre, Times Square Playhouse, The Unexpected, Your Television Theatre, Yesterday's Newsreel, The Living Book, Sports Album.

●

Editorial Films, Inc.

10 East 40th St., New York 16, N. Y.
Phone: MUrray Hill 6-3733

President .....Babette J. Doniger
Production Mgr. .....Dwight Godwin
Distribution Manager.....I. Dan Davis

Services Offered—Specialists in the production and distribution of editorial, non-commercial films for television primarily, and non-theatrical use, secondarily.

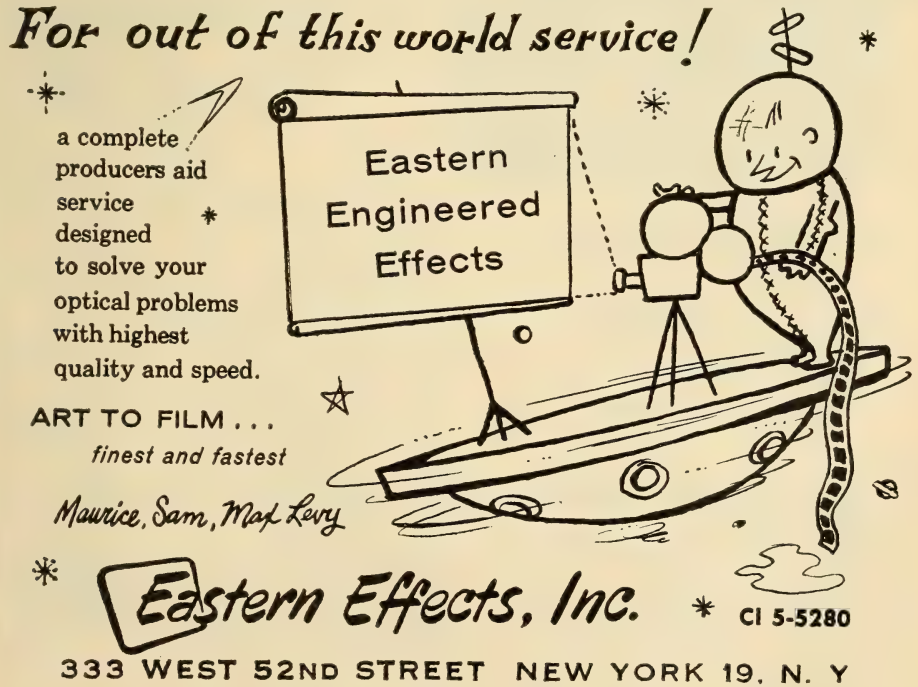
Productions — Young Living — Seventeen Magazine; Fun With Frosting, Festive Frying —Procter & Gamble; Careless Cash—American Express Co.; Congress on Better Living; Are You This Man—McCall's Magazine.

●

Educational Films Corp. Of America

1501 Broadway, New York 36, N. Y.
Phone: PEnnsylvania 6-1780

President.....Earl W. Hammons
Vice President.....V. H. Hammons



EMPIRE PRODUCTION CORP.

Complete Facilities
for
16mm & 35mm
Film Production

EMPIRE BROADCASTING CORP.

Complete Facilities
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Disc & Tape
Sound Recording

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Mobile Units

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New York 17, N. Y.
Plaza 9-4500



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The largest and most completely equipped Studios in the EAST.*

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Paddy Chayefsky's THE GODDESS
Ralph Serpe: MR. ROCK AND ROLL
COUNTRY MUSIC HOLIDAY
Harry Foster's LET'S ROCK
Harold Robbins' NEVER LOVE A STRANGER

TV FILMS

CBS-TV
ABC-TV
Television Programs of America, Inc.
Official Films
MPO
Transfilm
WCD Productions
Shamus Culhane Productions
Van Praag Productions
Caravel Films

**New Mitchell 35mm rear projector*

Western Town and Ranch Available Short Distance From Studio

GOLD MEDAL STUDIOS, INC.

807 East 175th Street
New York 60, New York
Martin H. Poll, *President*
Charles J. Maguire
General Studio Manager

MEMBER FILM PRODUCERS ASSOCIATION OF NEW YORK

Treasurer .....Everett Rosenthal
Secretary .....L. Loweninthan

Services Offered—Films for theatrical release, for educational purposes, television shows live or on film. Producing on the West Coast and in New York.

●

Edward Productions Limited

5271 Western Ave., Montreal 28, Quebec
Phone: HUnter 8-2545

President .....Edward Kostiner
Vice-President .....Irving Posluns
Secretary-Treasurer .....David Harris
Dir. Ind. Prodns.....W. Jack Hynes
Gen. Sales Mgr.....Norman Kihl
Director of Photo.....Bill Matthews
Art Director.....Georges Grammat

Services Offered—Complete 35 and 16 mm. production facilities for live and animated films — documentaries, industrials, TV commercials, etc. Rentals and producers' services. Sound recording studio.

Productions—Pepsodent, Chase & Sanborn Coffee, Lux Toilet Soap (French), Grand'Mere Sweaters, Lipton Soup, Ogilvie Cake Mixes, Robin Hood Cake Mixes, Lowney's, Sifto Salt, Coronation Olives, Mount Royal Paints, Martin Senour Paints, Eastern Airlines, Trans-Canada Airlines, Bell Telephone Co., Molson's Brewery (Grey Cup), Etc.

●

Elan-Porter Productions Inc.

19 W. 45th St., N. Y., N. Y.
Phone: Judson 2-1992

President .....Raphael Elan

Services Offered — Talent representatives. Production of educational, industrial and short features.

●

Peter Elgar Productions, Inc.

75 W. 45th St., New York 36, N. Y.
Phone: JUdson 6-1870

President .....Peter Elgar
Exec. V.P.....Robert C. Jacques
Sec'y.-Treas. .....Jessie B. Adamson

Services Offered—Producers of industrials, documentaries, and films for television.

Productions — Bedtime for Janie (P. H. Hanes Knitting Co.), Tales of Hoffman (Hoffman Beverage Co.), Holy Land Re-visited (Schaeffer Brewing Co.). Commercials: Cheer, Ivory Soap, Dromedary, Chiclets, American Sugar, Gulf Oil, Parliament Cigarettes.

●

Elliot-Unger-Elliot, Inc.

414 West 54th St., New York 19, N. Y.
Phone: JUdson 6-5582

President .....Stephen Elliot
Secretary.....William H. Unger
Treasurer .....Michael Elliot
Exec. Prod. .....Marc Statler
Controller .....William Sohl

Services Offered—Specializing in TV filmed commercials. Two large sound stages completely set up for service to advertising agencies.

LOOK AT THIS

Mr. Sponsor!



The Billboard Scoreboard June 30, 1957

THE PULSE AUDIENCE COMPOSITION STUDIES

APRIL RATINGS

Rank	Show & Distrib.	Avg. Apr. Rtg.
1.	Life of Riley (NBC)	17.1
2.	**LAUREL & HARDY (GOVERNOR)**	**14.5**
2.	Amos'n'Andy (CBS)	14.5
4.	Great Gildersleeve (NBC)	12.3
5.	LIFE WITH FATHER (CBS)	10.8
6.	Eddie Cantor (Ziv)	10.5
7.	My Little Margie (Official)	10.3

VIEWERS/100 HOMES

Rank	Show & Distrib.	Viewers Per 100 Homes Tuned In
1.	My Little Margie (Official)	215
2.	Life of Riley (NBC)	211
3.	Amos'n'Andy (CBS)	208
3.	Ray Milland Show (MCA)	208
5.	**LAUREL & HARDY (GOVERNOR)**	**204**
6.	Great Gildersleeve (NBC)	200
7.	Eddie Cantor (Ziv)	197

AMONG TEENS

Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	My Little Margie (Official)	24
2.	Ray Milland Show (MCA)	23
2.	Great Gildersleeve (NBC)	23
2.	Abbott & Costello (MCA)	23
5.	Life of Riley (NBC)	22
6.	Eddie Cantor (Ziv)	21
7.	**LAUREL & HARDY (GOVERNOR)**	**20**

AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Abbott & Costello (MCA)	101
2.	**LAUREL & HARDY (GOVERNOR)**	**94**
3.	The Ruggles (Corradine)	88
4.	Amos'n'Andy (CBS)	37
5.	Life of Riley (NBC)	29
6.	Great Gildersleeve (NBC)	28
7.	Life With Father (CBS)	25

***Contact:* GOVERNOR TV ATTRACTIONS**

ARTHUR KERMAN, *President* · **151 WEST 46 STREET** · ***JUDSON 6-3675***

Current Productions—Ivory Soap, Scott Paper Co., Campbell Soup, Gleem, Ponds, Schaefer Beer, Helena Rubinstein, Sylvania, Dreft, Luckies, Kent, L & M Filter, Pabst Beer.

●

Empire Production Corp.

480 Lexington Ave., New York, N. Y.
Phone: PL 9-4500

President .....Arthur Lubo
Vice President.....Fred De Jaager
Sec'y-Treas.....Helen D. Kelleher
Gen. Oper. Mgr.....William Reilly
Account Executive.....Ken Fay

Services Offered—Complete film production facilities: Air conditioned studios; 2 screening rooms, editing, production and filming of spots, programs; industrials: packing, shipping, library service.

●

Robert J. Enders, Inc.

1001 Connecticut Ave., N.W.,
Washington 6, D. C.
Phone: STerling 3-2222

President.....Robert J. Enders
Exec. Vice-President ....Howard A. Enders
Associate Producer.....Stanley Bass
Editorial Supervisor.....Richard Laininen
Production Manager.....Les Miller
Script Editor.....Mary Crowell
Art Director.....Fred Waller

Hollywood Office
M-G-M Studios, Culver City,
10202 Washington Blvd.
Phone: TExas 0-3311

V.P. in Chg. of Prod.....Robert L. Friend
Assoc. Prod.....Lewis Ciannelli

New York Office
15 East 48th St., New York, N. Y.
Phone: PLaza 3-4966

Manager .....Marshall Schacker

Services Offered—Producers of motion pictures for television and industry. Commercials; animation; consultants. Complete production from concept and story board. Packagers of programs for local sponsorship.

Productions—For God & My Country & Ambassadors with Wings—XLO; Safety—Ford; Tomorrow-Today—FCDA; Espionage; Manhunt; Cover Story.

●

Endorsements, Inc.

65 East 55th St., New York 22, N. Y.
Phone: PLaza 1-0315

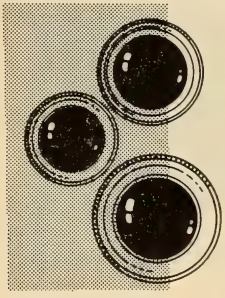
President .....Jules Alberti
V.P., Agcy. Rel. .....Tyler Davis
V.P.-TV & Film .....Rob't C. Brilmayer
Vice-Pres. .....Dr. Harold S. Wadro
Sec'y-Treas. .....Carol Batchelder

Services Offered—Endorsements and testimonials live and film for TV.

●

Espana Mexico Argentina, S.A. de C.V.

Cordoba #48, Mexico, D.F. (7)
Phone: 25-01-53



WE'RE FOCUSED ON YOUR NEEDS!

Production...
of short "soft-sell", editorial, public relations films

Promotion...
of your product via booklets, kits, mailings for these films

Distribution...
of films to television stations

For more information about our services to:
Television Stations, Public Relations Organizations, Advertising Agencies

Editorial Films Inc.
TEN EAST FORTIETH STREET, NEW YORK 16, N. Y.
BABETTE J. DONIGER, PRESIDENT
MURRAY HILL 6-3773

President.....M. B. Ponce
Manager.....C. G. Villamil
Secretary.....B. M. Ortega
Sales Manager.....L. G. Munoz
Services Offered—Production, distribution of short films.

Productions—Mexican Newsreel, Camara.

●

Excelsior Pictures Corp.

1564 Broadway, New York 36, N. Y.
Phone: CIrcle 5-6157

President .....Walter Bibo
Services Offered—Distributes various features and shorts.

●

Explorers Pictures Corp.

1501 Broadway, New York, N. Y.
Phone: LO 4-5592

Pres.-Gen. Sales Mgr.....Jules B. Weill
Asst. Sales Mgr.....Monty Raphaelson
Services Offered—Motion picture films for TV, feature and half hour length.

●

Faillace Productions, Inc.

35 E. 35th St., New York 16, N. Y.
Phone: MUrray Hill 5-4652

President .....Tony Faillace
V.P., Creative Dir. .....Len Mackenzie
V.P., Musical Dir. .....Bob Haggart
Secretary-Treasurer.....Nanci R. Fendler
Sales Manager.....Bob Foster
Services Offered—Creation and production of musical commercials. TV-Radio consultant to agencies. Packaged shows.

Productions—Tide, Instant Maxwell House Coffee, Maxwell House Coffee, Bliss, Cats Paw Soles, Carlings Red Cap Ale, Chiquita Banana, Woodbury, Spry, Post Cereals, Prell, Pin It, Ford Trucks, Sunshine Crackers, Schick, Alcoa, Charmin' Tissues, Halo, Pepto Bismol, Westinghouse, Pabst, Gunther, Crest, Air Wick, Braun Bread, Chevrolet, Borden's Milk and Ice Cream, Country Trust Co., EZ Pop, Frankenmuth Beer, Fletcher's Castoria, Gibson Greeting Cards, Iron City Beer, Maryland Milk Association, Michigan Bank, Michigan Milk Products, Michigan National Bank, Old Dutch Beer, Reymers Blend, Sara Lee Brownies — Chocolate Cake — Pound Cake, Cheese Cake, Coffee Cake, Silver Bar Beer, Vel Bar, Multiple Sclerosis' March.

●

Jerry Fairbanks Productions

1330 N. Vine St., Hollywood 28, Calif.
Phone: HOllywood 2-1101

Pres., Exec. Producer.....Jerry Fairbanks
Production Manager.....John McKennon
Studio Manager.....Robert Scrivner
Head, Creative Dept.....Leo S. Rosencrans
Services Offered—Producers of all types of films for television, including package programs, agency shows, spot announcements, and special featurettes. Also commercial and theatrical motion picture producers.

●

Family Theater, Inc.

7201 Sunset Blvd., Hollywood 46, Cal.
Phone: HO 2-1317

Pres., Prod. .....Rev. Patrick Peyton, C.S.C.

"DEATH VALLEY DAYS"

"SKY KING"

"SNOWFIRE" — FEATURE PICTURE

In Preparation:

"SANTA FE TRAIL"

McGOWAN PRODUCTIONS, INC.

Hollywood, Calif.

Vice-Pres. .....Rev. Jerome Lawyer, C.S.C.
Assoc. Prod....Rev. Albert J. Heinzer, C.S.C.
Prod. Super.....Rev. Philip Higgins, C.S.C.

Services Offered—Production and presentation of two weekly dramatic broadcasts over Mutual Network. Production and distribution, free of charge, of religious films for public-service use.

Productions—15 half-hour biblical films in 35 mm. Eastman color. Nine other films now available in 15, 30 and 60 minute lengths.

●

Fantasy Features Inc.

(Subsidiary of Lance Productions)
353 W. 57th St., New York, N. Y.
Phone: PLaza 7-6167

President .....Lorraine Lester
Prod. Coordinator .....Alford H. Lessner

Services Offered—Specialists in production of children's films.

Productions—Series of 26 color musicals for children.

●

Don Fedderson Productions

120 El Camino, Beverly Hills, Calif.
Phone: BRadshaw 2-8031

President .....Don Fedderson
Vice President.....Fred Henry
Sec., Gen. Counsel.....John Jacobs
Dir. Publ.-Prom.....Les Kaufman
N. Y. Manager.....Jim Morgan
Assoc. Prod.....Gerald Mayer
Story Editor.....Milton Merlin

Productions—"Millionaire," "Do You Trust Your Wife?", "Date With The Angels", Lawrence Welk.

●

Federal Telefilms, Inc.

1041 N. Formosa Ave., Hollywood 46, Calif.
Phone: HOllywood 7-5111

President .....Harry Joe Brown
Vice-Pres. .....Randolph Scott
Secretary.....Louis L. Goldman
Exec. Prod. .....Herbert Stewart

Services Offered—Production of motion picture photoplays designed primarily for television.

Productions—"Crossroads," "Mr. & Mrs. North," "The Falcon."

●

Paul J. Fennell Co.

404 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: OLympia 2-2612
40 E. 40 Street, New York 16, N. Y.
Phone: LExington 2-2384

Owner-Producer.....Paul J. Fennell
Technical Dir. .....John E. Burks
Business Manager.....Claudia Rinaldi

Services Offered—Producers of Public Relations, training and commercial films; live action and animation; specializing in animated cartoons, from story and character creation to final editing.

Productions—TV commercials: Schmidt's Beer, Ipana, U. S. Keds, Vitalis, Campbell's.

NETWORKS • PRODUCERS • AGENCIES • TV STATIONS

STOCK SHOTS

FILMVIDEO

333 West 52nd Street N.Y.C. 19 CIrcle 6-4821-2

Over 6,000,000 feet of multi-subject historical and up-to-date 35mm footage now servicing major networks and film companies.

FOR DOCUMENTARIES — TV FILMED AND LIVE PROGRAMS — COMMERCIALS — FEATURES — EDUCATIONALS

Maurice H. Zouary, *President*

Fialkoff Theatrical Agency

1560 Broadway, New York 36, N. Y.
Phone: JUdson 2-4037

Owner .....Herman Fialkoff

Services Offered — Supplying world wide basis live entertainment, complete productions to single acts and performers, plus foreign films and shorts.

●

Filmack Corp.

1327 S. Wabash Ave., Chicago 5, Ill.
Phone: HArrison 7-3395

President .....Irving Mack
Treasurer .....Joe Mack
Secretary .....Bernard Mack
Dir. Creative TV Sales.....Ted Liss
Prod. Manager.....Pat Cascio

Branch Office
341 W. 44th St., New York, N. Y.
Phone: PLaza 7-0900

TV Sales Manager.....Don Mack
Production Manager.....Betty Serin
TV Production Manager.....Stan Rosenthal

Services Offered—Theatre, TV and industrial films. Semi-animation, full cartoon animation, and live motion picture, slides and filmstrips. Creative staff available for agency use.

●

Film Classic Exchange

8163 Santa Monica Blvd., Hollywood 46, Calif.
Phone: OLdfield 4-2222

Manager.....Charles H. Tarbox

Services Offered—Library comprises more than 3,000 titles from 1895 to 1940; package features and westerns.

Productions—The Living Past, Tales of Mt. Idy.

●

Filmcraft Productions

8451 Melrose Ave., Los Angeles 46, Calif.
Phone: OLive 3-2430

Pres. & Owner.....Regina Lindenbaum
Technical Supervisor.....Ferenz Fodor
Supervising Ed.....Norman Colbert

Services Offered—Create, film and produce television programs, commercials, government and business motion pictures.

Productions — Groucho Marx "You Bet Your Life," Mark Twain, Feature.

●

Filmeffects of Hollywood

1153 N. Highland Ave., Hollywood 38, Calif.
Phone: Hollywood 9-5800

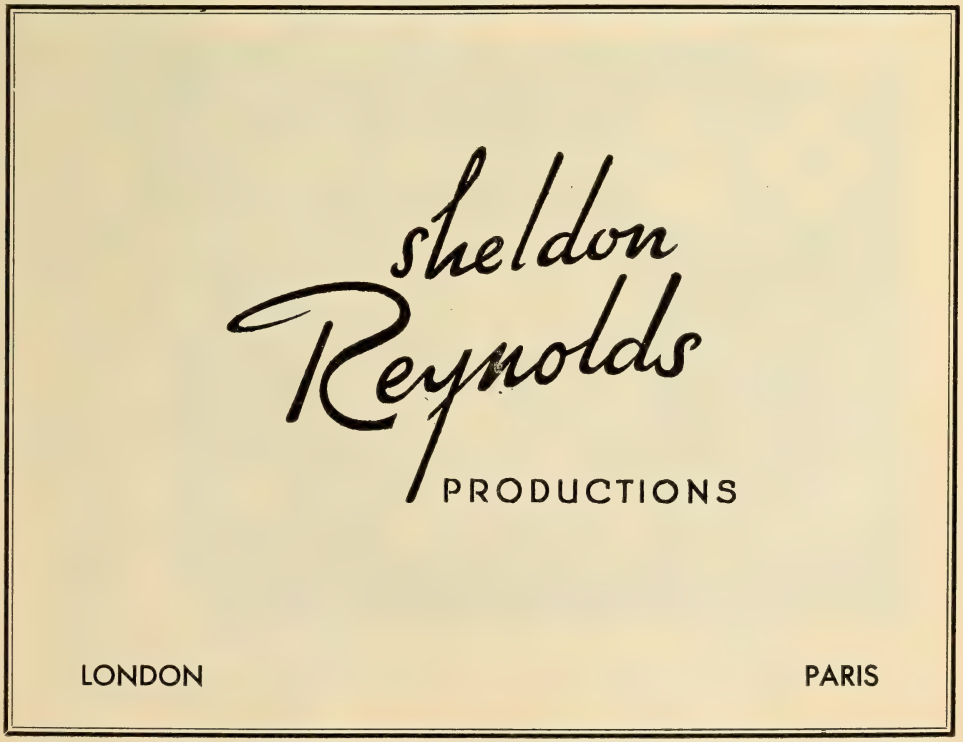
General Manager.....Linwood Dunn
Technical Director.....Cecil Love

Services Offered — Specialized laboratory services in 16 mm. and 35 mm., color and B W, including 16 mm. color duplicating, blow-up release prints and negatives, titles, inserts, animation, matte paintings, anamorphic conversions and all special effects.

●

Filmercial Productions

650 N. Bronson Ave., Hollywood 4, Calif.
Phone: HOllywood 2-7141



General Manager.....James H. Chapin
Executive Director.....Robert W. Stabler
Special Effects Director.....Jack Rabin
Creative Director.....Louis DeWitt
Production Manager.....Glenn Cook
Supervisor Editor.....Fred Berger
Art Director.....James Sullivan

Services Offered—A one stop commercial production service for both live action and animation films. Facilities include, ten fully equipped sound stages(complete sound, editorial, optical, titling, animation, make-up, hairdressing, property, set construction departments.

Productions — Commercials for — Chesterterfield, L & M, Lever Bros., Oasis Cigarettes, Shick Razors, Gold Medal Flour, Raleigh Cigarettes.

●

Film Graphics, Inc.

245 West 55th St., New York 19, N. Y.
Phone: JUdson 6-1922

President.....Lee E. Blair
Treasurer .....Bernard Rubin
Secretary .....Leon Levy
Prod. Super.....Sid Greenhaus
Controller .....Stanley Turitz
Sales Reps.....Warren Glinert, Howard Linkoff

Services Offered — Producers of motion picture films, industrial, educational, government and institutional. Animation, live-action, stop motion in both 35 mm. color and B & W—also 16 mm.

Productions—Nickel Refining, Boondock's Dilemma.

●

Film Images, Inc.

1860 Broadway, New York, N. Y.
Phone: CIrcle 7-1877

President .....Rosalind Kossoff
Secretary-Treasurer .....Harry Bimberg

Services Offered—Distributors of 16 mm. cultural films for educational and television use. Documentaries, films about art, art and experimental films. Short subjects.

●

Filmaster Productions, Inc.

650 N. Bronson Ave., Hollywood 4, Calif.
Phone: HOllywood 2-7141

President.....Robert W. Stabler
Vice-Pres.....Glenn N. Cook
Secretary .....Clifford Enger
Treasurer .....Patricia Tracey

Services Offered—Production all types TV Films.

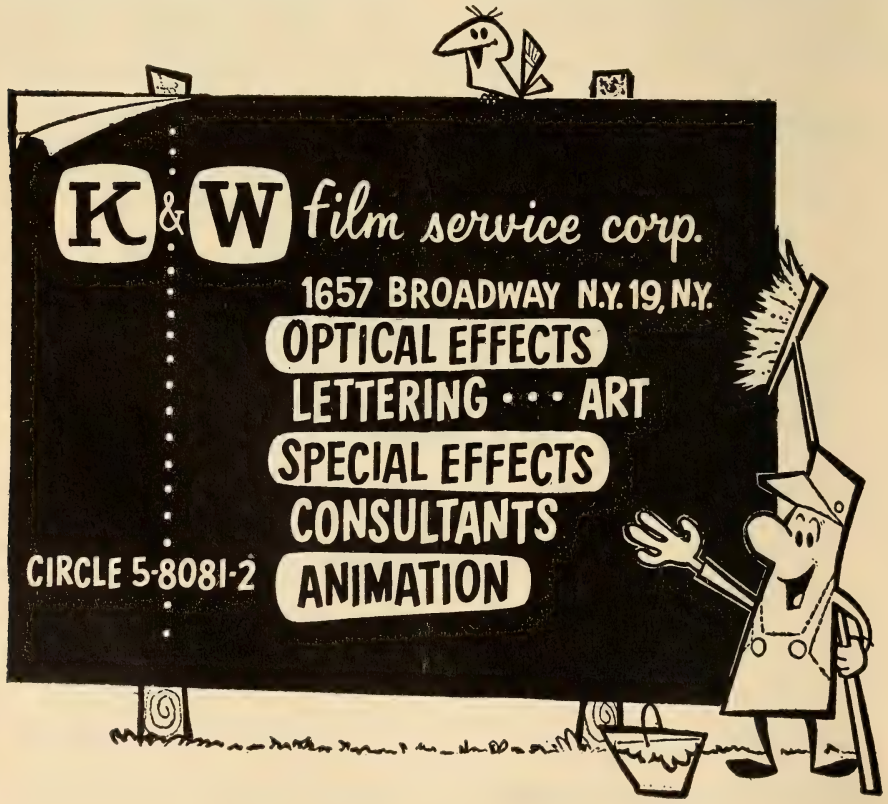
Productions—"Gunsmoke."

●

Films of the Nations Distributors, Inc.

62 W. 45th Street, New York 36, N. Y.
Phone: MUrray Hill 2-0040

President .....Maurice T. Groen



Exec. Director .....Ronald T. Groen
Services Offered—Distribution of half and quarter-hour TV films, sponsored films, and 3-million feet of stock shots in color.

●

Film Studios of Chicago

135 S. LaSalle St., Chicago, Ill.
Phone: Central 6-8147
Owner, Gen. Mgr.....H. A. Spanuth
Services Offered — TV commercials — suggestions. Shorts & feature films produced and released. Pilot films made to order.
Productions—Women of Today, One Brick Higher.

●

Filmvideo Releasing Corporation

333 West 52nd St., New York 19, N. Y.
Phone: CIrcle 6-4821
President.....Maurice H. Zouary
Librarian Supervisors.....Charles T. Diana, Jimmie Wannagel
Services Offered—Over 7,000,000 feet of multi-subject stock footage, servicing documentary shows and commercial producers.

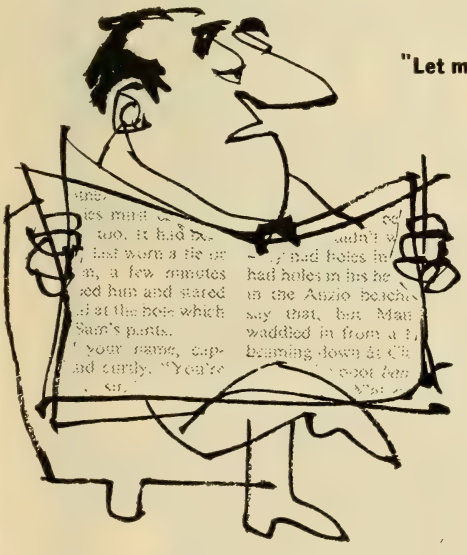
●

Film Vision Corp.

M. C. Pictures, Inc.
1501 Broadway, N. Y., N. Y.
Phone: LOngacre 3-6187
Executive V.P.....Jerome Balsam
Services Offered—Distributors of features and westerns.

Filmways, Inc.

241 West 54th St., New York 19, N. Y.
Phone: PLaza 7-1800
President .....Martin Ransohoff
V.P., Production.....Lee Goodman
V.P., Sales.....Mickey Dubin
Secretary.....Richard B. Sage
Asst. Secretary.....Paul Warhola
Filmways—Hollywood
1040 N. Las Palmas Ave., Hollywood 38, Calif.
Phone: HOllywood 5-9835
Services Offered—Production of films for television advertising, sales and institutional promotion, public relations, employee orientation and information, sales training, and education. Facilities include two completely equipped studios in New York; Hollywood; contract talent and active agents all over the world.
Productions—Aluminum Co. of America, American Cyanamid Co., American Tobacco Co. Anahist Co., Armstrong Cork Co., P. Ballantine & Sons, Bromo Seltzer (Division Warner-Lambert Pharm. Co.), Brown & Williamson, Buitoni Foods Corp., Brillo Manufacturing Co. , Carter Products, Inc., Cheseborough-Ponds, Colgate-Palmolive Co., Coco Cola, Chrysler, Drackett, Eastman Kodak, Food Manufacturers, Ford, General Foods, General Mills, General Motors, General Tire, International Latex Corp., Kellogg Co., Liggett & Meyers, Minnesota Mining, Minute Maid, National Biscuit Co., National Carbon Co., Noxzema Chemical Co., Pabst Brewing Co., Pills-



"Let me know when the show is over.
I want to catch their commercial again!"

It *is* possible to create commercials that add to the "entertainment" of a program. Commercials that become conversation pieces can sell a lot of product too. Our designs for the animation sequence in "Around the World in 80 Days" have been hailed by critics* as the best part of a great show. The same talent can make *your* next commercial a standout.

animation, inc.

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HOLLYWOOD 46, CALIFORNIA
OLympia 2-3540

New York • Chicago • Detroit

*Philip K. Scheuer, *Drama Critic L.A. Times*
Edwin Schallert, *Film Critic*

bury Mills, Proctor & Gamble, Royal McBee, Sterling Drugs, Sunshine Biscuit Co., Sylvania Electric Prod., Inc., W. J. Young Co., Whitehall Pharmacal Co.

●

Fiore Films

128 Mallory Ave., Jersey City, N. J.
Phone: HEnderson 2-4474

Executive Director.....M. A. Fiore, Sr.
Sound & Production.....A. A. Fiore, Sr.
Photography .....Leo Lowenthal
Sound & Prod.....William Kohler
Distribution .....Kay Kafouros

Services Offered—16 & 35 mm. educational and documentary, public service films, black and white or color, for industry, TV, public relations, religious civic organizations. Sound slide films, Animation. TV commercials.

Facilities—Complete 16 and 35 mm. film equipment.

Productions—Art Crayon (Sargent), Sardo, Lane-Royal, Sherlock McKanick's Crime Lab —Standard Motor Products, Adventures of Johnny Glove—Reigel Textile Corp., Blue-Streak Chalk-Talk.

●

Flamingo Films

509 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4800

President .....Herman Rush
Exec. V.P.....Ira Gottlieb

Services Offered—Production and distribution of films for television.

Productions—Stars of the Grand Ole Opry, Cowboy G-Men, Beulah, Flamingo Theatre, Superman, Wild Bill Hickok.

●

Flying A Productions

6920 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 9-1425

Pres., & Exec. in chg.
of Production.....Armand Schaefer
V.P., Chg. of Sls.....M. J. Hamilburg
Executive Producer.....Louis Gray

Services Offered—Production of TV films

Productions—Annie Oakley, Buffalo Bill, Jr., Range Rider, Adventures of Champion, Gene Autry Productions.

●

Fortune Features, Inc.

1501 Broadway, New York, New York
Phone: LOngacre 4-5592

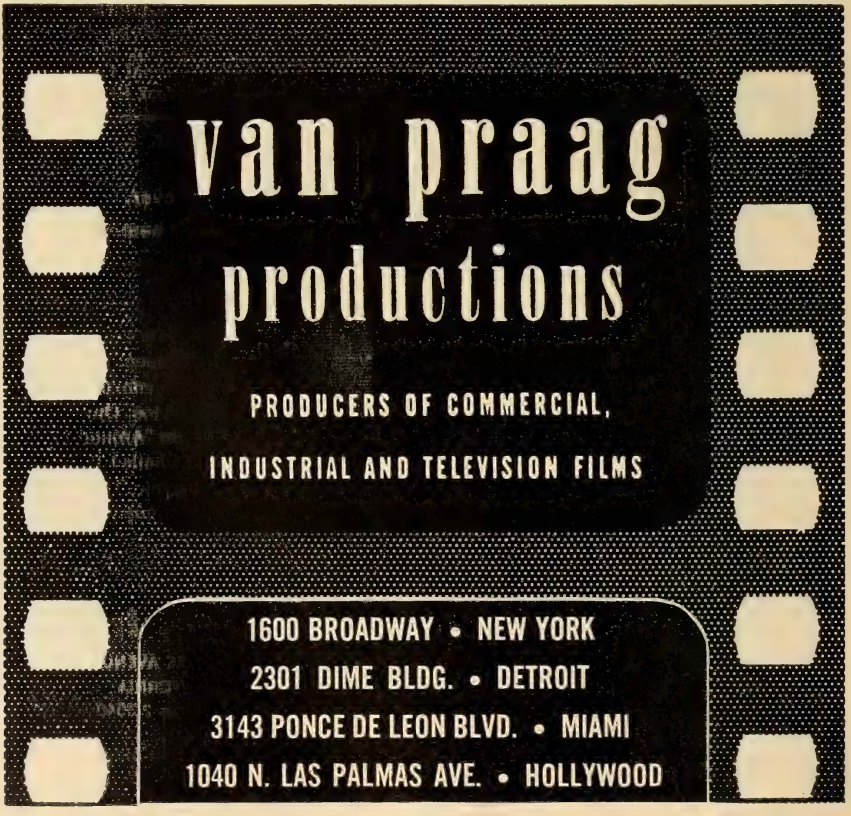
President.....Jules B. Weill
Sales Manager.....Monty Raphaelson

Services Offered—Distribution of 70 features for TV.

●

Foundation Films Corporation

303 Citizens Bank Bldg., Pasadena, Cal.
Phone: SYcamore 6-2649



New York Associate: Lakeside TV Co.
1465 Broadway, New York 36, N. Y.
Phone: LOngacre 5-4582
Chairman of the Board .....John I. Bolen
President .....Richard D. Pearsall
Sec'y-Treas. .....Eldon L. Eby
Services Offered—Production and distribution of non-denominational religious films.
Productions—The Savior is Born, My Beloved Son, The Crucifixion, Balamani, High Calling, Suffer Little Children, The Book of Ruth, The Great Invasion, The Risen Christ, Immanuel, Rebekah, Abraham and Sarah, The First Thanksgiving, Abraham's Sacrifice. The Way of Peace, The Boy Isaac.

●

Four Star Films, Inc.

RKO-Pathe Studios, 9336 W. Washington Blvd., Culver City, Calif.
Phone: TExas 0-2931
President .....Dick Powell
V.P., Gen.-Mgr. .....Jack Rayel
V.P., Prodn.....Frank Baur
Sec'y-Treas. .....Rita Rayburn
Board of Directors.....Dick Powell, David Niven, Charles Boyer
Producers .....Dick Powell, David Niven, Charles Boyer, Charles Isaacs, Hal Hudson, Coles Trapnell, Fred DeCordova
Services Offered — Creation, Production, Packaging, Pilots, Servicing all phases and types of TV film.
Productions—Zane Grey Theatre, Hey Jeannie, Mr. Adams and Eve, Stage 7.

●

Fox-Marcus Productions

9157 Sunset Blvd., Hollywood 46, Calif.
Phone: CR 1-9914
President.....S. S. Fox
Vice-President .....Arnold Marquis
Services Offered—Packagers and producers.
Productions—Diamonds, Robinson Crusoe, Jr., Arsene Lupin, Love, Honor & Obey.

●

Frazen Productions, Inc.

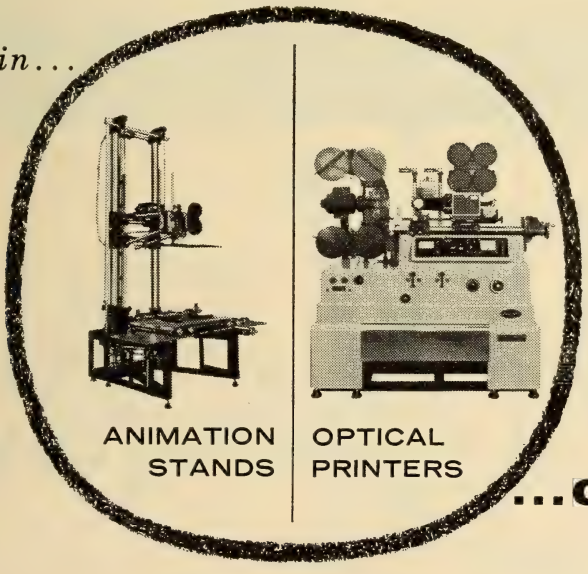
1040 No. Las Palmas, Hollywood 38, Calif.
Phone: HOllywood 7-3111
President .....Stanley Frazen
Vice-Pres. .....Harry Rubin
Treasurer .....Frances Frazen
Office Mgr. .....Rose Donovan
Film Mgr. .....Irving Schoenberg
1365 National Press Bldg., Washington, D. C.
Phone: MEtropolitan 8-0001
Manager .....Al Goldsmith
Services Offered: Production of commercial films for television and industry. Live action and animation.
Productions: Pillsbury, Mattel Toys, Kellogg's, Proctor & Gamble.

●

Fremantle Overseas Radio & Television, Inc.

366 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-4344

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the leading developer of animation stands and optical printing equipment

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and the new OXBERRY 35/16mm process camera

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Write for Information on the New 'Standard Line' of Animation Stands

President .....Paul Talbot
Secretary-Treasurer .....Ruth Arrington
Mgs., Mexico...Rene Anselmo, Alex Duncan
Manager, Canada .....Ralph C. Ellis
Manager, London.....Lane Blackwell
Services Offered—Distribution of American radio & TV products abroad.
Productions—Hopalong Cassidy (Spanish and Portuguese sub-titles); Encyclopedia Britannica; National Film Board of Canda.

●

Gallagher Films, Inc.

137 N. Oakland Ave., Green Bay, Wisc.
Phone: Hemlock 7-1307
President.....James C. Gallagher
Services Offered—Producers of TV spot commercials.
Productions—Cousin Fuzzy and his cousins, Ron Harvey Orchestra.

●

Gannaway International Corporation

4024 Radford, N. Hollywood, Calif.
Phone: POplar 2-1156
Director.....Albert C. Gannaway
Producers.....Phil Rivero, Vance Skarstedt, Sandy Howard
Executive Assistant.....Penny Greathouse
Accountant .....Dick Plowman
Services—Motion picture and television film producers.
Productions—Maybe Smith, Stars of Grand Ole Opry, The Country Show.

●

Gateway Productions, Inc.

1859 Powell St., San Francisco, Cal.
Phone: SUtter 1-8464
President.....Alvin J. Gordon
Services Offered—Distributor of 16mm. educational films.
Productions — Primary Nutrition Series, Primary Nature Study Series, Primary Manners Series, Primary Citizenship Series, Primary Science Series, Primary Geography Series, Baby Rabit Series (Reading Aids), Dramatic Literature.

●

W. J. German, Inc.

Jane St., Fort Lee, N. J.
Phone: N. J. WIndsor 4-5100
N. Y. LOngacre 5-5978
President.....William J. German
Executive Vice-Pres. .....M. B. Reilly
Vice-Pres.....Louis A. Bonn
Treas. & Secy.....M. B. Reilly
Ass't Treas. .....T. F. Ross
Ass't Sec'y.....A. C. Nugent
Chicago Office
6040 North Pulaski Rd., Chicago 30, Ill.
Phone: Irving 8-4064
Vice Pres.....Thomas L. Gibson
Services Offered—Agent for the sale and distribution of Eastman professional motion picture and TV films.

Le Ora Thompson Associates

TELEVISION AND INDUSTRIAL

Animation

WEBSTER 8-3764

733 NORTH LA BREA AVE HOLLYWOOD 38, CALIFORNIA

W. J. German, Inc., of California

6677 Santa Monica Blvd., Hollywood, Calif.
Phone: HOllywood 4-6131
President.....William J. German
Vice Presidents....E. O. Blackburn, G. H. Gibson, J. L. Courcier, H. E. Pratt
Treasurer.....Edward O. Blackburn
Secretary.....M. B. Reilly
Ass't Sec'y-Treas. .....R. Olney
Services Offered—Agent for the sale and distribution of Eastman professional motion pictures and TV films.

General Film Laboratories

1546 North Argyle Ave., Hollywood 28, Calif.
Phone: HOllywood 2-6171
President.....G. Carleton Hunt
Vice-Pres. Secy.....Hans de Schulthess
Vice President.....R. G. Goodwin
Sales Director.....A. A. Brody
Services Offered—Complete 16 and 35 mm. b & w developing and printing, plus 16 mm. Kodachrome duplicating, magnetic striping.

Gerald Productions, Inc.

421 W. 54th St., New York 19, N. Y.
Phone: PLaza 7-2125
Director of Sales.....William V. Adams
Dir. of Int'l Div.....Count Morner
Supervising Editor.....Stuart Grant
Associate Producer & Casting Director.....Diana Paul
Super. Prod. Serv.....Jaroslaw Monastyrsky
Services Offered—Motion picture production for theatrical, television and commercial release.
Productions—A World Alone (theatrical) and The Ordeal of Thomas Moon (theatrical).

Gibraltar Motion Pictures Distributing Corp.

620 So. Burnside Ave., Los Angeles, Calif.
Phone: WEbster 1-0618
President .....Sam Nathanson
Services Offered—Buying film for TV stations. Selling film for TV distribution.
Productions—The Dead Talk Back.

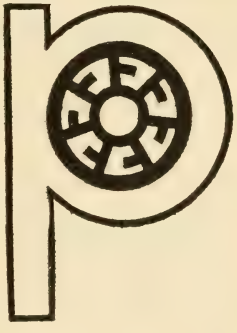
Glenar Studios

6618 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-0406
Owner .....Sid Glenar

Gold Medal Studios, Inc.

807 East 175th St., New York 60, N. Y.
President.....Martin H. Poll
Vice-President .....Murray Druckman
Secretary-Treasurer .....Selma Tamber
General Studio Manager..Charles J. Maguire
Board of Directors.....Martin H. Poll, Alfred W. Schwalberg, Arnold Saint Subber, C. Edwin Knill, Herman Rush.
Services Offered—Two largest stages in the East for film production at 807 East 175th St.

CALIFORNIA
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For the Finest . . .
Television Commercials
Industrial Films

FRAZEN PRODUCTIONS, INC.
1040 No. Las Palmas
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Productions—Features: Elia Kazan's "Face In The Crowd"; Paddy Chayefsky's "The Goddess"; Ralph Serpe "Mr. Rock and Roll, Country Music Holiday"; Harry Foster "Let's Rock"; Harold Robbins "Never Love A Stranger." TV Films: CBS-TV, ABC-TV, TV Programs of America, Inc., Official Films, MPO, Transfilm, WCD Productions, Shamus Culhane Productions, Van Praag Productions.

●

Goldswan Productions, Inc.

730 Fifth Ave., New York 19, N. Y.
President .....Chuck Goldstein
Vice-President .....Bob Swanson
Sales Manager.....Chuck Barclay

Services Offered—Creators & producers of "Tailored-to-product" musical commercials, jingles, and spot announcements for radio and TV. Serving Advertising Agencies and broadcasters throughout the United States and Canada.

Productions — Texaco, Hit Parade Cigarettes, Northwest Orient Airlines, Ajax, American Dairy Assn., Cheerios, Stouffer's, Minit-Heat, Champlin Gasoline.

●

Governor Television Attractions, Inc.

151 West 46th St., New York 36, N. Y.
Phone:JUdson 6-3675
President.....Arthur Kerman

Services Offered—Distribution of films for TV. Representatives for Telepictures, Inc.

Harry S. Goodman Productions

19 E. 53rd St., New York 22, N. Y.
Phone: PLaza 5-6131
General Manager.....Harry S. Goodman
Sales Mgr.....Everett F. Goodman
Office Manager.....William Baron
Secretary .....H. D. Knuth
TV Director.....S. M. Wilson
Traffic Mgr. .....Frank Gehrecke

Services Offered—15 and 30 minute filmed shows for TV.

Productions—Juveniles—Streamlined Fairy Tales, Cyclone Malone. Jump-Jump of Holiday House; Commercials—Savings & Loan spots, beer spots, fur storage spots, weather forecast jingles.

●

Goulding-Elliott-Graham Productions, Inc.

420 Lexington Ave., New York 17, N. Y.
Phone: LE 2-9014
President.....Edward R. Graham
Secretary .....Robert B. Elliott
Treasurer .....Raymond W. Goulding

Services Offered—A production agency dealing in the creative aspects of radio, television and their related fields.

Productions—Piel Bros., Tip-Top Bread, J & J Black Plasters, Mercury, Calso radio, Optimo and La Primadora Cigars.

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Grantray-Lawrence Animation, Inc.

716 N. LaBrea, Hollywood, Cal.
Phone: HO 9-7968

President .....Ray Patterson
Vice-Pres. .....Robert L. Lawrence
Sec'y & Treas.....Grant Simmons

●

Lewis G. Green Productions

520 N. Michigan Ave., Chicago 18, Ill.
Phone: WHitehall 4-7440

General Manager.....Lewis G. Green
Services Offered — Produce radio-TV jingles, commercials, animation.

●

John Guedel Productions

8321 Beverly Blvd., Los Angeles 48, Calif.
Phone: WEbster 6-6291

V.P. & Exec. Producer.....John Guedel
Services Offered — Radio and television packaging and producing.

●

Guild Films Company, Inc.

460 Park Avenue, New York 22, N. Y.
Phone: MUrray Hill 8-5365

President.....John J. Cole
Treasurer.....Arthur R. Lerner
Secretary.....George DeMartini
General Sales Mgr.....Irving Feld
Nat'l Sales Mgr. .....S. L. Adler
Midwest Sales Manager.....Marvin Lowe
V.P.-Adv. & Pub. Rel. .....E. L. Shainmark
Exec. Producer .....Duke Goldstone
Prod. of Commercials.....Nox Lempert

Services Offered—Production and distribution of filmed television programs; production of TV commercials, industrial and public service films; distribution of feature films.

Productions—Jack London's Captain David Grief, Kingdom of the Sea, Michaels of Africa, Light of the World.

Distributing—19 TV packages: Liberace, Life with Elizabeth, Joe Palooka, Florian Zabach, The Frankie Laine Show, It's Fun to Reduce, Confidential File, I Spy, Molly (Goldbergs), Conrad Nagel Theater, Sherlock Holmes, Paris Precinct, Janet Dean, Duffy's Tavern, Col. Tim McCoy, Junior Science, Looney Tunes and Walter Lantz Cartoons, Bib Rascals (RKO Film Comedies), 1200 RKO Short Subjects, 141 Post 1948 H'wood Feature Pictures.

●

Jack Goetz

1148 San Ysidro, Beverly Hills, Calif.

Owner .....Jack Goetz
Services Offered—Lab. service for all TV requirements; 16 & 35 mm. television features, serials and shorts.

●

Gross-Krasne, Inc.

650 No. Bronson, Los Angeles 4, Cal.
Phone: HO 9-8321

Producer.....Jack J. Gross
Producer .....Philip N. Krasne
Producer .....Donald Hyde

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16 MM Animation

Titles 35 MM

COLOR — BLACK & WHITE

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Hollywood 38, California
Phone — WEbster 3-9301

Robert Sande and Larry Greene
proudly announce the formation of
SANDE-GREENE and associates

Creative Consultants

and announce the opening
of their offices at
Sunset Tower West
8400 Sunset Boulevard
Hollywood, California
OLdfield 6-0300

Exec. V.P. .....Guy V. Thayer
Vice-Pres., Sales.....Mel Schlank
Casting Dir.....Lynn Stalmaster
Services Offered—Studio facilities for TV and motion picture producers. Currently producing "The O. Henry Playhouse."

●

Herman Hack Productions

2441 N. Beachwood Dr., Hollywood 27, Calif.
Phone: HOllywood 7-0557
Owner .....Herman Hack
Services Offered—This series features The Frontier Parson, Herman Hack. They are youth program films, mostly for churches and schools. They are sold on lease fee and the rentals are handled by Film Rental Libraries. TV write for details.
Productions—"Frontier Parson" series.

●

Hale & Baker, Inc.

55 W. 42nd St., New York 36, N. Y.
Phone: LOngacre 5-2795
President .....Arthur Hale
Secretary-Treasurer.....Jules E. Baker
Manager.....Amy W. Muentz
Services Offered—TV-radio consultants, writers-producers of public service and commercial spots and programs.

●

Handel Film Corporation

6926 Melrose Avenue, Hollywood 38, Calif.
Phone: WEbster 6-5924
President.....Leo A. Handel
Vice President.....John Mansure
Secretary .....Monroe Manning
Legal Advisor.....Sam Zagon
Services Offered—Production of films, features, TV shows, commercials, industrial films, educational films.
Productions—Girl Gang, Ski Patrol, Escape to Havana, Jean Pearson, Stewardess.

●

The Jam Handy Organization, Inc.

2821 E. Grand Blvd., Detroit 11, Mich.
Phone: TR 5-2450
N. Y. Phone: JUdson 2-4060
President .....Jamison Handy
V.P.-Television .....Vincent Herman
Ass't to Pres. .....Anne White
Executive Vice-Pres.....Oliver Horn
V.P.-Gov. Contracts .....John Campbell
V.P.-Service Ops. .....Everett Schafer
V.P.-Sales Dev.....George B. Finch
V.P.-Contracts .....Wm. Luther
Secretary.....Avery W. Kinney
Treasurer.....Allan E. Gedelman
Purchasing Agent .....Gerald Sullivan
Services Offered — Producers of commercial films and spots; industrial films, slidefilms, sales training programs.

●

Harriscope, Inc.

355 North Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 6-4632
President.....Burt I. Harris

Wilbur Streech
productions, inc.
135 west 52 st.
new york 19, n.y.
JU 2-3816

television commercials

live action
stop motion
animation



JERRY LYNN
PRODUCTIONS INC.

- Feature Films
- Recording
- Distribution
- TV Production
- Script Service
- Slide Films
- Background Music
- Packages

246 W. 44 LO 3-7592
St. James Theatre Bldg.
New York 36, N. Y.

Associate .....Abbott London
Office Manager.....C. Coleman

Services Offered—Producer and distributor of motion picture film for television, owner of KTWO-TV Casper, Wyoming and KTWX-TV Sheridan, Wyoming: closed circuit TV system.

Productions—So This is Hollywood, Christie Comedies, Main Event Wrestling, Jalopy Races from Hollywood, All-Girl Wrestling, Telemusicals.

●

Harris-Tuchman Productions

751 N. Highland, Hollywood 38, Calif.
Phone: WEbster 6-7189

General Manager.....Ralph G. Tuchman
Creative Director.....Fran Harris
Production Supervisor.....Fred Golt

Services Offered—Produces business films including TV commercials, industrial films, training films, slide films; complete production facilities for live action and animation.

●

Hartley Productions, Inc.

339 East 48th St., New York 17, N. Y.
Phone: EL 5-7762

President .....Irving Hartley
Secretary-Treasurer .....Elda Hartley

Services Offered — Productionof films for TV, industrials, commercials, public service and travelogue.

Productions—Diamonds From The Rough, Room With A Future, Man From Missouri, Revolution Underfoot.

●

Hile-Damroth, Inc.

11 West 42nd St., New York 36, N. Y.
Phone: PE 6-8161

President.....Charles B. Alling, Jr.
Vice-President.....James L. Hile
Vice President.....John J. Collins

Services Offered—A complete marketing management consulting service, service studies, market evaluation field research, personnel development programs, complete sales training packages, sales aids, sales research, presentations, films, filmstrips, integrated merchandising programs.

●

Hoffberg Productions Inc.

362 W. 44th St., New York 18, N. Y.
Phone: CIrcle 6-9031

Pres., Treas.....Jack H. Hoffberg

Services Offered — Distributors of half hour, quarter hour and ten minute series of films, including Stories of the Operas in 15 minutes.

●

Holland-Wegman Productions

197 Delaware Ave., Buffalo 2, N. Y.
Phone: MAdison 7411

Partner.....Edward J. Wegman
Partner.....Sheldon C. Holland
Editorial Chief.....James I. Allan
Director of Photo.....Paul G. Ent
Sr. Writer-Director...Andrew MacGowan, Jr.
Art Director.....Gordon J. Christopherson
Laboatory Manager.....Floyd G. Stratton

Services Offered — TV commercials and films for business and industry in 16 and 35 mm. Permanent staff, complete creative, production, animation and laboratory facilities under one roof.

Productions — Wildroot, Dunlop Tire & Rubber, John Labatt Ltd., Keebler Biscuit Co., International Breweries, Kendall Refining Co.

●

Hollywood Film Company

946 N. Seward St., Hollywood 38, Calif.
Phone: HOllywood 2-3284

Partners.....Ben & Harry Teitelbaum

Services Offered—Manufacture and sell editing supplies and equipment, reels, cans and shipping cases.

●

Hollywood Film Enterprises, Inc.

6060 Sunset Blvd., Hollywood, Calif.
Phone: HOllywood 4-2181

President .....Mickey Kaplan
Sales Manager.....T. H. Emmett

Services Offered—Developing and printing —Dailies and release prints. B & W & color. Complete laboratory facilities.

●

Hollywood Television Service, Inc.

4020 Carpenter St., N. Hollywood, Cal.
Phone: POplar 3-8807
N. Y. Phone: JUdson 6-1700

Pres., Gen. Sls. Mgr. .....Earl Collins
Vice-President .....Richard G. Yates
Sec'y-Treas. .....Lester J. Nelson

Services Offered—Distribution of motion pictures for TV.

Distributing—Stories of the Century, Commando Cody, Sky Marshal of the Universe, Stryker of Scotland Yard, Adventures of Dr. Fu Manchu, Frontier Doctor.

●

Sandy Howard Productions

853 Seventh Ave., New York 19, N. Y.
Phone: JUdson 6-6610

President .....Sandy Howard
Producer .....Marvin Paige
Producer .....Claire Smithers
Assoc. Prod. .....Ralph Gottlob
Film Direcor .....Peter Alexander

Services Offered—Production of live and filmed television programs for network and syndication arrangements.

Productions—Live: The Luncheon at Sardi's Show, Celebrity Club, The Barry Gray Show. Filmed: The Great Adventure, The Merry Mailman, Jungle Adventure.

Ideal Pictures, Inc.

58 E. So. Water St., Chicago 1, Ill.
Phone: FInancial 6-5480

President.....Paul R. Foght
V.P., Secretary .....George E. Dean
Treasurer.....Stanley L. Nolan

Services Offered—Rental of 16mm entertainment features, educationals, religious, short subjects, and free-loan films. Sale and rental of audio-visual equipment.

●

United States Productions, Inc.

5 East 57th St., New York 22, N. Y.
Phone: PLaza 1-1710

President.....Francis C. Thayer
Vice-Pres., Treasurer.....Thomas H. Wol
Secretary .....Rene Bras
Director .....Arthur Zegart
Ass't Secy., Assoc. Prod.....John L. Thayer
Production Manager.....Philip C. Landeck

Services Offered—Production of all phases of motion picture work, including color and black and white films in 16mm and 35mm. Also sound slide, motion slide, animation.

Productions—Nestle Co., Holliday Magazine, Manufacturer's Trust Co., Famous Artist Schools, Nat'l Foundation for Infantile Paralysis.

●

Institute of Visual Training, Inc.

40 East 49th St., New York 17, N. Y.
Phone: ELdorado 5-1443

President.....William J. Ganz
Production Manager.....Herbert R. Dietz
General Manager.....Vincent J. Capuzzi

Services Offered—Producers and distributors of motion pictures, slide films and films for TV Industrial and non-theatrical audiences.

Productions — The Story Of Television, Bloodmobile In Town, Report for 1958, Elbo Lipt.

●

International Film Foundation, Inc.

1 E. 42nd St., New York 17, N. Y.
Phone: OX 7-6820

Executive Dir.....Julien H. Bryan

Services Offered—(1) Production of documentary films. (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

●

International News Service

235 E. 45th St., New York 17, N. Y.
Phone: MU 7-8800

General Mgr.....J. Kingsbury Smith
Editor-in-Chief .....Barry Faris
Ass't. Gen. Mgr.....P. G. Reed
Managing Editor.....P. R. Allerup
Business Mgr.....Robert W. Brown
TV Sales Mgr.....Robert H. Reid
Promotion Mgr.....Kenneth Smith

Services Offered—Telenews daily, weekly and sports film services; INS 24-hour news wire; 35 mm. transparency service; stock film and photo library, fact-finding and research.

Productions — Telenews Daily; Telenews Weekly, This Week In Sports.

●

International TV Programs, Inc.

530 Maxwell Ave., Cincinnati 19, Ohio
Phone: UN 1-5000

President.....Edward J. Stern
Inter. Sls. Mgr.....Millard Segal
Latin Amer. Sls. Mgr.....Ralph Franklin
European Director.....Joseph M. Brandel

Services Offered—Production and distribution of television film world-wide.

Productions—Boston Blackie, Cisco Kid, District Attorney, Dr. Christian, Corliss Archer, Eddie Cantor, Favorite Story, Highway Patrol, Harbor Command, I Led Three Lives, Adventures Of Scott Island, Martin Kane, Sea Hunt, Target, Tombstone Territory, Science Fiction Theatre, The Man Called X, The Unexpected, Yesterday's Newsreel.

●

Interstate TV Corporation

4376 Sunset Drive, Hollywood 27, Calif.
Phone: NOrmandy 2-9181
445 Park Ave., New York 22, N. Y.
Phone: MU 8-2545

Eastern Sales Manager.....Alan Roberts
Vice-President.....Lloyd Lind

1250 S. Wabash Ave., Chicago, Ill.
Phone: WAbash 2-7937
130 W. 18th St., Kansas City, Mo.
Phone: HArrison 1-2305
1635 Central P'kway, Cincinnati, Ohio
Phone: PArkway 1-0179
3207 Friendly Rd., Greensboro, N. C.
Phone: GReensboro 3-7551

Manager .....Hank Profenius

2204-06 Commerce St., Dallas, Tex.
Phone: RIverside 7-1658

Manager .....Jay Rubin

Services Offered—Production and distribution of motion pictures for television.
30 minute package shows.

●

Inter-TV Films, Ltd.

1410 Stanley St., Montreal 2, Canada
Phone: PLateau 4868

President .....Marcel Leduc
Exec. V.P.....Robert A. Jouglet
Secretary .....Jules Dupre
Treasurer .....Jean H. Thys

147 University Ave., Toronto, Ontario, Can.

Manager .....Norman Brown

U.S.A.: Official Films, 25 Worth St., N. Y. C.

Services Offered—Distribution of U. S., British and foreign films.

Distributing—130 U. S. features, 30 French features, The Errol Flynn Theater (half-hour anthology).

●

Jamieson Film Company

3825 Bryan St., Dallas 4, Texas
Phone: TAylor 3-8158

President ..... Bruce Jamieson
Vice-President ..... Hugh V. Jamieson, Jr.
Production Manager ..... Jerry Dickinson
Photography Director ..... Robert B. Alcott
Animation Director ..... John Beasley
Lab & Services Dir. ..... Robert G. Redd

936 W. Peachtre St., N.W., Atlanta, Ga.

Manager ..... Chester Gleason

Services Offered — Scripts; storyboards, sound stage, 35 mm. and 16 mm. cameras and equipment; sound; full cartoon animation; complete laboratory, including optical effects; black-and-white or color; all under one roof.

Productions — Borden's Ice Cream; Old Judge Coffee; Red Goose Shoes; Capri Salad Oil; Jesse Jewel Foods; Tenilhist; Continental Trailways Bus.

●

Jason Comic Art

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 3-9370

Director ..... Leon Jason

Services Offered—Production of TV film featuring cartoons and puppets; children's shows and commercials.

Current Productions—Jingle Dingle.

●

Jenfred, Inc.

36 W. 57th St., New York, N. Y.
Phone: CIrcle 7-1429

President ..... C. M. Frederick
Secretary-Treasurer ..... Grace Frederick

Products—Stock pictures, black & white, color, for background, establishing shots and transition shots, slide library.

●

Jewell Radio & Television Productions

540 N. Michigan, Chicago 11, Ill.
Phone: MOhawk 4-5757

President ..... James E. Jewell
Vice-Pres. ..... W. Ralph Jewell
Secretary ..... M. P. Casey
Editor ..... James Lawrence

1040 North Las Palmas, Hollywood, Cal.
Phone: HOllywood 7-3111

Manager ..... Michael Baird
Director ..... Lewis Foster

3062 Penobscot Bldg., Detroit 26, Mich.
Phone: WOodward 3-0617

Exec. in Charge ..... W. Ralph Jewell

Services Offered—Creators and producers of: Industrial, educational and television films; programs, commercial spots and jingles for TV and radio. Consultants to Agencies and Sponsors. All-inclusive package-production services; writing, directing and casting. Special audition recording studio and screening room. Photographic department for storyboards, slides, etc.

Productions—The Silver Eagle, Pressure, Starmaker Theatre.

●

K & W Film Service Corp.

1657 Broadway, New York 19, N. Y.
Phone: CIrcle 5-8081

President ..... Norman Witlen
Vice-President ..... Ralph Koch
Controller ..... William A. Rubin
Layount & Opt. Dept. ..... Manual Casiano, Jr.
Camera Dept. ..... Jack Granato
Art Department ..... Larry Rildy

Services Offered—Opticals, titles, special effects, animation and animation photography..

●

Katzka-Farrell-Gaige Productions, Inc.

730 Fifth Ave., New York 19, N. Y.
Phone: JUdson 2-9130

President ..... Anthony B. Farrell
Vice-President ..... Gabriel Katzka
V.P., Treasurer ..... Elise Gaige

Services Offered—Independent producers.

●

Victor Kayfetz Productions

1780 Broadway, New York 19, N. Y.
Phone: CIrcle 5-4830

President ..... Victor Kayfetz
Client Services ..... Irene Siegel
Dir., Golden Snowball Div. ..... Sylvia Gerson
Animation Super ..... Leo Levko
Prod. Assts. ..... Seymour Posner
Animator ..... Abe Blashko

Services Offered — Motion picture producers specializing in sponsored public service films. Own all 16 and 35 mm. production equipment, have animation stand, art department.

Productions — Water World Series, The Last Story, Safety Is No Accident, Sailing Newfoundland Waters, Bermuda Treasure Hunt. Homelite Safety films, Mischief Afoot.

●

Herbert Kerkow, Inc.

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 1-1833

President ..... Herbert Kerkow
Secretary ..... Rosemond Kerkow

Services Offered—Sound stage and complete equipment for production of public relations and TV films.

●

Kling Film Enterprises, Inc.

1058 W. Washington Blvd., Chicago 7, Ill.
Phone: SEeley 8-4181

President ..... Robert Eirenberg

Exec. V.P.....Harry W. Lange
V.P.-Sales .....Hilly Rose
V.P., Exec. Prod.....Michael Stehney
Production Mgr.....H. Richard Hertel
Art Director.....Manny Paull
Controller.....Lawrence Stein
Dir. Syn. Film Div.....Al LeVine
Producer (Chi.).....Leonard A. Levy

Services Offered—TV packages and commercials; industrial, sales training and educational films. Full production and recording facilities for 35mm and 16mm, B&W and color. Animation. 3 stages in Hollywood, 3 in Chicago.

Productions—Motion pictures and slidefilms for Amer. Bakers Assn., C. G. Conn. Dresser-Ideco, Marshall Field & Co., Frigidaire Div., General Electric, Lincoln, Meredith Publishing, Norge, Standard Oil (Ind.), U. S. Air Force. TV commercials for Aunt Jemima, Blatz, Budweiser, Clark Candy, Diamond Crystal Salt, DuBaurier Cigarettes, Evinrude, Frosty Morn, Gillette, Duncan Hines, Horlich's Kemper Ins., Key Wine, Kraft, Marlboro, Ohio Bell Oklahoma Oil, Pabst, Pet Milk, Pure Oil, Quaker Oats, Swift, Toni, Wilson's Corned Beef, Wonder Bread, etc. Syndicated commercials for Savings & Loan, Bread, Ice Cream, Milk, Beer. Syndicated series—American Barn Dance, Paradox, Wrestling, Boxing.

●

Knickerbocker Productions, Inc.

1600 Broadway, New York 19, N. Y.
Phone: CIrcle 5-6710

Pres., Treas.....Howard A. Lesser
Vice-President.....Frank Beckwith
Secretary .....Agnes Grant

Services Offered—Producers of all types of motion pictures, commercials and spots.

●

Lakeside TV Co., Inc.

1465 Broadway, New York, N. Y.
Phone: LO 5-4582

President .....Richard Stevers
Exec. Vice-Pres.....Bernard Schulman

Services Offered — Film production and national and world TV distribution.

Productions—Wild Life in Action, Where in the World, On the Spot, Opera and Ballet, Bobo the Hobo, Reading the Bible, Night Editor, The Magic Vault, Out of the Past, Wanted, 75 Animal Shorts, Cartoons and Wrestling, Tomahawk, Perspective.

●

La Brea Productions, Inc.

915 N. La Brea Ave., Hollywood, Calif.
Phone: OL 4-7400

President.....O. Gail Papineau
Sec'y-Treas.....James E. Baumeister
Producer-Dir.....Henry J. Ludwin
Animation Dir.....Richard Lundy
Controller.....R. E. Leonard

Services Offered—Production of TV films, films for industry, complete animation department, sound stages, insert stage, animation camera and crane, special effects title bed.

Productions — Industrial films for Huges Aircraft. TV commercials for Nabisco, Vaseline Hair Tonic, S & W Foods, Quip, Star Kist Tuna, Columbia Records, Morrell Meats, G & D Vermouth, Lucky Lager, Butter Brickle, White King Cleaner, Albers.

●

Langlois Filmusic, Inc.

1775 Broadway, New York 19, N. Y.
Phone: JU 6-5705

President .....C. O. Langlois, Jr.
Sales Manager.....T. A. Roseen
Hollywood: HO 2-6252
West Coast Mgr.....George R. Jones
Canada: Langlois Filmusic, Inc.
447 Jarvis St., Toronto 5, Ontario

Services Offered—Music library on tape, film and disc for TV, industrial, and theatrical films. Live and pre-recorded music scoring. Picture editing, narration, and music recording, mixing and sound effects library.

●

Lance Productions, Inc.

353 West 57th St., New York 19, N. Y.
Phone: PLaza 7-6167

President .....Lorraine Lester
Vice-President .....Robert Lessner
Treasurer.....Samuel H. Evans
Secretary .....George Lessner
V.P., Production Coord't'r. Alford H. Lessner

Services Offered—Production of filmed TV commercials, documentaries, industrials and features. Parent of Fantasy Features, Inc., specializing in children's films.

Fully equipped studio at: 353 W. 56th St., New York, N. Y. Phone: PL 7-6167; also fully equip. sound recording studio under sub. name, Hudson Recordings, Inc.

Productions—Secrets of the N. Y. Homicide Squad, 4-H Food Favorite, The Christopher Program; TV Commercials for Pez, Vanity Fair, Westpine, Pepsi Cola.

●

Robert Lawrence Productions, Inc.

418 W. 54th St., New York 19, N. Y.
Phone: JUdson 2-5242

President.....Robert L. Lawrence
V.P., Studio Oper.....Louis Mucciolo
V.P., Edit. Oper.....Henry Traiman
V.P., Sales.....Martin Low
Creative Super.....William Bernal
Treasurer .....Philip Kornblum
Casting Dir.....Audrey Sammons
Prod. Supers.....Doris Reichbart, Jerry Maticka
Art Dir., Scenic Design.....Stanley Haggart

Services Offered—Production of industrial and sales promotion films, television programs and commercials.

Productions—Bayer Aspirin, Fizrin, Neolite, New York Life, BC Headache, Winston Cigarettes, Prudential, Alcoa, Gerber, Duz, Goodrich, Hoppers Sudden Beauty, American Can Company, Old Dutch Coffee, Pall Mall.

●

Robert Lawrence Productions (Canada) Ltd.)

32 Front St., West, Toronto 1, Canada
Phone: EMpire 4-1448

President.....Robert L. Lawrence
V.P., Gen. Mgr.....John T. Ross
Treasurer .....Philip Kornblum
Production Dir.....Robert Rose

Productions—Molsons, Swift Canadian, Colgate-Palmolive, Proctor & Gamble, McColl-Frontenac, Moirs Chocolates.
tion.

●

Mitchell Leichter

2125 N. Highland Ave., Hollywood 28, Calif.
Phone: HO 7-6520

Pres., Head of Prod.....Mitchell Leichter
General Manager.....Jean Rich

Services Offered—Producer, distributor of films for television, 2,286 Features and Shorts, consisting of 367 Features, Dramatic Musicals, Comedies and Westerns, 30 Serials, 90 ½ hour Westerns, 138 Travelogues, 203 Documentaries, 165 Cartoons for Theatical & TV, for the world rights.

●

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.
Phone: HOllywood 4-7287

Producer-Director .....Gene Lester
Chief Tech., Sound.....Michael Fenton
Comptroller.....Albert J. Silverman
Production Manager.....Martin Sperber

Services Offered—TV film packages and commercials.

●

Lewis & Martin Films, Inc.

1431 N. Wells, Chicago 10, Ill.
Phone: WHitehall 4-7477

President .....Herschell G. Lewis
Vice-Presidents.....Arthur E. Kaplan, Warren Alsberg
Production Manager.....Robert Henning
Studio Manager.....Betty L. Taylor
Art Director.....Sanford Greenlaw
Chief Animator.....Richard Price
Director Photo.....Elston Halloran
Chief Editor.....Anthony LaPietra
Color Analyst.....Leonard Solomon

Services Offered—Stages 60′ x 100′, 50′ x 100′; 35 mm. & 16 mm. motion picture photography; recording and editing services; scripts; studio rental; complete animation facilities; still photography and siled dept.; slidefilm animation; special color TV dept.

Productions—Jerry Tales (The Jerry Lester Show); Oklahoma Chuck Wagon Boys; Polka Jamboree. TV spots—O-Cedar; Serta Associates; Blue Cross, D.A.V.; Allstate, etc.

Lewislor Enterprises, Inc.

1041 N. Formosa Ave., Hollywood 46, Calif.
Phone: HOllywood 7-5111

Producer .....John London
Ass't Prod.....Jack Murton
Directors....Richard Morris, John Newland
Art Director.....Frank Sylos
Chief Cameraman.....Norbert Brodine
Music .....Harry Lubin

Services Offered—Producing films for television.

Production—The Loretta Young Show.

●

Library Films Inc.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0100

President.....Paul N. Robins
Secretary.....H. Jerome Harris

Services Offered—Films for TV—Westerns, Serials, Shorts.

●

Lou Lilly Productions

5746 Sunset Blvd. ,Hollywood 28, Calif.
Phone: HOllywood 5-6325

President .....Lou Lilly
Vice Pres.....Manny Gould
Accountant .....Jack Perrin
Edit. Super.....John Fuller
Casting .....Jeanine Beatty

Services Offered — TV commercials, and film for industry. Live action, photographic animation, trick work.

Productions — Commercials for Quaker Oats. R. J. Reynolds.

●

Lion Television Pictures Corp.

1501 Broadway, New York 36, N. Y.
Phone: PEnnsylvania 6-1780

President.....E. W. Hammons
Secretary-Treasurer.....T. Newman Lawler

Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

●

Loucks-Norling Studios, Inc.

(Div.—Robert Lawrence Prod., Inc.)
235 W. 55th St., New York 19, N. Y.
Phone: CIrcle 7-2366

President.....Robert L. Lawrence
Vice-President .....Leon Rhodes
Secretary-Treasurer .....Phil Kornblum

Services Offered—Production of industrial and sales promotion films, TV programs, commercials and slide films.

Productions — Neolite, Reynolds Wrap, Liquid Ivory.

●

James Love Productions, Inc.

115 W. 45th St., New York 36, N. Y.
Phone: JUdson 2-4633

President.....James A. Love
Secretary.....Anne M. Love
Sales Manager.....C. Austin Love

Supervising Editor.....Wm. D. Henry
Prod. Supervisor.....James W. Wille
Services Offered—TV spots and programs, industrial films.
Productions—Westinghouse Electric Corp., Boyle Miday, Inc., Raytheon Mfg. Corp., U. S. Air Force, Grumman Aircraft Engineering Corp., Vick Chemical Co.

Lux Brill Productions, Inc.

1733 Broadway, New York 19, N. Y.
Phone: PL 7-1540
Exec. Prod.....Richard Dubelman
Exec. Ass't.....Donald Holtzman
Dist. Mgr.....Herb Brown
Edit. Chief.....Victor Kay
Prod. Mgr.....Mike Wyler
Services Offered—Complete facilities and production of live and animated motion pictures and slidefilm from idea to screen stage. Extensive experience in sales promotion, training, public relations, documentaries, and TV spot films.
Productions—Francesca (documentary).

Jerry Lynn Music Co., Inc.

246 West 44th St., New York 36, N. Y.
Phone: LO 3-7592
President.....Jerry Lynn
Vice-President.....Walter Schaffner
Secretary-Treasurer.....Daniel M. Schaffner
Dir. Pub. & P.R.....Gilbert A. Gorman
Services Offered—Recording, Distribution, Slide Films.

Jerry Lynn Productions, Inc.

(Same address and personnel as above)
Services Offered — Domestic and foreign feature films, TV and commercials. Personal representation of artists.
Productions—This is Costa Rica; Adventures In Music; Mr. Fog.

Major Television Productions, Inc.

1270 Ave. of the Americas, New York 20
Phone: PLaza 7-6990-1-2
President.....Irving Lesser
Vice President.....Seymour Poe

Marathon TV Newsreel Inc.

10 East 49th St., New York 17, N. Y.
Phone: MU 8-0985
Pres., Exec. Prod.....Konstantin Kaiser
V.P., Super. of Prod.....Ken Baldwin
Dir. News & Sp. Events...Chas. Van Bergen
Office Mgr.....Jean Hauck
Traffic Mgr.....Cindy Karp
Services Offered—Public information films produced and distributed to television stations; news and special event coverage; world-wide news service; station consultants on TV news setups; stock footage library, commercials.
Productions—Five Miles West, This Way Up.

Mark VII, Ltd.

4024 Radford Ave., N. Hollywood, Calif.
Phone: STanly 7-0621
President.....Jack Webb
Vice-Pres. & Treas.....J. R. Rodgers
Secretary.....Seymour Steinberg
Productions—Features—Dragnet, Pete Kelly's Blues, The D.I. for WB release. TV series—Dragnet, Noah's Ark, and other misc. TV productions.

The Marshall Organization

521 Fifth Ave., N. Y. 17, N. Y.
Phone: MUrray Hill 7-2722
President.....A. W. Marshall
General Mgr.....Evelyn K. Zuckerman
Legal Rep.....Gerald Dickler
Services Offered—Production of TV films and commercial spots; special public relations films for social, professional, and trade organizations.

Master Films Distributors, Inc.

120 West 42nd St., New York 36, N. Y.
Phone: WIsconsin 7-9907
President.....George Caputo
Services Offered: Distributors of Spanish language films. 197 feature length films.

Masterpiece Productions, Inc.

45 West 45th St., New York 36, N. Y.
Phone: JUdson 2-4717
Manager.....Frances Kaplan
Services Offered — Distributors of 25 reissue features.

Robert Maxwell & Associates

5746 Sunset Blvd., Hollywood, Calif.
Phone: HOllywood 2-6027
Producer.....Robert Maxwell
Photographer.....Stewart Thompson
Services Offered — Series of half hour filmed television shows of "Lassie."

M.C. Pictures, Inc.

1501 Broadway, New York 36, N. Y.
Phone: LOngacre 3-6187
President.....Armand Schneck
V.P., Gen. Sales.....Jerome Balsam
Vice-Pres.....Alexander Beck
Services Offered—Distributors to TV of feature films.

McCadden Corporation

1040 N. Las Palmas Axe., Hollywood 38, Calif.
Phone: HOllywood 4-2141
V.P.-Production.....Al Simon
President.....George Burns
V.P.-Business.....Maurice Morton
Treasurer.....John H. Nicolaides
Pub. & Adv. Dir.....Stafford Clark

Services Offered—Creation and production of filmed TV programs for national or network sales; facilities for filming syndicated or network TV programs; production of filmed TV commercials for national sponsors.

Productions—The George Burns & Gracie Allen Show, The Bob Cummings Show, The Peoples' Choice, Crisis.

●

McGowan Productions, Inc.

915 N. LaBrea Ave., Hollywood 28, Calif.
Phone: OL 4-0711

Producer.....Dorrell McGowan
Sec'y-Treas. ..... Stuart E. McGowan

Services Offered — Commercials, shorts, features.

Productions—Death Valley Days, Snowfire, Sky King.

●

Medallion TV Enterprises, Inc.

6000 Sunset Blvd., Hollywood 28, Cal.
Phone: HOllywood 2-6635

President.....John A. Ettlinger
Vice-Pres., Secy.....Marlyn M. Ettlinger
Midwest Sales Mgr.....Ben Barry
Southern Sales Mgr.....Nate Zelikow
Eastern Sales Mgr.....Alfred Ettlinger
Edit. Super.....V. I. Lindberg
Exec. Prod.....Tholen E. Gladden

Services Offered—Production and distribution of TV series feature programs, cartoons, quiz programs, Kinescope recording facilities, commercial production for TV and industrial films. Sales offices in leading cities.

Productions—High Road To Danger, Medallion Cartoons, Sew Easy, View The Clue.

●

Meridian Pictures

c/o Samuel Goldwyn Studios
1041 N. Formosa Ave., Hollywood, Calif.
Phone: HO 7-5111

Producer .....William Self
Prod. Mgr.....Ralph W. Nelson
Camera.....George E. Clemens
Casting .....Jack Murton

Services Offered—26 half-hour films.

Production—"Schlitz Playhouse of Stars."

●

MCA-TV

598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500

Film Syndication Div.

V.P. in Charge.....David V. Sutton
V.P. Sta. Prog. Sls. Div.....Louis Friedland
V.P. Chag of N. Y. office.....Wynn Nathan
V.P. Chg. of Chicago office.....Jim Stirton
V.P. Chg. of Cleveland office...DeArv Barton
V.P. Chg. of L. A. office.....Bob Greenberg
V.P. Intl. Sls Div.....P. J. McManus, Jr.

Branch Offices

598 Madison Avenue, New York 22, N. Y.
139 Piccadily, W1, London, England
49 bis Ave. Hoche, Paris, France
180 University Ave., Toronto 1, Ontario, Can.
9370 Santa Monica Blvd., Beverly Hills, Calif.
515 Glenn Bldg., Atlanta, Georgia
430 N. Michigan Ave., Chicago, Ill.
1172 Union Commerce Bldg., Cleveland, Ohio
504 Delta Bldg., New Orleans, La.
426 Transportation Bldg., Cincinnati, Ohio
2311 Cedar Springs, Dallas, Texas
15037 W. Eight Mile Rd., Detroit, Michigan
105 Montgomery St., San Francisco, Calif.
1415 Northwestern Bank Bldg., Minn., Minn.
530 Sixth Ave., Pittsburgh, Pa.
303 Gill Ave., St. Louis 22, Mo.
101 Jones Bldg., Seattle, Wash.
106 N. Caldwell St., Charlotte, N. C.
6014 W. 76th Terrace, Kansas City, Mo.
Offices also in Rome, Munich, Berlin, Mexico City, Tokyo.

Services Offered — Distribution of syndicated TV film programs and feature films.

Productions—The Adventures of Kit Carson Biff Baker—USA, City Detective, Dr. Hudson's Secret Journal, Famous Playhouse, Federal Men, Follow that Man, Guy Lombardo and his Royal Canadians, Headline, Heart of the City, Man Behind the Badge, Mayor of the Town, Playhouse 15, The Ray Milland Show, The Rosemary Clooney Show, Soldiers of Fortune, State Tropper, Waterfront, Western Features Starring Gene Autry, Western Features Starring Roy Rogers, Crusader, If You Had A Million, Mickey Spillane's Mike Hammer.

●

MGM-TV

A Division of Loew's Inc.
1540 Broadway, New York 36, N. Y.
Phone: JUdson 2-2000

V.P. in Charge TV...Charles C. "Bud" Barry
Gen. Sales Mgr. .....Richard A. Harper
East'n Sales Mgr.....C. Pete Jaeger
West'n Sales Mgr.....Maurice Gresham
Central Sales Mgr.....Arthur E. Breider
Dir. of Oper.....Sol Schreiber
Dir. Promotion.....Monroe Mendelsohn
Prog. Dir.....Adrian Samish
Exec. Producer (Calif.).....Samuel Marx
Dir. of Commercial Prod....Virgil Ellsworth

Services Offered—Library of 717 pre-'49 feature films, cartoons and short subjects offered to television stations; half-hour TV programs for national sponsorship; TV commercials and industrial films produced to order.

●

Charles Michelson, Inc.

45 West 45th St., New York 36, N. Y.
Phone: Plaza 7-0695

President .....Charles Michelson
Treasurer .....Aaron Michaelson
Traffic Manager.....R. Mantell
Export Manager.....Martin Diamond

Services Offered—Distributors of TV film program series, transcribed radio program series, gennett, speedy-Q and E.M.I. sound effect record libraries. Representatives for foreign broadcasting.

Productions — (TV) Capsule Mysteries; Plainclothesman; Famous Jury Trials. (Radio) The Clock; Famous Jury Trials; Half-Hour Mystery Bloc; Daytime Soap Operas.

●

Modern Teleservice, Inc.

219 E. 44th St., New York 17, N. Y.
Phone: OXford 7-2753

President.....J. R. Ritenour
Mgr. N.Y. Sls. & Cord. Nat. Sls....Alex Leslie
N. Y. Office Mgr.....Jack Boyet

Branch Offices
237 E. Ontario St., Chicago 11, Ill.
Phone: DElaware 7-3761
Manager .....Peter Markovich
3450 Wiltshire Blvd., Los Angeles 5, Cal.
Phone: DUnkirk 4-2511
Manager.....J. J. Lipsky

Services Offered—Print procurement, distribution filmed commercials and feature film shows, storage and trafficking of live TV props and ETs for radio.

●

Carlton E. Morse Enterprises, Inc.

1680 N. Vine St., Hollywood 28, Calif.
Phone: THornwall 5-7000

President.....Carlton E. Morse

Services Offered—TV film programs, production.

●

Morton Productions

64 East Lake St., Chicago 1, Ill.
Phone: CEntral 6-4144

President .....Morton Jacobson
Vice-President .....Cecelia Jacobson

Services Offered — Syndicated films and radio Shows.

Productions—This Is The Story, What's Wrong With This Picture?

●

Motion Pictures For Industry

5243 Kelton Ave., Los Angeles 64, Calif.
Phone: BRighton 0-4757

President.....Harry O. Hoyt
Vice-President .....Reginald Whitcomb
Treasurer.....F. S. Hoyt
Production Manager.....E. G. Hayter
Camera .....Joseph Burnham
Sales Manager.....Jonathan White

Services Offered—Producers of 35 and 16 mm. commercials, motion pictures and television shows, principally in color.

Productions—54-40 or Fight.

●

Motion Picture Stages, Inc.

3 East 57th St., New York, N. Y.
Phone: PL 3-4840

President.....C. F. Vetter, Jr.
Studio Manager.....Gerald Margolis

Services Offered—Film production service, specializing in serving film producers. All production facilities and services.

Motion Pictures for Television, Inc.

270 Park Ave., New York, N. Y.
Phone: PL 3-5600

Pres., Chrm. of Board.....Matthew M. Fox
V.P., Gen. Sales Mgr.....Basil Estrich
Eastern Div. Acct. Exec.....Martin Robinson

●

Movie Advertising Bureau

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-3717

Div. Sls. Mgr.....A. E. Smith
Nat'l. Sls. Acc't Exec.....Mark Damen

Home Office & Studio
1032 Carondelet St., New Orleans, La.

President.....C. J. Mabry

Services Offered—Spot commercials for TV, motion picture theaters and drive-ins. Extensive studio facilities for all phases of production.

●

Movietonews, Inc.

460 W. 54th St., New York 19, N. Y.
Phone: COlumbus 5-7200

President.....W. C. Michel
V.P. Producer.....Edmund Reek
General Manager.....Jack Haney
Commercial Dept. Mgr.....Frank Barry
Editors.....Ben Loweree, Louis Tetunic
Associate Prods...Jack Gordon, Jack Kuhne
Director of Scripts.....Dan Doherty
Assignment Director.....Burt Reinhardt

Services Offered—Theatrical and TV news films; short subjects.

●

MPO Productions, Inc.

15 E. 53rd St., New York 22, N. Y.
Phone: MUrray Hill 8-7830

President.....Judd L. Pollock
Vice Pres. .....Lawrence Madison
Vice Pres. .....Marvin Rothenberg
Vice-Pres. .....Gerald Hirchfeld
Sales Mgr. .....William Huston
Secy.-Treas. .....Arnold Kaiser

Services Offered — Specializing in production of television film commercials. Five new air-conditioned sound stages, set construction shops, dressing rooms, etc. Complete production of films for sales promotion and training; public relations, information and training for U. S. armed forces, sportsmen's and conservation films.

Productions — Films and commercials for American Cyanamid, American Gas Association, Chemstrand Corp., Eli Lilly Corp., Ford Motor Co., General Electric, General Motors, Gillette, Hudnut, Lever Bros., Monsanto Chemical Co., Old Gold, Philip Morris, Proctor & Gamble, Remington Arms Co., Schick, Schlitz, Scott Paper. Sylvania Electric Corp.

●

Owen Murphy Productions, Inc.

723 Seventh Ave., New York 19, N. Y.
Phone: PLaza 7-8144

President .....Owen Murphy

Vice-Pres.....Savington W. Crampton
Production Mgr.....Paul Cohen
Supervising Editor.....Eric Lawrence

Services Offered — Producers of industrial motion pictures and television commercials; editorial services.

Productions — Word is Spreading — Firestone Tire & Rubber Co.; The Big Three—Field & Stream Publications; Private Lines—A.T.&T.; Notre Dame—University of Notre Dame.

●

Music Makers, Inc.

45 West 45th St., New York 36, N. Y.
Phone:CIrcle 5-3737

President.....Mitch Leigh
Comptroller.....Renee Leigh
Secretary-Treasurer.....Josh Meyer

Services Offered—Jingles, film scoring, arranging, complete productions, record promotions, musical merchandising.

Productions—Alcoa, Armour & Co., CBS Radio Network, Babo, G.E., Lever Bros., Beneficial Finance, Playtex, Prudential Insurance, Mueller's Macaroni, Tangee Cosmetics, Bavarians Beer, Kolynos Toothpaste, P & G. (Secret & Dash).

●

NBC Film Library

729 7th Ave., New York 19, N. Y.
Phone: CIrcle 7-8300

Ch. Film Librarian.....Frank W. Kelly

Services Offered—Stock shots. Combined NBC and March of Time Libraries—over 30,000,000 ft. of minutely cross-indexed film.

●

Nationwide Film Productions, Inc.

846 7th Ave., New York 19, N. Y.
Phone: COlumbus 5-0057-8

President.....James J. Markos
Sec'y-Treas.....Charlton H. Timothy

Services Offered — Production of TV commercials, featurettes, documentaries, promotional, industrial and all types of public relations films. Free agency consultation service. Editorial services available. Editorial and studio space rental. Complete professional productions from script to screen to suit any budget.

Productions — Munroe Calculator promotional for Ted Worner Asociates; color documentary for Greek Lines; TV commercials for Barracini Candy, Educator Crackers, Scovill Heet Fins, Lilly Dache and others.

●

National Screen Service Corp.

Home Office
1600 Broadway, New York, N. Y.
Phone: CIrcle 6-5700

Television & Industrial Films Division
509 Madison Ave., New York, N. Y.

Vice Pres.....Robert L. Gruen
Sales Dir.....Wm. Kent
Production Mgr.....Harry Semels
Producer-Dir.....Carl A. Carbone
Ass't. Prod. Mgr.....Jack Schertz
TV Editor.....Irving Wiener

Services Offered—Complete production of films for television; industrials and commercials; animation, art work, titles, opticals, stop motion, live studio and insert.

●

National Telefilm Associates, Inc.

60 W. 55th St., New York 19, N. Y.
Phone: PLaza 7-2100

Chrmn. of Bd.....Ely A. Landau
President.....Oliver A. Unger
Exec. V.P.....Harold Goldman
Sr. V.P., Op. & Adm.....Edythe Rein
Sales Mgr.....Murray M. Kaplan
Secretary.....J. E. Golenbock
Treasurer.....Eric H. Haight
Dir. Advertising.....Kermit Kahn
V.P. Chg. O & O Stations.....Ted Cott
Comptroller.....Leonard S. Holstad
Dir. Prom. & Sales Service..Martin Roberts
Dir. Pub. Rel.....George Crandall
East Coast Press Rel.....Harry Algus
West Coast Press Rel.....Al Stern

Branch Offices
612 N. Michigan Ave., Chicago, Ill.
V.P., Mid-West Sls.....E. J. Graff
8721 Sunset Blvd., Los Angeles, Calif.
V.P., W. Coast Sls.....Berne Tabakin
Statler Office Bldg., Boston, Mass.
Exec. in Charge.....Nicholas Russo
2605 Sterick Bldg., Memphis, Tenn.
Exec. in Charge.....Charles Britt
1011 Currie Ave. N., Minneapolis, Minn.
Exec. in Charge.....Gerald Corwin
1401 Peachtree St., N.W., Atlanta, Ga.
Exec. in Charge.....Charles D. McNamee
9856 Ash Creek Dr., Dallas, Texas
Exec. in Charge.....Roy George
1434 S. Catherine St., Montreal, Que.
Exec. in Charge.....Napolean Vaillancourt
175 Bloor St. E., Toronto, Ont.
Exec. in Charge.....David Griesdorf

Services Offered—Television programs and features for national, regional and local sponsorship.

Productions—500 top-quality feature films, 1,400 Paramount short subjects, and the following filmed TV shows: China Smith, The New Adventures of China Smith, Lili Palmer Theater, Police Call, Pantomime Quiz, Play of the Week, Orient Express, Holiday, Combat Sergeant, Official Detective, Sheriff of Cochise, The Bill Corum Sports Show, The Passerby, Music of the Masters, Find a Hobby, Man's Heritage, M.D., Layman's Call to Prayer, The Health and Happiness Club; Holiday Shows—Lamb in the Manger, Christmas Carol, Valley Forge.

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NBC Film Division

(*See California National Productions*)

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Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.

Phone: CIrcle 5-5147-8
Production Director.....Ted Nemeth
Art Director.....M. E. Bute
Services Offered—Producers, distributors of film made specifically for TV; TV film spots and commercial films.

●

Stanley Neal Productions, Inc.

475 Fifth Ave., New York, N. Y.
Phone: Murray Hill 3-6396
President.....Donald J. Lane
Exec. V.P.....Robert B. Cumming
V.P.-Production .....Sobey Martin
Mgr. of Scripts.....Edith Martin
Production Mgr.....Charles L. Smith
Washington Dir.....A. A. Ulin
Denver Sls. Dir.....Ross Thomas
Services Offered—Complete motion picture and slide film production services including scripts, production planning, photography, editing and distribution planning.
Productions—American Imports, Can We Solve The Farm Problem, The Arab World, Catch Your Fish, Begin With Bread.

●

Fred Niles Productions, Inc.

22 W. Hubbard St., Chicago 10, Ill.
Phone: SUperior 7-0700
President.....Fred A. Niles
V.P., H'wood Div.....Chris Petersen, Jr.
Vice-Pres. Sls.....Lou Kravitz
Vice-Pres. Prodn.....Tom Ryan
Dir. Of Marketing.....R. W. "Pat" O'Brian
Controller.....Edward E. Katz
Creative Director.....Ruth L. Ratny
Art Director.....William Snowhite
Super. Editor.....William E. Harder
Ch. Sound Eng.....Frank Richter
Services Offered—Sales building plans via motion pictures: TV commercials, TV programs, public relations films, industrial films, sales training programs. Full film production: creation of idea, scripting, 35 mm. black & white and color photography, sound recording and editing.
Productions — York Corp., Clearing Machine Corp., National Presto Industries, Armour & Co. Lions International, Sundstrand Aviation, West Bend Aluminum Co. Montgomery Ward, S.C. Johnson & Sons, Brunswick-Balke-Collander, Quaker Oats Co., Wilson & Co., Storz Brewing Co.

●

Official Films, Inc.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0100
President.....Harold L. Hackett
Exec. V.P., Treas.....Seymour Reed
V.P., Dir. Sales.....Ray Junkin
Vice-President .....Robert Sanford
General Counsel.....Lee Moselle
Ass't. Sec'y. .....Grace Sullivan
Sales Manager.....Stan Smith
Directors.....Leonard O. Fisher, Seymour Reed, Lee Moselle, Robert Bornheim, Stanley Mitchell, William A. Cruikshank.
Services Offered — Distribution of filmed TV programs for national and syndicated release. Also, cartoons, musical shorts and miscellaneous subjects.
Productioons—Adventures of Robin Hood, Sir Lancelot, The Buccaneers, My Little Margie, Foreign Intrigue, Trouble with Father, My Hero, This is Your Music, Terry and the Pirates, American Legend, Adventures of the Scarlet Pimpernel, The Star and the Story, Star Performance, Willy, Colonel March of Scotland Yard.

●

Olympia Film Productions, Inc.

112 W. 48th St., New York 36, N. Y.
Phone: JUdson 6-1143
President.....Leland M. Haas
Secretary-Treasurer.....Joseph L. Greene
V.P., Sls. Dir.....Daniel H. Kahn
Exec. Prod.....George A. Bailey
Talent Coord.....George Allen
Services Offered—Complete motion picture production and facilities live and animation. Producers of films for TV shows, spots, public relations, training, industry and education. Creative staff for writing of package shows or film series.
Productions—June Decision, RFD, Celebrity, Little Funshop, Popcorn Theater, Comedy Capers.

●

Onyx Pictures Corp.

60 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-7417-8
President .....Sam Lake
Services Offered — World's largest distributor of silent comedies, including all Hal Roach and Mack Sennett properties, 66 Our Gang comedies, and 104 Cartoons & 12 Puppets—both in color and B & W.

●

Paramount Television Productions Inc.

1501 Broadway, New York 36, N. Y.
Phone: BRyant 9-8700
President .....Paul Raibourn
Vice-President .....Bernard Goodwin
Vice-President .....Lew Arnold
Branch Office
5800 Sunset Blvd., Hollywood, Cal.
Phone: HOllywood 9-6363
Services Offered—TV package programs, production, video transcription service, sales distribution.

●

Paul Parry Productions Inc.

7417 Sunset Blvd., Hollywood 46, Calif.
Phone: HOllywood 7-4774

President .....Paul Parry
Vice Pres. .....Ellis Neimie
Production Mgr.....Barney Dyer
Pub. & Adv. Dir.....Frank K. Adams
Sec'y-Treas. .....Dianne Parry

Services Offered — Production of program films, spot commercials, product sales promotion, corporation training films, and sound slide films.

Productions — Lure of Cocos Island, Cameras and Models in Action.

●

Pathescope Productions

(Pathescope Co. of America Inc.)
10 Columbus Circle, New York 19, N. Y.
Phone: PLaza 7-5200
Studio: 21-29 45th Road
Long Island City, N. Y.
Phone: STillwell 4-3053

President.....Edward J. Lamm
Production Manager.....James Pierce
Executive Producer.....William Nelson
Studio Manager.....John Ball

Services Offered—Production of industrial and educational motion pictures, live or animated.

●

Ray Patin Productions

6650 Sunset Blvd., Los Angeles 28, Calif.
Phone: HOllywood 2-1147

President .....Ray Patin
Vice Pres. .....Gus Jekel
Sec'y-Treas. .....Kay Himes

Services Offered — Complete facilities for producing animated commercials from story through camera.

Productions—Libby's, Pillsbury, Marlboro Cigarettes, Mars Candy Co., Mobiloil, Hills Bros., Coffee, Bar-S Meats, MJB Rice, Helene Curtis.

●

Lloyd Pearson Associates

509 Madison Ave., New York 17, N. Y.
Phone: EL 5-5430

President.....Lloyd Kern Pearson
Vice Pres. .....Betty Johnstone

Services Offered—Servicing and supervision of network television shows; production of shows and filmed commercials; public relations and motion picture consultants.

●

Peerless Film Processing Corp.

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3630

President .....Kern Moyse
Vice-President.....R. S. Moyse
Treasurer .....Barbara Holz
Sales Mgr.....Raoul J. Menendez
New York Manager.....Stanley Cohen

West Coast Branch
959 Seward St., Hollywood 38, Calif.
Phone: HOllywood 7-9223
Vice-Pres., West Op.....Victor C. Krupa
Secy., Branch Mgr.....Suzon Steinle Krupa

Services Offered — Complete distribution servicing of syndicated TV shows on film, Peerless treatment to safeguard films against damage and deterioration. Film reconditioning, incl. scratch removal, rehumidification, repairs, cleaning.

●

Pelican Films, Inc.

46 West 46th St., New York 36, N. Y.
Phone: CIrcle 6-1751

President.....Thomas J. Dunford
Vice-President.....Arthur J. Zander

Services Offered—Production of animated and live action films in color and B & W for TV commercials, industrial and public relation films. Specialize in cartoon animation. Complete facilities.

Productions—It's All In The Cards, Heart Of The Home, Wind And The Navigator. TV commercials — Phil Silvers Show, Lucky Strike, Ipana, Ammens, Campbell Soups, Robert Hall Clothes, Wildroot, Marathon, Mum Mist.

●

Penthouse Sound Studios of V. J. Nola

113 West 57th St., New York 19, N. Y.
Phone: JUdson 6-0040

Owner.....Vincent J. Nola
Gen. Sls., Film Div. Mgr...V. Thomas Nola
Chief Engineer.....Stanley Bumbly

Services Offered—Recording to optical and magnetic film—16 mm., — 17½ mm. — 35 mm., and ¼" sync. tape, disc recording.

●

Tony Petri Studios

144 Westminster St., Providence 3, R. I.
Phone: GAspee 1-9242

President .....Tony Petri
Production Manager.....Ernest Strauss
Chief Engineer.....John Pella

Services Offered—Complete TV commercial service from storyboard conference. Color & B & W. Double and single system sound. Complete lighting and sound stage facilities.

Productions — TV commercial films for Hanley's Beer, Cherry & Webb Fashions, Made-Rite Potato Chips, Industrial National Bank. Industrial film for St. Regis Paper Co.

●

Playhouse Pictures

1401 N. La Brea Ave., Hollywood 28, Calif.
Phone: HOllywood 5-2193

President .....Adrian Woolery
Prod. Super.....Bill Melendez
Dir. of Animation.....Pat Matthews
Crea. Story Dir.....Chris Jenkyns
Design & Layout Dir.....Sterling Sturtevant
Business Manager.....H. A. Halderson
P. R. Dir.....George W. Woolery

Services Offered—Complete facilities for producing animated films for TV commer-

cials, entertainment and industrial uses, from creation or production of story through camera.

Productions—Ford, Falstaff, Schlitz, Burgermeister, Kaiser Aluminum, Tennessee Ernie Ford Show, Socony Mobil, Lanvin Parfums, U. S. Navy Recruiting, Tums, Richfield Oil Co., Northern Pacific R.R., Commonwealth Edison Co.

●

Polaris Pictures, Inc.

5859 W. 3rd St., Los Angeles 36, Calif.
Phone: WEbster 8-2181

President .....Perry King
Vice-President.....J. C. King
Account Exec.....Carl N. Brewster

Services Offered—Motion pictures for training, advertising, education, public relations, TV.

Productions — Hughes Aircraft; Douglas Aircraft; Convair; So. Cal. Edison Co.; So. Cal. Gas Co.; USAF.

●

Post Pictures Corp.

171 E. Post Rd., White Plains, N. Y.
Phone: WH 6-8161

President.....Harry A. Post

Services Offered—Packages short subjects. Film distributor film rental.

●

Premiere Artists & Productions Agency

Sunset & Carol, Hollywood 46, Calif.
Phone: CRestview 4-5488

President .....Harold Jovien
Associate.....William Putney, Hal Derwin
Sec'y-Treas. .....Mildred Houser

Services Offered—Producers and packagers of television and radio programs, network, syndication and local. Artist and talent representatives for television, radio, recordings, press agents, etc.

Productions—Ina Ray Hutton Show, Peter Potter's Juke Box Jury, Mike Stokey Presents, Junior Record Jury, Hilo Hattie Show, If You Had the Money, Hollywood Icetime, Harry Babbit Show, Bill Ballance Show, Gene Norman Show, Ralph Story Show, Jeri Southern Show.

●

Princess Production Corp.

11 West 42nd St., New York 36, N. Y.
Phone: LOngacre 3-7560

President, Exec. Prod.....Burt Balaban
Vice President.....Bernard Donnenfeld
Asst. Producer.....Roy Rich
Script Editor.....Irve Tunick

Services Offered — Full length and short subject motion picture production.

Productions—Double Profile; Black Forest; Fire One; Check-mate; Doorway to Suspicion; Amiable Lady; The Lie; 8 Witnesses; Phantom Caravan; Sgt. and the Spy; Double-Barrel Miracle; Immediate Disaster; Diplomatic Passport.

Princeton Film Center, Inc.

252 Nassau St., Princton, N. J.
Phone: PRinceton 1-3550
1456 N. Bronson Blvd., Hollywood, Calif.
Phone: CAlifornia 2-6282

President .....Gordon Knox
Vice-President .....Wilbur T. Blume
Dir. of Distribution.....Ann Hogarty

Services Offered—Producers and distributors of all type motion pictures, including TV series and individual subjects.

Productions—North By Northeast—Northeast Airlines, Inc.—Wings For The Angels—Grumman Aircraft Eng., Inc.

●

Project-O-Fex, Inc.

535 5th Ave., New York 17, N. Y.
Phone: MU 7-1881

President.....Paul F. Adler
Office Manager.....Fred Marx

Services Offered—Semi-animated filmed or live spots for individual station use.

●

Pyramid Productions, Inc.

221 West 57th St., New York 19, N. Y.
Phone: JUdson 6-7040

Chmn. of Bd., Exec. Prod..Everett Rosenthal
President .....Leonard Loewinthan

Services Offered—Creators & Producers of live and film television shows.

Productions — Big Story, Decoy, Man Behind The Badge, Treasury Men In Action, Playhouse 15, Federal Men, China Smith, Orient Express.

●

Roland Reed TV Productions

650 N. Bronson, Los Angeles 4. Cal.
Phone: HOllywood 9-1628

President .....Roland Reed
Exec. V.P. .....Arthur Pierson
Sec'y-Treas. .....James Fay
V.P.-Sales .....Hamilton McFadden

Services Offered—Production of filmed TV shows and commercials; industrials.

Production — Waterfront, My Little Margie, Stu Erwin Show, Space Ranger, Beulah, Mark Sabre.

●

Reela Films, Inc.

17 N.W. 3rd St., Miami, Fla.
Phone: Franklin 4-2108

Manager.....J. van Hearn

Services Offered—16 mm. motion picture processing lab. studio & equipment rental. Kinescope.

●

Reid H. Ray Film Industries, Inc.

2269 Ford Parkway, St. Paul 16, Minn.
Phone: MIdway 9-1393

President.....Reid H. Ray
Vice-President.....William H. Ringold
Secretary .....Alice Griswold

Sales.....R. V. Jeffrey
Sales (Chicago).....Frank Balkin
Sales (Dayton).....A. Merritt Simpson
Sales (Film Ads).....Frank J. Havlicek
Animation (H'wood).....A. Kirsanoff

Services Offered—Production of television 26 and 13 minute films for local, regional and national sponsorship; TV commercials.

Productions — Walt's Workshop, Renfro Valley Folks.

●

RD-DR Corp. (Reader's Digest—deRochemont)

380 Madison Ave., New York 36, N. Y.
Phone: OX 7-0350

Chairman of Board....Louis de Rochemont
President.....Borden Mace
Secretary.....Ambrose Doskow
Treasurer.....Martin J. Maloney
V.P.....Thomas Orchard
V.P.....Lothar Wolff

Services Offered—Feature, commercial and educational film producers.

Productions—Cinerama Holiday, The First 99, To Open the World to the Nations (Suez Canal), Windjammer (in the Cinemiracle process).

●

Reeves Sound Studios Inc.

304 East 44th St., New York 17, N. Y.
Phone: OR 9-3550

President.....Hazard E. Reeves
Vice-President.....Chester L. Stewart

Services Offered—Sound recording studios.

●

Regal Television Pictures Corp.

151 W. 46th St., New York 36, N. Y.
Phone: JU 2-1877

President.....Moe Kerman

Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

●

Regis Films

1037 N. Cole Ave., Los Angeles 38, Calif.
Phone: HOllywood 5-5171

President.....Shull Bonsall
V.P. Chg. of Sls.....Lee Orgel
Secretary-Treasurer.....Donald A. Dewar

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-0416

Manager.....Allan Stone

Services Offered—TV film distributors and producers with offices in New York, Chicago and Los Angeles.

Productions: The new color Crusader Rabbit Series of 260 episodes. Front Page Detective, Hollywood Half Hour, Ringside With The Rasslers, Old Crusader Rabbit Series.

●

Rembrandt Films

(See William Films, Inc.)

Republic Television Features

64 East Lake St., Chicago 1, Ill.
Phone: STate 2-0460

President.....Capico Kapps
Prod. Supr.....Albert Kapps

Services Offered—Producers and distributors of live and filmed television programs.

●

Revue Productions, Inc.

4024 N. Radford St., North Hollywood, Calif.
Phone: POplar 6-3871

President.....Karl Kramer
Vice Presidents...George Stern, Alan Miller
V.P., Production Mgr.....Carl Hiecke
V.P., Director.....Richard Irving

Productions — State Trooper, The Millionaire, Schlitz Playhouse, Tales of Wells Fargo, Suspicion, Wagon Train, The Restless Gun, Bachelor Father, Leave It To Beaver, M-Squad, General Electric Theater, Heinz 57 Theater, Mickey Spillane, Alfred Hitchcock Presents, Jane Wyman Theater.

●

Stuart Reynolds Productions

9110 Sunset Blvd., Los Angeles 46, Calif.
Phone: CRestview 4-7863

President.....Stuart Reynolds

Services Offered—Specializing in the production and sale of filmed TV programs.

Productions—Harbor Patrol.

●

Marion Riddick Productions, Inc.

1102 Eberhard St., Houston 19, Texas
Phone: JA 4-9653

Managing Dir.....Wm. Marion Riddick

Services Offered—16 mm. filming by day or contract. Casts aged 4 to 18. Distribution of features, shorts and documentaries.

Productions — Adventures, Tel-A-Funnies, Madelette TV Acting.

●

Riviera Productions

26328 S. Western Ave., Lomita, Calif.
Phone: DA 6-7676

Exec. Prod.....F. W. Zens
Director of Sales.....Bert Hunt
Assoc. Prods.....A. W. Stephenson, Jack Kelly, Lionel Grover
Midwest Rep.....Robert Zens
Eastern Rep.....Pat Rancati

Services Offered—Producer of business, industrial, sales, training, public relations, advertising films and TV commercials in color and sound. Full production and studio facilities for all phases of motion picture work.

Productions — R. C. Allen Business Machines, Continental Airlines, Sascha Brastoff Products, Wizard, Filon Corp., Serra International, U .S. Divers, Crown-Zellerbach Corp.

RKO Television

1270 Ave. of the Americas, New York, N. Y.
Phone: JUdson 6-5050

Vice Pres. .....Robert Manby
Gen. Sales Mgr.....Peter Robeck
Sta. Sales Mgr.....William Finkeldey
Mgr. East'n Div.....Max Bradbard
Dir. of Traffic.....Eugene Sousa
Dir. of Research.....Robert Galen

Services Offered—Distribution and production of feature films, library films, 15-minute and half-hour film subjects.

Productions—Heidi, El Coyote Rides, Abbey Theatre plays, Mr. B.I.G., Malolo Of The Seven Seas and feature film packages.

●

Hal Roach Studios

8822 W. Washington Blvd., Culver City, Calif.
Phone: VErmont 9-2311
N. Y. Phone: CI 5-4135

President.....Hal Roach Jr.
V.P., Gen. Mgr.....S. S. Van Keuren
Secretary-Treasurer.....Charles H. Meacham
Vice-President.....E. H. Goldstein
V.P. (N.Y.).....H. R. Gelbspan
V.P. Chg. of Sls.....E. L. Koenig, Jr.
Controller.....A. E. Brizzard

Services Offered — Production of motion pictures for television and production of commercials for television.

Productions — Oh, Susanna, Telephone Time, Charlie Farrell Shows, Blondie, My Little Margie, Trouble With Father, Public Defender, Screen Directors Playhouse.

●

Rocket Pictures, Inc.

6108 Santa Monica Blvd., Hollywood 38, Calif.
Phone: HOllywood 7-7131

President.....J. Richard Westen
Exec. Vice-President.....Harlow Wilcox
Production Manager.....Don Bartelli

Services Offered—Producers of industrial, institutional and sales training motion pictures and slide films, and TV progarms.

●

Frederick K. Rockett Co.

6063 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-3183

Owner-Manager.....Fred K. Rockett
Production Manager.....Alfred Higgins
Photographic Department.....Jay Adams
Stage Mgr. .....Jerome Lipari

Services Offered—Complete production facilities including large sound stage, Western Electric sound truck and long-experienced permanent personnel for any type film production. Film writers. Nothing for sale, lease or rent. All productions are the property of sponsors, and we retain no equities in films produced.

●

Roy Rogers Productions

1041 N. Formosa Ave., Hollywood 46, Calif.
Phone: HOllywood 7-5111

Executive Producer.....Roy Rogers
Producer .....Jack Lacey
Cameraman .....Joe Novak

Services Offered — Produces TV westerns.

●

Ross-Danzig Productions

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 2-6464

Partners.....Frank K. Danzig, Bart Ross
Producers.....Al Burton, Fred Hessler, Alan Harvey, Gordon Hunt
Prod. Asst.....John Martin
Coordinator .....Joan Broese

Services Offered—Package production of live and filmed television programs.

Productions—Beat Mr. Genius, Spotlight On Youth, The 76 Sports Club, It's Your Nickel, Musical Chairs.

●

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 38, Calif.
Phone: WEbster 6-2494

President & Owner.....Danny Rouzer

Services Offered—Complete 16mm. production service, including Kinescopes, commercials, pilots, sales and industrial films, equipment and stage rental.

●

Joseph S. Salzburg

33 West 60th St., New York 23, N. Y.
Phone: CO 5-2180

Owner.....Joseph S. Salzburg

Services Offered—Film editing, lab expediting, coordination of all film services.

●

Sande-Greene & Associates

"Creative Consultants"
8400 Sunset Blvd., Hollywood, Calif.
Phone: OL 6-0300

President.....Robert L. Sande
Exec. V.P. .....Larry Greene
Exec. Secy. .....Pat Carson

Services Offered: Creator-Producers of the unusual—in radio-TV musical commercials. Musical production—aids for radio and TV stations. Producers of entertainment—public service—documentary and commercial films, records and transcriptions.

Productions: KFWB, Hollywood "Color Radio" Musical Station—Aids. Radio spots for National NuGrape Co. KGB "Pulse Beat," San Diego.

●

Sarra, Inc.

200 E. 56th St., New York, N. Y.
Phone: MUrray Hill 8-0085

President .....Valentino Sarra
Vice Pres.....Morris D. Behrend
Sales Mgr., N. Y.....John Henderson, 3rd.
Head Creative Dept.....Rex Cox
Prod. Mgr., Chicago.....Marvin Bailey

Brance Office
16 E. Ontario St., Chicago, Ill.
Phone: WHitehall 4-5151

Production Mgr.....M. Bailey

Services Offered—Production of TV commercials, industrial and sales films, B & W & color.

Productions — Knox Gelatine, Rheingold Beer, Armour & Co., Campbell Taggart Assoc. Bakeries, Inc.

●

Walter Schwimmer, Inc.

75 E. Wacker Dr., Chicago 1, Ill.
Phone: FRanklin 2-4392

President .....Walter Schwimmer
Sales Manager.....Bernard Crost
Program Director....Arthur E. Pickens, Jr.

527 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-4616

Manager .....Jack Arden
East'n Sales Mgr.....Peter Manners

Services Offered—TV and radio package programs.

Productions—Championship Bowling, Eddy Arnold Time, It's Baby Time, All-Star Golf.

●

Scott-Textor Productions

127 East 47th St., New York 17, N. Y.
Phone: PLaza 5-2789

Partner.....Alan R. Scott
Partner.....Keith V. Textor
Gen. Mgr., Prod. Mgr.....Victor Sack

Services Offered—Creation and production of music, lyrics, commercials, jingles, animation tracks, and all aspects of tracks for musical or dramatized commercials for radio or TV.

Productions — Edsel cars, Gillette razors and blades, RCA-Victor TV, L & M cigarettes, Chrysler cars, Mercury cars, Ford Family of Fine Cars, Cheerios, Nestles Chocolate, U. S. Air Force.

●

Screencraft Pictures, Inc.

15 West 44th St., New York 36, N. Y.
Phone: MUrray Hill 7-5011

Branch Offices:
5746 Sunset Blvd., Hollywood, Calif.
Phone: HOllywood 2-4448
Congress Hotel, Chicago, Ill.
Phone: HArrison 7-9660

President .....Ed Berkson
Vice-President .....Myron Mills
V.P.—Sales.....Peter M. Piech

Services Offered—Distributor and syndicator of Judge Roy Bean; Mickey Rooney Show; features and westerns for TV.

●

Screen Gems, Inc.

711 Fifth Ave., New York 22, N. Y.
Phone: PLaza 1-4432

Management

V.P., Gen. Mgr.....Ralph M. Cohn
V.P., Business Affairs.....Burton Hanft
Adv. & Prom.....Henry S. White
Legal .....Daniel Glass
Merchandising .....Edward Justin
Program Dev.....Steven Krantz
Publicity .....Gene Plotnik
East'n Production.....B. Berenberg
Comptroller .....M. Klein

Sales

V.P. in Chg. Sales.....J. H. Mitchell
Dir. Sta. Ops.....Robert Salk
Dir. Int'l. Ops.....W. H. Fineshriber, Jr.
Dir. Syndicated Sls.....Jerome Hyams
Mgr., Syndication.....Robert Seidelman
Ass't Dir., East'n Area Mgr.....Ben Colman
Central Area.....Stanley Dudelson
North-Central Area.....William E. Young
West'n Area.....Richard Dinsmore
South'n Area.....Frank Browne
Sales Dev.....Pierre Marquis
Canadian Sales.....Jos. Dunkleman, Lloyd Burns
British, European Sales .....Jack Cron
Lat.-American Sales .....John Manson
Coordinator .....James Dodd

Production

1334 N. Beachwood, Hollywood, Cal.
Phone: HOllywood 2-3111

Exec. in Chg. Prodn.....Irving Briskin
V.P.-Production .....Harry Ackerman
Prod. Exec.....Fred Briskin
Programming .....Douglas Whitney
Prog. Develop.....William Sackheim
Publicity .....Jerry Hoffman

Production—Father Knows Best, Captain Midnight, The Adventures of Rin Tin Tin, 77th Bengal Lancers, Circus Boy, Damon Runyon Theater, The Patti Page Show, Tales of the Texas Rangers, Celebrity Playhouse, Jungle Jim, Playhouse 90, George Sanders Mystery Theater, Wild Bill Hickok, Shirley Temple's Storybook, Tales of Frankenstein, The Web, Casey Jones, Ranch Party, Ivanhoe, All Star Theatre, Top Plays of 1958, Jet Jackson, Big Playback, Crusade In Europe, Three Guesses, 53 Serials, 300 Comedies and Short Subjects, 52 "Adventure of Pow Wow," 334 Cartoons, 104 Hollywood Movie Parade, 39 Hollywood Premiere Parade, 52 Hollywood Mystery Parade, 52 Hollywood Value Parade, 52 Shock, 135 Westerns, 13 Cowboy Theatre, 309 Add'l Features.

●

Sherman Glas Productions,

7142 Sunset Blvd., Hollywood 46, Calif.
Phone: HOllywood 7-8151

President .....Sherman Glas
Secretary .....Maggi Farkas

Services Offered—Produce animated TV-Radio spots.

Productions—Pall Mall Cigarettes, Budweiser Beer, Lincoln-Mercury.

●

Signal Productions, Inc.

6269 Selma Ave., Hollywood 28, Calif.
Phone: HO 2-6471

President, Gen. Mgr....Everett F. Tomlinson
Director of Sales.....Edwin W. Buckalew

Services Offered—Producers of film commercials for TV.

Productions—Recent film commercials produced for Nucoa Margarine, Ralston Cereals, Knickerbocker Toys, Black Magic Planter Mixes, etc.

●

Simmel-Meservey, Inc.

9113 W. Pico Blvd., Los Angeles, Calif.
Phone: CRestview 4-6156

President .....Louis Simmel
Sales Manager.....(Mrs.) Sue Newlin

Services Offered—Producers and distributors of film series and shorts, most of which are ¼ hour.

●

Al Simon Productions, Inc.

General Service Studios
1040 N. Las Palmas, Hollywood 38, Calif.
Phone: HOllywood 4-2141

President .....Al Simon

Services Offered—Productions of filmed shows and commercials.

Productions—Panic.

●

Skibo Productions, Inc.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-2265

President-Treas.....Patrick E. Shanahan
Secretary .....George Blake

Services Offered—16m. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

●

Stephen Slesinger, Inc.

247 Park Ave., New York 17, N. Y.
Phone: ELdorado 5-2544

President .....Hugh Sears

Services Offered—TV films, based on the following properties: "Red Ryder," "King of the Royal Mounted," "Ozark Ike," and "Winnie-the-Pooh."

●

Fletcher Smith Studios, Inc.

319 E. 44th St., New York 17, N. Y.
Phone: MUrray Hill 5-9010

President .....Fletcher Smith
Secretary-Treasurer .....Peter Caldera

Services Offered—Producers of TV commercials and industrials.

Productions — Commercials for Young & Rubicam; McCann-Erickson; Fuller, Smith & Ross; Kester, Farrell, Chesley & Clifford; Morse International; Donohue & Coe.

Industrial for Westinghouse, Gen. Electric, Gen. Foods, Hewitt-Robins, Bolex, Quality Bakers of America.

●

Walter Harrison Smith Productions, Inc.

136 East 57th St., New York 22, N. Y.
Phone: EL 5-7212

President.....W. H. Smith
V.P., Treas.....E. T. Smith

Services Offered — Live and filmed television commercials, programs and syndicated shows; educational, industrial and editorial shorts. Distributors of TV films.

Productions—Du Pont "Tynex & Tontine" commercials, Vinyl Fabrics Institute, "Family Room," U. S. Rubber, American Fore Insurance Group.

●

Soundac Productions, Inc.

2133 N. W. 11th Ave., Miami 37, Fla.
Phone: FRanklin 4-2655

Pres., Gen. Mgr.....Robert D. Buchanan
Production Manager.....Jack Schleh, Jr.
Art Director.....Robert G. Biddlecom
Chg. of Photo.....Edward Bollinger

Services Offered — Animation and live-action photography for industrials and commercials. Specialists in production animated syndicated shows for television. Complete film service from writing to final production.

Production — 100 full-color animated film animated film cartoons. The Adventures of Col. Bleep; A Dozen And One—color industrial film; TV commercials for L & M Cigarettes, Stop & Shop Supermarkets, Howard Johnson's Restaurants.

●

Sound Masters, Inc.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-6600

Chairman of Brd.....W. F. Githens
President.....Francis C. Wood, Jr.
V.P., TV Prodn.....Howard F. Magwood
Vice-President.....John H. Tobin
Secretary.....Marian L. Price
Treasurer.....Stella K. Benders

Services Offered—Production of industrial and training films, TV commercials, slide films; complete editing, cutting room and sound recording (film & tape) and projection. Studio services available to clients and producers.

Productions — Training films for U. S. Navy; U. S. Marine Corps: Floor Show for A. T. & T.; Challenge of the Future for Sun Oil Company; Billfish Safari for McLouth Steel Corp.; Red Letter Days for Winchester; Golf's Longest Hour for U.S.G.A.; TV commercials for Kent, Pontiac, Milkbone Dog Biscuits, Mental Health, Vaseline Hair Tonic, Spic and Span, Borden's Instant Coffee, General Electric, Armour's Dash, Diamond Match, Plymouth, Royal McBee, Sanka, American Red Cross, Ponds.

●

Soundtracks

236 West 52nd St., New York 19, N. Y.

Partner .....Harry Basch
Partner .....Donald Fellows

Services Offered — Producers of dialogue and musical soundtracks and jingles for radio-TV spots and industrial films.

Productions—Vicks Cough Drops, Wash 'n Dri, Sparky—the Fire Dog, Vicks Vapo-Mist, Soil-Off, Manufacturers Trust Co., Bunny Bread, Laurel Shopping Center, Cardinal Bread, Springmaid Sheets, Cities Service Gasoline, etc.

●

Specialty Television Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: LO 4-5592

Pres., Gen. Sales Mgr.....Jules B. Weill
Ass't Gen. Sls. Mgr.....Monty Raphaelson

Services Offered—Motion picture film, features for television broadcasting.

●

Splendex Enterprises

120 S. Mapleton Dr., Los Angeles 24, Calif.
Phone: CR 4-7266

General Partner.....Charles Wick

Services Offered—Financing TV films.

●

Square Deal Pictures Corp.

Pines Bridge Road, Ossining, N. Y.
Phone: WIlson 1-2617

V.P., Gen. Mgr.....Donn Marvin
Sales Mgr.....K. M. Hyde
Dir. of Cinematography.....Tom Maley

Services Offered—Producing films for own release.

Productions—Religion in the Family, Pastorale, Psalmody, Sons of God, The Miracle of Christmas.

●

Stage 5 Productions, Inc.

1040 N. Las Palmas, Hollywood, Calif.
Phone: HOllywood 7-3111

Producer, Dir.....Ozzie Nelson
Associate Producer.....Leo Pepin
Cameraman .....Neal Beckner
Music Director.....Buzz Adlam

Services Offered—Producing the television series, "Adventures of Ozzie and Harriet."

●

Al Stahl Productions Animated Productions, Inc.

1600 Broadway, New York 19, N. Y.
Phone: COlumbus 5-2942

President .....Al Stahl
Art Director.....Tony Garcia
Director .....Jack Weisburg
Production Manager.....Dave Davidow
Technical Director.....Gaylord Welker

Services Offered—Complete production facilities and service for filming live action, animation, TV shows and commercials; also produce training, industrial and public relations films in black-white & color.

●

Standard Television Corp.

745 Fifth Ave., New York 22, N. Y.
Phone: ELdorado 5-7566

President.....A. A. Mayers
Office Manager.....R. Sokol

Services Offered—Major feature films and shorts.

●

Star Entertainment Corp.

211 West 53rd St., New York 19, N. Y.
Phone: JUdson 2-0770-1

President .....Max Wolff
Associate .....Al Roth

Services Offered — Talent representatives, casting, production, and packaging of films.

●

Wayne Steffner Productions

6223 Selma Ave., Hollywood 28, Calif.
Phone: HOllywood 3-4173

President.....Everett F. Tomlinson
V.P., Chg. of Sls.....Edwin W. Buckalew

Services Offered — Create and produce "live" or film programs for television; create, produce and syndicate radio programs; write and film industrial and business films, 35 mm., B & W or color.

Productions—TV—You Asked for it, ABC-TV, Skippy Peanut Butter, division of Best Foods, Inc. RADIO — Syndicators of Art Baker's Notebook (780 quarter-hour episodes); Point Of Law (625 five-minute episodes); Don't You Believe it (260 fiv-minute episodes).

●

Sterling-Movies U. S. A., Inc.

6 East 39th St., New York 16, N. Y.
Phone: MUrray Hill 3-6300

President.....Saul J. Turrel
Vice-Presidents.....Charles F. Dolan, Sophie C. Hohne
Oper. Dir.....Robert Kirsten
Mgr. TV Dept.....Ophelia Brussally

Services Offered—Distributors of sponsored "free" films to television stations and to general 16 mm. audiences.

●

Sterling Television Co., Inc.

6 East 39th St., New York 17, N. Y.
Phone: ME 3-6300

President .....Saul J. Turell
V.P. in Chg. of Sales.....Bernice Coe
Gen. Sales Mgr.....Kirk Torney
Sec., Treas.....Robert E. Rhodes

Services Offered—Producer and distributor of TV features, shorts and film series. Distributor for independent producers.

Productions—Abbott & Costello, Bowling Stars, Cartoon Classics, Famous Cartoons, Time In For Sports, Features, Little Show, Little Theatre, Invitation Playhouse, Paul Killiam Show, Ray Forrest Show, Ballets De France, Gadabout Gaddis, Hock, Line and Sinker, Adventures In Sports, Betsy And The Magic Key, Music For Everybody, This Land Is Ours, The Vienna Philharmonic, Bowling Time, Movie Museum, Crusade in the Pacific, Jungle Adventure, Animal Crackers, I'm the Law, American Wit and Humor.

Stockdale & Company, Inc.

729 West Sixth St., Salt Lake City 4, Utah
Phone: ELgin 5-5511

Pres., Gen. Mgr.....C. L. Stockdale
Vice-President .....Calvin Briggs
Secretary-Treasurer.....G. Lucille Stockdale

Services Offered—Industrials, TV commercial films, TV slides, all commercial photography, have facilities to handle all work in 16 mm. B & W or color.

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Wilbur Streech Productions, Inc.

135 West 52nd St., New York 19, N. Y.
Phone: JUdson 2-3816

President.....Wilbur J. Streech
V.P., Sales.....Andrew T. Halmay
Exec. Prod.....Harry Wuest
Assoc. Prod.....S. J. Hazard
Art Director.....Paul K. Freeman

Services Offered—Creation and production of live action, stop motion, animated and musical TV film commercials; industrial and public relations film; sound slidefilms and theatrical features.

Productions—TV Commercials for: Fab, Halo Shampoo, Brylcreem, Eno Fruit Salts, Gallo Wine, Yellow Pages, Crayola, Polaroid Land Camera, Sinclair Oil and Gasoline, Welsh Grape Juice Co., Teat Council, Dodge-DeSoto, Colgate Tooth Paste, Air Force Reserve and Promotion trailers for ABC-TV Network. Industrial films for: Chambersburg Engineering Co., The Haloid Corp., General Chemical Division of Allied Chemical and TWA.

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Stone Film Library

(*Established* 1908)
310 West 73rd St., New York 23, N. Y.
Phone: ENdicott 2-6494

Owner.....Dorothy T. Stone

Services Offered—Producer and packager of motion picture films and films for television.

Production—Stranger Than Science, Flicker Frolics, Foodini The Great, Pearson Merry Go Round.

•

Studio City TV Productions, Inc.

4020 Carpenter, North Hollywood, Calif.
Phone: PO 3-8807; N. Y.: JU 6-1700

President.....Mort W. Scott
Secretary-Treasurer.....Lester J. Nelson

Services Offered: — Production of commercials and half-hour series for television.

Productions—Stories of Century, The Adventures of Dr. Fu Manchu, Frontier Doctor.

Bill Sturm Studios, Inc.

723 Seventh Ave., New York 19, N. Y.
Phone: JUdwson 6-1650

Pres., Tech. Dir.....William A. Sturm
Sec., Creative Dir.....Orestes Calpini
Treas., Sls. & Prod.....Albert D. Hecht
Production Manager.....John E. Allen
Chief Editor.....Walter Bergman

Services Offered—All motion picture services including animation, live action, stop motion and special effects.

Productions—National Biscuit Co., Metro-Goldwyn-Mayer, Ronson Corp., Niagara Mohawk Power Corp.

•

Superman, Inc.

7324 Santa Monica Blvd., Los Angeles, Calif.
Phone: OLdfield 4-8000

Producer .....Whitney Ellsworth
Directors.....Harry Gerstad, George Blair
Casting Director.....Bub Miley
Chief Cameraman.....Harold Wellman

Services Offered — Production of the "Superman" television series.

•

Swift-Chaplin Productions, Inc.

1136 North Highland Ave.
Hollywood 38, Calif.
Phone: HO 2-0761

President .....Charles F. Chaplin
Vice President.....Howard Swift

Services Offered — Producers of custom built filmed television commercials.

•

TCF Television Productions, Inc.

1417 N. Western Ave., Hollywood 27, Calif.
Phone: HOllywood 2-6231

Exec. in Chg. of TV Prod.....Irving Asher
Studio Mgr., Controller.....John K. Brent
Production Manager.....J. Paul Popkin
Casting Director.....Richard Stockton
Bus. Affairs Mgr.....Charles G. Bole

Services Offered—Complete television production staff and facilities—Limited studio rental facilities, etc.

Productions—My Friend Flicka, TCF Hour, Broken Arrow, How To Marry A Millionaire, Man Without A Gun, Perry Mason.

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The TeeVee Company

211 S. Beverly Drive, Beverly Hills, Calif.
Phone: Crestview 5-1076

President .....Gifford Phillips
Vice-Pres.....Ludlow Flower Jr.

Services Offered—Producers, distributors.

Productions — Little Theatre, Invitation Playhouse, Camera's Eye, This Is Charles Laugton.

•

Telecast Films, Inc.

247 W. 46th St., New York, N. Y.
Phone: JUdson 6-5480

President.....W. K. Hedwig
Secty.-Treas.....G. W. Hedwig
Services Offered—Production and distribution of films for TV.

●

Telefilm Enterprises

120 S. Mapleton Dr., Los Angeles 24, Calif.
Phone: CR 4-7266
General Partner.....Charles Wick
Services Offered—Financing and production of TV series, commercial filmed in Europe.
Productions—Fabian of Scotland Yard.

●

Telemated Cartoons

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-8933
Prod.-Dir. .....Saul Taffel
Services Offered — Production of motion pictures; TV filmed commercials in animation or live action; animated and optical special effects in color or black and white, exclusive color control equipment, 35 mm. and 16 mm. production.

●

Tele-Pictures, Inc.

10125 W. Washington Blvd., Culver City, Cal.
Phone: VE 9-2293
President.....E. J. Baumgarten
Exec. for Operations.....J. A. Byers
Services Offered—Syndication of motion picture features.

●

Telepix Corporation

1515 N. Western Ave., Hollywood 27, Calif.
Phone: HOllywood 4-7391
President.....Robert P. Newman
Vice President.....Martin Weiner
Secretary.....Robert M. Wiley
Services Offered — Complete production facilities, including sound stage, sound mixing and dubbing, editing, and screening. Full package or rental production arrangements; live action and animation. TV, industrial, and commercials.
Productions—The Story of Profit Sharing, for Sears-Roebuck; Toro — The Modern Power Tool, for BBD&O; Bonus Sales Program, for Helene Curtis; The New Frontier, for Aerojet General; The Lighted Window.

●

Telecine Film Studios, Inc.

100 S. Northwest Highway, Park Ridge, Ill.
Phone: TA 3-1418
President.....Byron L. Friend
Sec'y, Treas.....June A. Friend
Edit. Super.....Hans Graff
Services Offered—Motion pictures for television in color or black & white, TV commercials, studio and location work, complete packaging service, 35 mm. and 16 mm. editing and recording, animation, stop motion.
Productions—Zoo Parade; Cooking Magic, World Safari.

Telescene Film Productions Co.

287 10th Ave., New York, N. Y.
Phone: CH 4-0122
President .....Robert Tobias
Services Offered—Fifteen minute television film series, Pulse of the City; "Judge's Chambers, and children's film series.

●

Telestar Films, Inc.

509 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-0940
Chmn. of Board.....Bernard L. Schubert
Exec. Vice-Pres.....David Savage
N.E. Div. Mgr.....Wallace Lancton
E. Central Div. Mgr.....Ken Israel
S.W. Div. Mgr.....Ken Rowswell
S.E. Div. Mgr.....Bill McDonald
W. Coast Div. Mgr.....Julian Ludwig
N.W. Div. Mgr.....Terry Hatch
Services Offered—TV film distribution talent, production, radio and TV package management.
Productions — White Hunter, Crossroads, Topper, Mr. and Mrs. North, TV Reader's Digest.

●

Television Graphics, Inc.

245 West 55th St., New York, N. Y.
Phone: JUdson 6-1922
President .....Bernard Rubin
Vice-President .....Leon Levy
Secretary-Treasurer.....Lee E. Blair
Prod. Super.....Sid Greenhaus
Controller .....Stanley Turitz
Sales Reps.....Warren Glinert,
Howard Linkoff
Services Offered — Producers of TV film commercials including live-action, animation, stop-motion, optical effects in 35 mm. color and B & W as well as 16 mm.
Productions — Libbey-Owens-Ford, Alcoa, Smith Brothers, Manischewitz, Virisan, Post Cereals, H-O Cereals, Presto, Bordens, Vicks, Maxwell House, Ballantine Beer, Tea Council, Campbell Soup, Royal Crown Cola.

●

Television International Co.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0100
General Manager.....Paul N. Robins
Services Offered—Lease and/or sale of TV rights domestic, foreign. Material includes serials, shorts of all types.

●

Television Features of America

37 West 46th St., New York 36, N. Y.
Phone: JU 2-5130
Exec. Dir.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Services Offered—Television film programs

productions, package and syndicated films shows, script, talent, consultation, international film service.

●

Television Library, Inc.

3 East 57th St., New York, New York
Phone: PL 3-4840

President.....C. F. Vetter, Jr.

Services Offered—Producers and distributors of TV film.

●

Television Programs of America, Inc.

488 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2100

President.....Milton A. Gordon
Exec. V.P.....Michael M. Sillerman
V.P.-West'n Div.....Walter Plant
V.P.-East'n Div.....Hardie Frieberg
Cent'l Div. Mgr.....Arthur Spirt
V.P., For. Ops.....Manny Reiner
V.P., Prod.....Leon Fromkess
V.P., Sls. Coord.....Kurt Blumberg
Treasurer.....William Wolfson
Secretary.....Milton P. Kayle
Nat. Dir. Sta. Sls.....Stanley Levey
Co-Dirs. Nat'l Sls.....Russell Clancy, Charles Goit

Branch Offices
5420 Melrose Ave., Hollywood 28, Calif.
Phone: HOllywood 2-6525

V.P.-West'n Div.....Walter Plant
V.P., Prodn.....Leon Fromkess

612 N. Michigan Ave., Chicago, Ill.
Phone: DEarborn 2-0123

Cent'l Div. Mgr.....Arthur Spirt

Services Offered—Producers and distributors of motion pictures for television.

Productions—Adventures of Tugboat Annie, The New Adventures of Charlie Chan, Thunder Ridge, Airline Hostess, Cannonball, Halls of Ivy, The Adventures of Ellery Queen, Susie, The Count of Monte Cristo, Fury, Stage 7, New York Confidential, Last of the Mohicans, Ramar of the Jungle, Your Star Showcase.

●

Television Screen Productions, Inc.

17 East 45th St., New York 17, N. Y.
Phone: MUrray Hill 2-8877

President.....Charles J. Basch, Jr.
Treasurer.....Clarence Schmidt
Secretary.....Frankie Basch

Services Offered—Film programs, film spots, industrial training and documentary films, slide films. Will rent studio facilities with, or without, cameramen, scripts, direction and cast.

●

TV Spots, Inc.

1037 N. Cole Ave., Los Angeles 38, Calif.
Phone: HO 5-5171

President.....Shull Bonsall
V.P., Gen. Mgr.....William M. Bauman
Crea. Dir.....Sam Nicholson
Prod. Coord.....Bob Ganon
Animation Dir.....Paul Sommer
Film Editor.....Norm Vizents

Branch Offices
595 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-0416

Manager.....Allan Stone

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-0196

Manager.....Robert F. Kemper

Services Offered—Producer of animation and live action for TV commercials, industrial and entertainment films.

Productions—American Dairy Assoc., Esso, Vitane, S & H Green Stamps, General Electric, National Biscuit Co., Swift & Co., Northern Paper Mills. Crusader Rabbit — entertainment film.

●

Tel Ra Productions, Inc.

1518 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 6-4140

President.....W. Wallace Orr
V.P., Adm., Spec. Events.....Daniel E. Endy
V.P., Production.....Daniel N. Wise
V.P., Sales.....Bosh Pritchard
Director of Sales....George J. Kerrigan, Jr.

Services Offered—Complete facilities for producing TV film shows and commercials. Largest producers of film TV sports programs in the country.

Productions — Notre Dame Football, National Pro Highlights, Touchdown, Sports Spotlight, Post Time — U.S.A., Telesports Digest.

●

Texas Rasslin' Films

Cadiz & Industrial Blvd., Dallas, Texas
Phone: RIverside 8-2083

Pres.....Ed. E. McLemore
General Manager.....Maurice Beck

Services Offered—60 & 30 minute wrestling film taken actually at live show every week at Dallas Sportatorium.

●

Le Ora Thompson Associates

733 N. La Brea, Hollywood 38, Calif.
Phone: WE 8-3764

President.....Le Ora Thompson
Vice-President.....Carl Urbano

Services Offered—Complete production of animated TV commercials.

Productions — DeSoto, Kelloggs, Pacific Tel. & Tel., Helms Bakeries, DuPont, Schick Razor, Atlas Tires, Standard Oil Of Texas.

●

Ed Thorgersen

15 East 48th St., N. Y. C.
Phone: *CIrcle* 6-8935

Exec. Producer.....Ed Thorgersen

Services Offered—Producer, Editor and Commentator. Package programs, (news & sports). Industrial motion pictures for institutional advertising and sales promotion.

Transfilm Incorporated

35 W. 45th St., New York 36, N. Y.
Phone: JUdson 2-1400

Board Chairman.....William Miesegaes
President .....Walter Lowendahl
Exec. V.P.....Michael A. Palma
V.P. — Sales.....William Burnham, Karl P. Fischl
V.P.—Slidefilms .....Pud Lane
Mgr., Animation Dept.....John Cuddy
Dir. Pub. Rel.....Albert Boyars
Dir. Edit. Dept.....Morrie Roizman

Midwest Division
The Carlton House, Pittsburgh 19, Pa.
Phone: GRant 1-6627

Manager .....Ralph Maitland

Services Offered—Complete facilities for production of live-action and animated film commercials, industrial films, sound slidefilms, TV programs and theatrical features. Complete on-premises facilities for every phase of motion picture production.

Productions—TV commercials for Camel, Air France, Robert Hall, Genesee Beer, Lipton Tea, Mazola Oil, Tidewater Oil, Sarka, Rambler, U. S. Rubber, Greyhound Bus, RCA Victor Records, Kelvinator, Scripto, Anacin, DuPont (Duco), Hoffman Beverage, Blue Cheer, G-E Radio, Mennen, Ad, 5 Day Deodorant, Bankers Trust Co., Corn Exchange Bank, Niagara Starch, Dutch Boy Paint, Samsonite Luggage, Macy's, Venue Pencils.

●

Trans-Lux Television Corp.

625 Madison Ave., New York 25, N. Y.
Phone: PLaza 1-31114-5

Board Chairman.....Percival E. Furber
President .....Richard Brandt
V.P. in Chg. Sls.....Richard Carlton

Branch Offices
1966 S. Vermont, Los Angeles, Calif.
Phone: REpublic 1-2309
1314 S. Wabash, Chicago, Ill.
Phone: WEbster 9-0628

Services Offered — Distribution of filmed television programs; short subject and stock footage library plus feature films available to networks, stations and advertising agencies.

Productions—Profile, Encyclopedia Britannica Films. Library: Feature films (drama-comedy-sports).

●

TV Movie Club, Inc.

1501 Broadway, New York, N. Y.
Phone: BRyant 9-6734

President.....Dr. Arthur M. Epstein
Exec. Supervisor.....Richard F. O'Connell

●

TV-Unlimited Inc.

17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725

President .....Herbert Rosen

Services Offered—Producers of complete films to order, package shows, full-length feature films, mood and bridge music library service for TV and 16 mm. productions, sound effect records.

Twentieth Century-Fox Television Productions, Inc.

444 W. 56th St., N. Y., N. Y.
Phone: CO 5-3320

President.....S. P. Skouras
Executive V.P.....W. C. Michel
Vice-Presidents.....Joseph H. Moskowitz, Lew Schreiber
Treasurer .....Donald Henderson
1417 Northwestern Ave., Hollywood 27, Calif.
Phone: HO 2-6231
Exec. Producer.....Irving Asher

●

Richard H. Ullman, Inc.

295 Delaware Ave., Buffalo, N. Y.
Phone: CLeveland 2066

President.....Richard H. Ullman
Exec. V.P.....Marvin A. Kempner
Vice Pres.....Richard B. Ullman
Treasurer.....Minna C. Thorn
Secretary.....Edward H. Kavinoky

Branch Offices
2133 N.W. 11th Ave., Miami, Fla.
Manager.....Robert D. Buchanan
301 S. Kingsley, Los Angeles, Calif.
Managers.....Pat Cooney & Sam Ewing

Services Offered—Production of animated commercials for syndication and shows.

Productions—Ad-I-Mation; Animated series for bread, dairies, banks; new and used cars; animated weather reports; Watch the Birdie; Colonel Bleep; Kash Box; Melody Mileage.

●

United Film & Recording Studios

301 E. Erie St., Chicago, Ill.
Phone: SUperior 7-9114

President.....William L. Klein
General Manager.....John King Bruun

Services Offered—Production of radio and TV spots, writing and production of public relations and industrial films, sound stage and recording facilities.

Productions—State of Illinois, Jewish Federation of Chicago, Cook County Juvenile Delinquency series, Lathing Foundation of Chicago.

●

United States Productions, Inc.

(*See Page* 1006)

●

UPA Pictures, Inc.

4440 Lakeside Dr., Burbank, Cal.
Phone: THornwall 2-7171

Pres., Exec. Prod.....Stephen Bosustow
Exec. V.P.-Treas.....Ernest Scanlon
V.P., Ass't Treas.....Melvin Getzler
V.P., TV Comm. & Snd. Films.Herbert Klynn
Secretary .....Maxine Davis
Sls. Mgr., N. Y.....Eli Feldman
Mgr., Chicago.....Peter Del Negro
Mgr., London.....Roy Letts

Branch Offices
60 East 56th St., New York 22, N. Y.
Phone: PLaza 8-1405
360 N. Michigan Ave., Chicago 1, Ill.

Phone: ANdover 3-7566
112 Park Road, Kingston, Surrey, England
Services Offered—Producers of TV spot commercials, industrial and entertainment films, animation and live action.
Productions—TV spots for Sunbeam, Ex Lax, Ideal Dog Food, Sealy Mattress Co., Coca Cola, Colgate Shaving Cream, Piel's Beer, Horlicks Malted Milk, Pet Milk, etc.

●

Universal Pictures Co., Inc., Television

445 Park Ave., New York 22, N. Y.
Phone: PLaza 9-8000
Gen. Sales Mgr.....Norman Gluck
Ass't Sales Mgr.....Alfred Mendelsohn
Service Mgr.....Errol Linderman
Universal City, Calif.
Phone: STanley 7-1211
In Chg. of Prod.....Geo. Bole
Services Offered—Production of television commercials and industrials. Process prints, handle traffic and servicing. Film production primarily at U-I studios, Calif. Additional production in New York where required. Distribution of sponsored films and industrials through United World Films.
Productions—Du Pont, DeSoto, Ford, Marlboro, Camay, Schick, Conoco, Coca Cola, S. C. Johnson, Dow, Campbell Soup, Parliament, Post Cereals, Kellogg's, Pillsbury, Scotch Tape, Pepsi, Oasis, Dodge, Plymouth, Lustre Creme, Union Oil, U. S. Army, Navy, National Guard, Lux, American Health Studios, Lava, Joy, American Home Co., Burgerbeister Beer, Nutrilite Bread. Synd. Film Series—Woody Woodpecker Show.

●

Van Praag Productions

1600 Broadway, New York 19, N. Y.
Phone: PLaza 7-2687
1040 N. Las Palmas Ave., Hollywood, Cal.
Phone: HO 2-1141
3143 Ponce De Leon Blvd., Coral Gables, Miami, Fla.
Phone: HIghland 4-3191
2301 Dime Bldg., Detroit, Mich.
Phone: WOodward 2-4896
Pres., Exec.-Prod.....William Van Praag
Exec. Vice President.....Marc S. Asch
Dir. of Prod.....Gilbert M. Williams
V.P., Hollywood.....Hugh S. Hole
Gen. Mgr., Detroit.....Fred Frink
V.P., Florida.....Harry J. Walsh, Jr.
Acc. Super., N. Y.....William D. Gargan, Jr.
Prod. Mgr., Hollywood.....Gene Harrison
Prod. Mgr., Hollywood.....Gene Harrison
Prod. Mgr., N. Y.....Daniel Karoff
Chief Editor.....Oscar Canstein
Distribution.....Robert Van Praag
Administration.....William Schappert
Business Manager.....Anita M. Palumbo
Accounting.....Lois Gray
Casting.....Joan Garan
Chicago Rep.....Jay Norman
Services Offered—16 mm. & 35 mm., Black & White and color motion pictures for commercial, industrial, educational, promotional, documentary and theatrical presentation; slidefilms and distribution.
Productions—Eastern Air Lines, Mercury Div. FOMOCO, Alcoa, Chevrolet, Delco Batteries, Chrysler Corp., D-X Boron gasoline, Dodge Div. Chry. Corp., Westinghouse, Schick, Platex, Plymouth Div. Chry. Corp., United Nations.

●

Video Color, Inc.

11 East 48th St., New York 17, N. Y.
Phone: MUrray Hill 8-8190
President.....Lester Lewis
Sec.-Treas.....Juliet Lewis
Services Offered—A group of specialists organized specifically to give manufacturers counsel on packages, products and presentations on color television.

●

Video Films

1004 E. Jefferson Ave., Detroit 7, Mich.
Phone: WOodward 2-3400
Sales Manager.....Clifford Hanna
Chg. of Creative Dept.
William R. Witherell, Jr.
Production Manager.....William E. Lane
Services Offered — Production of motion pictures for TV and industry. Editing and recording services for industrial clients. Facilities include sound stage, recording, camera, and studio equipment; animation stand and music library.
Productions — Silicone Protectors, Dow Corning Corp.; Dust Off Your Goggles, Monroe Auto Equipment Co.; National Bohemian Beer Spots, W. B. Doner & Co.; Progress Report No. 2 Enrico Fermi Atomic Energy Plant, Detroit Edison Co.; Standard Federal Savings Loan Spots, Denman & Baker, Inc.; Squirt Beverage Spots, Music For Everyone, AMI Inc.

●

Video Pictures, Inc.

Executive & Sales Offices
500 Fifth Ave., New York 36, N. Y.
Phone: LAckawanna 4-2912
STUDIO: Video Pictures, Inc.
510 W. 57th St., New York 19, N. Y.
Phone: LAckawanna 4-2912
President.....Paul A. Wagner
Vice-President.....George W. Goman
Secretary.....Richard Goldman
Dir., Sp. Proj.....Jeanette A. Sarkisian
Sales Super.....Matthew B. McBride
Assoc. Prod.....Frank Payne, Mike Sage
Const. Chief.....Jack Stricker
Prod. Expediter.....Lea Serra
Branch Office
736 N. Doheny, Los Angeles 46, Calif.
Phone: CRestview 1-0188
Services Offered—Complete facilities for production of motion pictures, television, commercials, programs, industrial sound stage scene construction shop.

Productions—American Petroleum, Arrid, Lifebuoy, Monmouth Park, New Departure, General Motors, Noxema, Oldsmobile, Pall Mall, Py-Co-Pay, Rise, Speidel, Stanley Products, Walt Disney, Cam-Par Records.

●

Video Views

5746 Sunset Blvd., KTTV, Bldg. C,
Hollywood 28, Calif.
Phone: HOllywood 3-4179

President .....Bradley Kemp
Vice-President .....Irving Kahn

Services Offered—Making of complete and comprehensive Kinescope recordings of competitive products, Kinescopes of Live TV shows, audition Kinescopes and pilotfilms.

Productions—Operation Tomorrow.

●

Videart, Inc.

343 Lexington Ave., N. Y., N. Y.
Phone: LE 2-7378

President.....Joe Zuckerman
Secretary .....Florence Hartman

Services Offered—Optical photography, art work, animation, titles, maps, charts, mattes, split screen, montage, 35 mm., 16 mm. color, black and white.

●

Vidicam Pictures Corp.

210 E. 5th St., New York 3, N. Y.
Phone: ALgonquin 4-7102

President .....Al Justin
Exec. V.P. .....Andrew Gold
Chg. of Prod. .....James Rose
Prod. Super.....David B. Reisman
Scenic Design .....William Shriner
Art Super.....Martin Thall
Bus. Mgr. .....Telsa Albee
Super. Editor.....James McLean
Editors....Larry Applebaum, Robert Gold
Studio Mgr. .....Joe Valenti
Property Master.....Allyn Finch
Traffic Mgr. .....Russ Kone

Services Offered—Production of filmed TV commercials, industrials and public relations films in black and white or color. Two complete sound studios.

●

Visual Drama, Inc.

129 N. Vermont Ave., Los Angeles 4, Calif.
Phone: DUnkirk 8-0525
N. Y. Phone: LOngacre 4-8000

Producer.....William J. Faris
Production Mgr.....Mack Wright
Director .....Bill Karm
Cameraman.....Guy Rose A.S.C.

Services Offered—Sound, studios, camera and background projection.

●

Volcano Productions Inc.

1040 N. Las Palmas, Hollywood 38, Calif.
Phone: HOllywood 7-3111

President.....James A. Bank
Vice-President.....H. H. Bank
Secretary-Treasurer.....William E. Hannam

Services Offered—Production of TV shows, commercials and industrial films.

Roger Wade Productions, Inc.

15 West 46th St., New York 36, N. Y.
Phone: CIrcle 5-3040

President .....Roger Wade
Vice-President .....Anne Koller
Production Chief.....Bill Buckley
Unit Manager.....David Bigelow
McCormick-Ware Animation
Don McCormick

Services Offered—Production of industrial films and TV commercials, live action and animation; art services, story board, direction, anim. camera.

●

George Wallach Productions

14 Lawrence St., New Hyde Park, N. Y.
Phone: Floral Park 4-6795,
N. Y. JUdson 6-2000

Producer Director.....George Wallach
Ass't Director.....Maxwell Henry

Services Offered—Planning, supervision, production and creation of films for television, industry and theatrical release.

Productions—It Happened in Havana, The Criminal, Reasonable Risk.

●

Ward Acres Studios, Inc.

435 North Ave., New Rochelle, N. Y.
Phone: NE 3-7244

President.....Jack B. Ward
Vice-Pres., Gen. Mgr.....Olaf Olsen
Stage Manager.....C. J. Hylick
Secretary, Treas.....L. D. Haldimand

Services Offered—Studio rental with full facilities for all film production.

●

Bob Warner Productions

440 E. 56th St., New York 22, N. Y.
Phone: PLaza 9-1145

Services Offered—Creation and production of film and live TV shows.

●

Warner Bros. Pictures, Inc. TV Division

4000 W. Warner Blvd., Burbank, Calif.
Phone: HO 9-1251

Exec. Producer.....William T. Orr
Ass't. to Exec. Prod.....Hugh Benson
Story Editor.....Jack Emanuel
Ass't Story Editor.....Bud Lesser
Prod. (Cheyenne).....Art Silver
Prod. (Sugarfoot).....Carroll Case
Prod. (Maverick).....Roy Huggins
Prod. (Colt .45).....Joseph Hoffman
Production Mgr.....Oren Haglund
Supervising Ed.....James C. Moore
Casting Directors.....Edward F. Rhine,
Art Directors.....Perry Ferguson, Art Loel

Productions—Cheyenne, Sugarfoot, Maverick, Colt .45.

●

W.C.D. Productions

1600 Broadway, New York 19, N. Y.
Phone: CIrcle 7-1600

President.....Harold E. Wondsel
V.P., Chg. of Prod.....Robert W. Carlisle

V.P., Chg. of TV.....John T. Dunphy
Secretary-Treasurer.....Walter Kullberg

Services Offered—Producers of TV commercials, sales, industrial, and documentary films—for industry and Government. Producer-directors — own sound studio, fully equipped, offering all film services.

Production—American Tobacco Co., Council for Financial Aid to Education, Borden Co., DuPont de Nemours Co., Esso Standard Oil Co., General Foods Corp., Gaines Dog Food, Hazel Bishop Commercials, Proctor & Gamble.

●

Louis Weiss & Co.

655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: OLive 3-5350

Distribution Director.....Adrian Weiss
Asst. Distr. Director.....Louis Weiss

Services Offered—Production and distribution of all types of television film programming.

Productions — Craig Kennedy, Criminologist; Thrill of Your Life; Little Story Shop; Canine Comments.

●

Western Television

(See C & C Television Corp.)

●

Ross Wetzel Studios, Inc.

615 N. Wabash Ave., Chicago 11, Ill.
Phone: SUperior 7-2755

President .....Ross Wetzel
Prod. Mgr.....William L. Langdon
Sales Mgr.....Roger A. Sloan

Services Offered—TV commercials, spots, slide film, displays, animation, humorous illustration, comic strips.

Productions—Simoniz Hi-Lite, Combo Popcorn, American Bakeries, Hunter Packing Co.

●

Wick Films, Inc.

(See Splendex Enterprises)

●

Wilding Picture Productions, Inc.
Wilding TV

405 Park Ave., New York, N. Y.
Phone: PLaza 9-0854
1345 Argyle St., Chicago 40, Ill.
Phone: LOngbeach 1-8410

President.....C. H. Bradfield, Jr.
V.P., Gen. Mgr.....J. A. Kellock
V.P., Sales.....J. A. Rheinstrom
V.P., N. Y. Sales.....T. H. Westermann
Dir. of TV Div.....Russ Raycroft
Prod. Mgr.....Walter Tinkham
N.Y. Prod. Mgr.....William Morris

Services Offered—Producers of television commercials and creation and production of all audio-visual media — motion pictures, slidefilms, graphic materials, complete sales training programs, announcement shows, industrial shows, etc.

John Wolfe & Company

345 Shutter St., San Francisco 8, Calif.
Phone: YUkon 6-5040

Partner .....John Wolfe
Partner.....Howard S. Riddell
Production Manager.....Bob Gleason

Services Offered — Films, TV, Industry. Specialize in creation of TV and radio musical spots. Two large sound stages including modern kitchen. Complete Ampex tape recording service, all studio fecalities.

Productions—Bank of America, Zee Paper Products, Vano Liquid Starch, So-Kleen, Blue-Chip Stamps, Musical Radio Station Breaks, Chevrolet Dealers. Series of religious films for "The Dawn." Numerous Ad Agency radio spot productions.

●

World Video Productions, Inc.

5746 Sunset Blvd., Hollywood, Cal.
Phone: HOllywood 9-3609

Producers.....Hal Davis & Jerry Hill
Assoc. Prod.....Art Hannifin

Services Offered — Producers of film programs for television.

Productions—"Treasure Unlimited."

●

Ziv Television Programs, Inc.

488 Madison Ave., New York, N. Y.
Phone: MUrray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv
President.....John L. Sinn
V.P. in Chge. Sales.....Maurice J. Rifkin
V.P Chg. West Coast .....Maurice Unger
V.P. Chg. Midwestern Div. .....Al Unger

Syndicated Sales Dept.

Synd. Sls. Mgr.....Walt Kingsley
N.Y.C. Sales Mgr. .....Len Firestone
Midwestern Div. Mgr. .....Ed Broman
West Coast Div. Mgr.....Allen Martini
East Coast Div. Mgr. .....Jack Gregory

National Sales Dept.

Sales Manager.....James Shaw
Midwestern Div. Mgr.....Jerry Kirby

Services Offered — Custom-built films for national and regional release, and syndicated shows; studio facilities, TV commercials.

Production — Harbor Command, The New Adventures of Martin Kane, Men of Annapolis, West Point, Dr. Christian, The Man Called X, Highway Patrol, Science Fiction Theatre, Harbourmaster, Tombstone Territory, Sea Hunt.

●

Maurice H. Zouary Television Productions

333 West 52nd St., New York 19, N. Y.
Phone: CIrcle 6-4821-2

Owner.....Maurice H. Zouary

Services Offered—Production of film and live shows and commercials, packager. Facilities for editing, slides-film-strips-title services. 7,000,000 feet of stock shots for rental.

TELEVISION

TV FILM SALES WHO'S WHO

BIOGRAPHICAL SKETCHES
OF SOME OF THE TOP LEVEL
SALES EXECUTIVES IN
LEADING TV FILM FIRMS

YEARBOOK

1958

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GOLDMAN, HAROLD, executive vice president in charge of sales for National Telefilm Associates, Inc. was born in New York City. At 16 joined Amalgamated Radio Network. Active in theatre as distributor, owner and managed a chain of record shops. In 1948 joined Snader Telescriptions as partner and eastern sales manager. In 1951 organized Television Exploitation, Inc. In 1954 organized Comet TV, and later joined NTA.



RICH, ROBERT W., general sales manager of Associated Artists Productions, Inc., was born in Yonkers, N. Y. While attending Oberlin College worked for NBC in Cleveland. In 1939-40 did news editing for NBC in San Francisco and N. Y. In 1946-48 headed G.E.'s short wave news setup, then manager of California radio stations. In 1953-55 was program manager at WPIX, N. Y. and joined AAP in 1955.



GLUCK, NORMAN E., general sales manager in charge of TV for Universal Pictures Co. Inc., was born in Racine, Wisc. In 1932-34 worked for RKO Theatres in Albany district. In 1935-46 associated with Skouras Theatres. Joined U.S. Army in 1946-47. Later was managing director of Park Ave. Theatre. In 1949 joined United World Films. In 1951 was named vice president and director of UWF to present position.



RIFKIN, MAURICE J., vice president in charge of sales for Ziv Television Programs Inc., was born in Marinette, Wisc. He is married and has two children. His first industry position in 1937 was as an account executive at WKBN, Youngstown, O. In 1939 he joined Ziv as an account executive. In 1949 became sales manager of Ziv TV and in 1953 vice president in charge of sales. His hobbies are yachting and fishing.



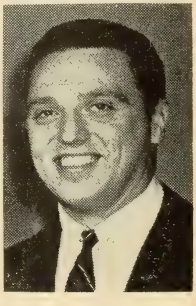
HYAMS, JEROME, director of syndication for Screen Gems, Inc., was born in New York City. In 1934 entered the industry with Guaranteed Pictures, formed into Commonwealth Pictures in 1938 and became sales manager. In 1947 became vice president in charge of sales for Commonwealth Films and TV. In 1950 formed Hygo Tv Films, Inc. as president and in 1956 merged with Screen Gems, Inc.



REINER, MANNY, vice president of foreign operations for Television Programs of America, Inc., was born in New York City. In 1933 with Warner Bros., MGM, Monogram, Louis G. Cowan and Paramount Pictures. In 1942 with Office of War Information; program director Voice Of America in Iceland. In 1944 films officer for the Army and State Dept. In 1946 joined David O. Selznick Enterprises.



CLARK, WILLIAM L., vice president director of western sales for ABC Film Syndication, has been engaged in commercial TV for the past ten years in sales and sales management. Began selling national co-op with Mutual. Following two years in radio switched to TV and joined Dumont sales staff. Then moved to WPIX-TV in N.Y. and ABC-TV Network. In 1953 opened West Coast office of ABC Film Syndication.



CURTIS, DANIEL, M., who is regional program sales manager of NBC TV films division of California National Productions, was born in Bridgeport, Conn. A graduate of Syracuse University. He is married and has one child named Linda. Curtis entered the industry as a salesman for NBC TV Films. He is a member of the Radio Television Executives Society. His main hobby now is golf.



HOWELL, JOHN F., general sales manager CBS TV Film Sales, Inc., was born in New York City and educated at U. of Wisconsin. He entered the industry in 1946 as vice president for Stephen Slesinger, Inc. In 1950 joined Paramount TV Productions as director of sales and merchandising. In 1953 joined CBS TV Film Sales. He is married and has three children. Hobbies, fishing, hunting and Little League baseball. Is a member of RTES.



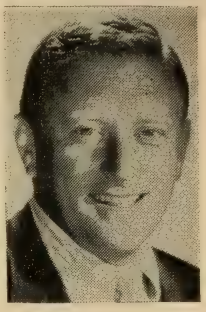
FINKELDEY, WILLIAM, syndicate sales manager for RKO Television, was born in Palmerton, Pa. He attended Colby College and is married with two children. He entered the industry as a part-time announcer in college. In 1946 joined WTVL, Waterville, Me., and later was associated with WLAM, Lewiston; Broadcast division of Capitol Records, Consolidated TV Sales and CBS TV Film Sales, Inc. He is a member of RTES.



HARPER, RICHARD A., general sales manager for MGM-TV division of Loew's Inc., was born in Johnstown, Pa. Educated at U. of So. Calif. and Columbia U. In 1939-42 with National City Bank of N. Y. on overseas duty. In 1946 with U. S. Navy and later at MGM in N. Y. In 1948-52 special sales rep at MGM. In 1952 with Shea Theatres. In 1953 rejoined MGM as circuit sales manager. In 1956 was director of operations for MGM-TV.



DONIGER, BABETTE J., head of sales and president of Editorial Films, Inc., started her own company in 1952 after producing live TV daytime women's programs in N.Y. Educated at Elmira College and Penn State U, she has had agency, station and production experience. She is a member of New York City Board of American Women in Radio and TV, RTES, National Home Fashions League, Advertising Women of New York.



TABAKIN, BERNARD, vice president in charge of western division sales for National Telefilm Associates, Inc., was born in Cleveland, O. He attended both Kent State and Columbia University. Tabakin is married and has two children. He first entered the industry with MCA and then went into production. Among his production credits are "China Smith" and several other feature films. He joined NTA as an account executive in 1955.



FINESHRIBER, WILLIAM H. JR., director of international operations, Screen Gems, Inc., was born in Davenport, Ia. Educated at Princeton and Sorbonne. Joined CBS in 1931. In 1937 manager, Carnegie Hall. In 1946-49 manager program dept. at CBS. In 1949-53 with Mutual. In 1953 vice president and general manager radio-TV network NBC; in charge of radio network in 1954. In 1956 vice president, TV Programs of America.



PLANT, WALT, vice president western division of Television Programs of America, Inc., was born in Brooklyn, N. Y. He is married and has four children. Prior to joining TPA in 1956 as an account executive, he was general manager and producer for Horace Heidt and operated his own real estate business in California. In 1957 he became vice president of TPA and later was re-assigned to the western division.



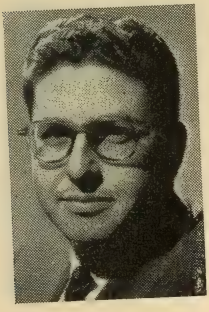
UNGER, ALVIN E., vice president in charge of sales at the Chicago Office of Ziv Television Programs, Inc., was born in Cincinnati, O. He is married and has two children, Michael and Holly Ann. Unger first entered the industry in 1939 with the Ziv sales organization and has been with the company since. He is well known throughout the midwest. Among his hobbies are golf and bowling.



ANDERSON, HOWARD B., central division manager for ABC Film Syndication, Inc., was born in Denver, Colo. Educated at U. of Utah. Started in TV business in 1948 as producer-director at KDYL-TV, Salt Lake City. In 1951 joined WFAA-TV, Dallas, as film director and program director. In 1953 was southwestern sales rep for MPTV. In 1954 joined ABC Films and transferred from Dallas to Chicago as division manager in 1956.



KLAUBER, DONALD, who is station and national sales director for Associated Artists Productions, Inc., was born in New York City and attended Columbia University. He joined AAP in 1952 as a salesman, advancing to his present position. He is married and has one child, Michael. Among his hobbies are golf, tennis and photography. Klauber is a member of the Radio-TV Executives Society.



SEIDELMAN, ROBERT, syndication sales manager for Screen Gems, Inc., was born in New York City and attended N.Y.U. Entered the industry in 1946 with United World Films TV dept. In 1949-50 was with Universal International 16mm sales, then joined Hygo TV Films. During 1951-56 was vice president, sales manager of Hygo, also vice president, co-owner of Unity TV Corp. In 1957 joined Screen Gems.



WEIS, PIERRE, general manager of Economee Television, a division of Ziv Television Programs, Inc., was born in Lille, France. He is married and has two children. Weis entered the industry in 1941 as vice president in charge of sales for Langworth. In 1951 he became general manager of World Broadcasting. In 1956 he assumed his present position with Economee. His hobby is golf.



FIRESTONE, LEN, New York sales manager for Ziv Television Programs, Inc., was born in Pittsburgh, Pa. and attended Duquesne University. He is married and has two children. He first entered the industry in 1947 as an announcer with WPGH, Pittsburgh. In 1950 became sales manager for Unity Television Corp. In 1954 he became associated with Ziv. Len's hobbies include fishing, boating.



BLUMBERG, KURT, vice president for sales coordination for Television Programs of America, Inc., is married and has two children. After graduating Princeton he worked for R. H. Macy. Three years later he became associated with Ziv where for two and half years he was assistant to the vice president in charge of sales. He joined TPA during its organization in September 1953. Kurt served in the Pacific during the war.



OGDEN, CLIFFORD, western sales manager for NBC TV Films division of California National Productions, was born in Poala, Kan. He entered the industry in 1937 as salesman for R. U. McIntosh transcribed radio programs. In 1938 joined KTMS, Santa Barbara. Later associated with Procter & Gamble. Then joined KGO, San Francisco. In 1946-52 joined Broadcast division of Capitol Records, Inc.

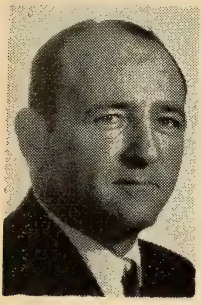


KOBLENZER, WILLIAM, is director of sales, National Telefilm Associates, Inc., Film Network. In 1944 joined Music Corp. to head organization's radio department in Chicago. In 1947 joined Frederic W. Ziv Company in charge of live programming. In 1949 joined DuMont TV network. He was national sales manager when he left to occupy similar post with DuMont's Electronomicam division. In 1956 joined ABC-TV.

KINGSLEY, WALTER, general sales manager, syndication for Ziv Television Programs, was born in New York City and educated at Amherst. In 1947 was a salesman for WHOB. In 1949 joined WCOP, Boston, and in 1950 came to Ziv as an account executive. Later was sales manager of western division then national sales and in 1957 assumed present post. Hobbies include piano and drums. Is a Member of Big Brothers.



FRIEBERG, HARDIE, vice president in charge of eastern division of Television Programs of America, Inc., is a native New Yorker. While in public relations he represented a number of national TV personalities. He was also a producer. Hardie was associated with Ziv and the U.S. Naval Bureau of Personnel and Ordnance as a civilian adviser. He joined TPA in December 1953, a few months after the company was formed.



KATZ, NORMAN, director of foreign operations for Associated Artists Productions, Inc., was born in Scranton, Pa. and attended Columbia U. He entered the industry in France in 1949 working in production for a film company. Returned to the U.S. In 1950 was vice president of Discina International Films. In 1954 joined AAP as executive vice president of Dominant Pictures and director of foreign operations.



HORTON, KING, vice president in charge of sales and promotion for Telestudios, Inc., is a graduate of Syracuse U. He served with CBS as account executive in radio, sales manager, program director of CBS-owned WEEI, Boston. Was eastern sales manager of CBS TV network, Pacific sales manager of both CBS radio and TV networks. In 1950 formed King Horton Productions. Later with McCann-Erickson in N. Y.



BADER, DAVID A., general sales manager for Atlantic Television, was born in New York City. Entered industry as press relations, story editor for Century Comedies. Later joined Universal as aide to Carl Laemmle, president. Represented U in Europe for 10 years. Branched out as literary agent. Was associated with Commonwealth as assistant to president. In 1953 joined Atlantic TV. Member of RTES.



MITCHELL, JOHN H., vice president in charge of sales for Screen Gems, Inc., was born in New York City and educated at Michigan University. In 1937 he was with Erwin Wasey & Co. In 1939 manager sales service department of Mutual Broadcasting System. In 1946 was with U.S. Navy, WVET and Honel Corp. In 1948 was director of TV for United Artists and in 1952 was appointed vice president of TV department.



EZZES, ERWIN H., vice president, director, general sales manager for C & C Television Corp., was born in New York City. In 1945 entered industry as salesman for United World Films, later became vice president, director and sales manager. In 1950 was salesman for Flamingo Films which merged with Associated Artists into Motion Pictures For TV. In 1951 was vice president, sales manager for MPTV; in 1954 with Guild.



GRAFF, JONNY E., vice president in charge of sales for Midwest operations of National Telefilm Associates, Inc., was born in Atlantic City, N. J. Entered radio in 1942 as writer-producer at WEEI, Boston. In 1945 with Donahue & Coe as writer director. In 1947 head of programs at WBKB, Chicago. In 1950 vice president in charge of sales for Snader Telescriptions. In 1953 with NTA. Hobbies, golf, song writing.





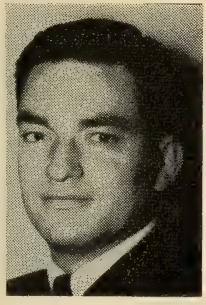
WILLIAMS, PHIL, vice president in charge of syndication sales for ABC Film Syndication, is married and has two children. In 1937 he joined Time, Inc. and had been with them for 15 years in sales, public relations and advertising. In 1952 was with Ziv as spot sales manager of eastern division. He is a member of RTES, TRAC, N. Y. Advertising Club, Poor Richard Club and Sales Promotion Executive Club of Phila.



MANSON, JOHN N., III, vice president and general sales manager, Screen Gems, Latin America, was born in Wausau, Wisc. He is married and has two children. Educated at University of Illinois. In 1948 was copywriter for NBC in N. Y. In 1950 joined BBDO as copywriter in Cleveland. In 1951 was vice president of Noble Advertising in Mexico City. In 1955 joined Screen Gems.



SHAW, JAMES T., national sales manager, national sales department of Ziv TV Programs, Inc., was born in Gary, Ind. He is married and has three children. Entered industry as producer-writer for Brand Productions, later radio-TV director at Henri, Hurst & McDonald agency. In 1956 joined Ziv as central division sales manager, assuming present post in September 1957. Hobbies are hunting and fishing.



MENDELSOHN, ALFRED L., assistant sales manager, Universal Pictures Co., Inc. TV department, was born in New York City. In 1942-46 was with U.S. Air Force. In 1946 entered the industry as a publicist for Universal. In 1950-55 was manager of radio and TV promotion and publicity; also producer-director of Movie Page Ball for SPG and actor-director with Little Theatre Group. He is a member of RTES.



SILLERMAN, MICHAEL M., executive vice president in charge of all sales for Television Programs of America, Inc., was born in Baltimore and attended Johns Hopkins. From sales and advertising into TV via Alvin Austin Associates, Fairchild Publications and then I. Miller. Was vice president, John D. Boyle Co. also The Biow Co. From 1932-35 owner-producer for Hamilton Radio Prod.; organized Keystone in 1940.



LESLIE, ALEXANDER D., national sales manager for Modern Teleservice, Inc., was born in Beachurst, N. Y. He attended CCNY. He is married and has three children. After five years in the U. S. Navy in 1949 was N. Y. office manager for Modern Talking Pictures; in 1956 joined Modern Teleservice as member of sales staff; in 1958 appointed to present post. He is a member of RTES.



KWARTIN, PAUL, executive vice president of Associated Artists Enterprises, Inc., was born in Hungary. He was educated at the University of Denver. Paul has been in radio-TV and motion pictures for over 20 years. He joined AAP in 1954, beginning in national sales and is presently heading up merchandising activities. He is a member of RTES and board of governors of Silvermine Guild of Artists.



LEO, JOHN, director of TV feature sales for United Artists, was born in Des Moines, Ia. He was educated at San Jose State College and San Francisco Law School. He is married and has two children. In 1943 entered the industry for Republic Pictures. In 1946-50 was western district sales manager for Eagle-Lion. In 1952-56 sales manager Telepictures, Inc. His hobbies include all sports.



FLORSHEIM, STANLEY C., general sales manager of NTA's Famous Films Programs for TV, entered the industry in 1942 to organize the ABC cooperative program department. In 1947 was with Adam Hat Company. In 1948 joined Ziv as eastern sales manager, later became general sales manager. In 1954 organized Economee Program division of Ziv TV, and became general sales manager.



GREGORY, JACK, sales manager, eastern division, syndication sales for Ziv TV Programs, was born in Alliance, Neb. In 1940 joined Allied Advertising Agency and became office manager in 1947. In 1950 was account executive with ABC in San Francisco. In 1953 joined Ziv as account executive, then spot sales manager, becoming western division sales manager in 1955 and eastern division sales head in 1957.



DINSMORE, RICHARD, western area manager for Screen Gems, Inc., was born in Tarrytown, New York. He was educated at the University of Rochester and Eastman School of Music. He is married and has two children. Dinsmore entered the industry in 1938 in association with NBC in New York. From 1942-52 he was musician and producer for Radio and TV Production in San Francisco. In 1953 joined Screen Gems, Inc.



PIECH, PETER M., vice president in charge of sales for Screencraft Pictures, Inc., president of Quintet Productions, was born in New York City. Entered industry in 1947 as partner in Piech-Udell Productions; 1949 staff writer on various TV shows. Joined Olio Video TV in 1950 as sales director; 1953 headed Screencraft new TV department; 1955 became president of Quintet. Hobbies are music, hunting and books.



JUNKIN, RAYMOND, vice president in charge of sales for Official Films Inc., was born in New York City. He received his education at the University of Alabama and U. of Pennsylvania. He is married and has two children. Junkin joined Official in 1953 supervising sales in the southwestern area, became assistant to the president in 1957 and elected vice president in charge of sales in 1957.



CONANGLA, RAUL C., Latin American sales coordinator for ABC Film Syndication, Inc., was born in Havana. He is married and has one child. From 1943-45 with U. S. Army, ETO. In 1945 joined American Merchandise Mart as export manager, later was associated with Aircraft-Marine Products, Inc. In 1954 with Westinghouse Electric International Distributors in Havana. Is a member of International Ad Assoc.



SPIRT, ARTHUR, central division manager of Television Programs of America Inc., was born in Waterbury, Conn. He was educated at various schools in Connecticut and Massachusetts. He is married and has one child. Prior to joining TPA in 1956 he had been in the real estate field. His hobbies include sports of all kinds. He is a member of the yacht club at Martha's Vineyard.



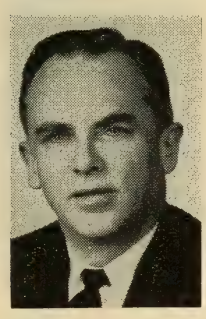
FRIEDLAND, LOU, vice president in charge of station program sales for MCA TV Ltd., was an instructor in Applied Psychology at N.Y.U. until World War II, when he served with the U.S. Navy. Later he was assistant to the president at Gettinger Associates in film and TV financing. In 1952 he joined MCA TV as account executive; became head of station sales in 1953; vice president in 1954, board member in 1955.



McMANUS, T. J., vice president, international sales for MCA-TV Ltd., was born in New York City. He attended Columbia and St. John Law School. Entered the industry via Telenews Productions in 1950. In 1952 joined United TV Programs; 1953 became eastern sales manager. In 1954 became associated with MCA-TV when UTP merged with former, continued as eastern sales manager until 1955, then international head.



YOUNG, WILLIAM E., North-Central area manager for Screen Gems, Inc., was born in Chicago. He was educated at the University of Miami. He is married and has two children. From 1941-45 Lt. Col. USAR (Ret.) In 1945 entered the industry with NBC in radio recording division. In 1947 with Capitol Records. 1949 was with Langworth Feature Programs. In 1952 with Unity TV and later with Hygo TV.



GREGORY, SHERMAN, New York City sales manager for ABC Film Syndication Inc., was born in Wessington Springs, S. Dak. Entered industry in 1926 as radio engineer, then asst. general manager with Westinghouse Radio Station Inc. From 1938-48 with KDKA, Pittsburgh; NBC o & o station WEAF; Schenley Industries; Campbell Soup and Tele Spots Inc. In 1949 with Roy S. Durstine and Transportation Displays.



LOW, MARTIN L., vice president in charge of sales for Robert Lawrence Productions, was born in Cincinnati, Ohio. He was educated at Swarthmore College. He is married and has two children. In 1945 was a Lt. Col. USAF; in 1949 sales engineer with Cincinnati Milling Machine. In 1956 was in sales and design for Bernard Bernstein Textile Company. Among his hobbies are tennis, skiing and do-it-yourself.



GERMAN, WILLIAM J., president, in charge of sales W. J. German Inc., was born in Fort Huron, Ontario, Canada. Entered industry in 1906 with Eastman Kodak, Rochester; 1921 manager GM lab, Paragon and Sen-Jac Labs; 1922 associated with J. E. Brulatour Inc.; 1924 vice president and general manager; 1946 president J. E. Brulatour; 1952 president W. J. German Inc. Member SMPTE, AMPAS and ASC.



MARTINI, ALLEN V., sales manager, western division, syndicated sales department of Ziv Television Programs, was born in Texarkana, Tex. In 1951 he entered the industry as sales manager for Filmakers Releasing Corp. In 1953 joined Ziv as account executive, becoming spot sales manager in 1955, and assumed his present post in 1957. Hobbies, tennis and flying. He is a member of the Variety Club.



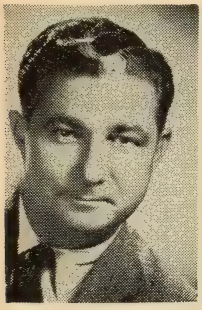
CORWIN, GERALD S., sales manager for National Telefilm Associates in an 8-state area, attended the University of Minnesota and Missouri. He is married and has two children. In 1939 was free lance producer at WDGY. In 1946 joined Bozell & Jacobs as account executive. In 1947 with KSTP as newscaster; 1948 with WLOL as special events director. In 1950 with WDGY; 1952 with WISN, joined NTA in 1954.



MICHELSON, CHARLES, is U.S.A. representative for two Australian TV stations, TCN in Sydney and HSV in Melbourne. He was born in New York City and attended Columbia University. He is married and has two children. Entered the industry in 1937 as export manager for Michelson & Sternberg Inc. In 1938 established his own company, Charles Michelson Inc. Hobbies, boating and model railroading.



CRON, JOHN BOWES, managing director of Screen Gems Ltd. of United Kingdom; director of sales, Europe and Middle East for Screen Gems, Inc., was born in Mt. Vernon, N. Y. He is married and has three children. In 1946 entered industry as film head program procurement for NBC; 1950 national sales manager, NBC film division. In 1955 joined Screen Gems, Ltd. Hobbies, golf and shooting. Is a member of RTES.



CLANCY, RUSSELL, national sales director for Television Programs of America Inc., was born in Brooklyn, N. Y. He was educated at Yale. He is married and has two children. He was formerly an announcer with WHN in New York City; also western division manager for AP Radio News Service. He had been with Ziv, and joined TPA in 1956. His hobby is Hi-Fi. He is a member of the Broadcast Pioneers.



SACKETT, MORT D., president and general sales manager for Commonwealth Film & TV, Inc., entered the film business in 1910. In 1918 with the late Sam Goldstein organized Guaranteed Pictures. In 1937 Commonwealth Pictures Corp. was organized to cover 16mm and non-theatricals. In 1947 formed Commonwealth Film & TV Inc. Sackett eventually purchased interest of all companies.



SILER, W. O., western area manager for Association Films, Inc. was born in Santa Maria, California. He was educated at San Jose State College and Golden Gate College. He is married and has two children, Ralph and Kerry. He joined Association Films in 1947, with headquarters in San Francisco, when it was under the operation of the Young Men's Christian Association.



GRAY, EDWARD M., vice president in charge of sales on the West Coast for National Telefilm Associates, Inc., is married and has one child. He entered the industry as a talent agent in 1937; in 1950 founded Mutual TV. In 1954 he organized Monter-Gray Inc. He joined National Telefilm Associates Inc. in 1954 and in 1955 was appointed vice president with headquarters in Los Angeles.



STERN, EDWARD J., president International division of Ziv Television Programs, Inc., was born in Detroit. He is married and has three children. He attended the University of Cincinnati. In 1953 he entered the industry to head up international sales and preparation of foreign language programming. His hobby is fishing. He is a member of Sigma Alpha Mu, Sophos, and International Advertising Association.



BASCH, CHARLES J. JR., president, in charge of sales for Television Screen Productions, and partner in Basch Radio & TV, was born in Newark, N. J. He attended Pratt Institute and Newark Industrial School. He is married and has one child. In 1931 formed Basch Radio & TV; in 1948 Television Screen Productions. His hobbies are tennis, bridge. He is a member of RTES.



GLINERT, WARREN, associate sales manager for Television Graphics and Film Graphics, was born in New York City and attended New York University. He entered the industry in 1953 as an account executive for Consolidated TV Film Sales, later with United Television Programs and then to MCA TV. His hobbies include swimming, baseball, football and calisthenics. He belongs to St. George Dolphins.



KIRBY, JERRY, central division manager, national sales department, Ziv Television Programs, Inc., was born in Milwaukee. He entered industry in 1946 as announcer-salesman for WKBB, Dubuque. In 1950 with Chicago Tribune doing publicity and promotion; in 1953 account executive with Beaumont & Hohman; in 1956 with Rogers & Smith agency and same year joined Ziv, assuming his present post in 1957.



WONDSEL, HAROLD E., president, in charge of sales for Wondsel, Carlisle & Dunphy, Inc., was born in New York City. In 1918 entered motion pictures as lab technician; 1919 opened commercial still plant; 1920 returned to m.p. lab; 1921-26 free lance editor short subjects; 1926-30 with Fox Movietone News; 1931-32 Pathe News. In 1937 became president of Sound Masters; vice president National Educ. Films, Inc.



BINGHAM, JOHN RAYMOND, president in charge of sales for Association Films Inc., was born in Melbourne, Ark. He is married and has two children. From 1922-44 general program director of N.Y.C. YMCA and National Board of YMCAs. In 1944 joined Association Films. His hobbies are fishing, gardening and stamp collecting. A former president Educational Film Library Assoc. and chairman Film Council.



SCHLANK, MEL, vice president in charge of sales for Gross-Krasne, Inc., was born in Los Angeles, California. He attended the University of California. He is married. He has been with Gross-Krasne since formation of the company handling TV and films. Among his hobbies are golf, tennis and outdoor sports. He is a member of the Masons, and active in several local philanthropic organizations.



GOIT, CHARLES W., national sales director for Television Programs of America Inc., was born in Kansas City, Mo. He was educated at Northwestern University and Penn State. He is married and has two children. After several years in the magazine field with "Fortune" and "Look" he joined Ziv TV. In 1954 he became associated with TPA as an account executive. His hobbies include all water sports.



BROWNE, FRANK A., Southwest rep NBC Films div. of Calif. Nat. Prod. was born in Yemassee, S. C., and attended University of Georgia. Entered industry in 1937 as announcer at various southern radio stations. Owned and operated KWFC, Hot Springs, Ark. in 1948-51; sales manager at WJTV, Jackson, Miss. 1952-53; joined Screen Gems in 1954. Hobbies, fishing and swimming.



LAMM, EDWARD J., president, in charge of all sales for the Pathescope Company of America Inc., was born in New York City. He attended Columbia University. He is married and has two children. Entered film industry in 1933; in 1940 became president of Pathescope Company of America. His hobbies are golf and travel. Is a member of the Quaker Ridge Golf Club, and treasurer of Film Producers' Assoc.



LOVE, CHARLES AUSTIN, sales manager for James Love Productions Inc., was born in Wildwood, New Jersey. He is married and has two children. He entered the industry in 1947 as a salesman for Lalley & Love, Inc. in Pittsburgh. In 1952 he was with the same company operating out of their New York City office. His hobbies are fishing, hunting and golf. He is a member of the Civil Air Patrol.



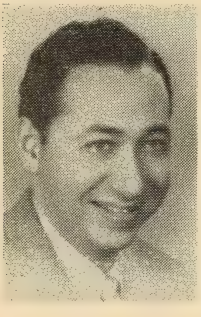
SEGAL, MILLARD, executive vice president of the international division of Ziv Television Programs, Inc., was born in Cincinnati, O. He is married and has two children. In 1937 became continuity editor at WLW in Cincinnati, Ohio; 1939 was doing free lance continuity and production in New York. In 1953 joined Ziv. His hobby is sculpturing. He is a member of the International Advertising Association.



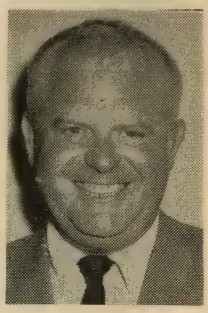
TOBIN, JOHN F., eastern sales manager for NBC Films division of California National Productions, was born in Cambridge, Mass. He attended the University of Southern California. From 1952-54 he packaged live shows under his own company, Century Productions, in Los Angeles and San Francisco. In 1954 he joined NBC Films. He is a member of RTES and SEC, New York. Hobbies, golf, tennis, fishing.



GOODMAN, EVERETT F., general sales manager for Harry S. Goodman Productions, was born in Chicago and educated at Princeton University. He is married and has two children, Thomas and Donald. Everett entered the industry in 1940 as salesman for Harry S. Goodman Radio Productions. In 1948 he became sales manager for the organization. Among his hobbies are golf, bowling and gardening.



MILLS, MYRON, vice president and sales manager for Screencraft Pictures Inc., was born in New York City and educated at N. Y. Maritime College and Union College. He is married and has one child. Entered the industry in 1938 as salesman for Equity Film Exchanges; 1941 in service; 1946 back with Equity handling TV. In 1947 became associated with Screencraft. Hobbies are golf, fishing and boating.



COLMAN, BEN, eastern area manager for Screen Gems, Inc., was born in New York City and educated at N. Y. U. School of Commerce. In 1930 with Paul Block & Associates; 1942 with Esquire and Ken Magazines in Chicago; 1948 president Chartoc-Colman Productions; 1950 with Esquire in New York. In 1952 with Wm. H. Weintraub Agency; 1953 eastern sales manager for Liberty Network. With Ziv TV in 1955.



ADLER, SEYMOUR L., national sales manager for Guild Films Inc., was born in Philadelphia, Pa. and educated at the University of Cincinnati. He is married. In 1946 he entered the industry as a salesman for Frederic Ziv Company. In 1947 was with WLW-TV, Cincinnati. In 1951 headed the TV department in Chicago for the William Morris Agency. In 1955 was associated with Screen Gems, Inc.



KAPLAN, CY, special assistant to vice president in charge of sales at National Telefilm Associates, Inc., was born in Chicago. He attended the University of De Paul. He is married and has one child. In 1946 entered industry as general manager of Tel-Air Associates; 1950 joined World Broadcasting System as midwest manager. In 1952 with General Teleradio as sales manager for WGTH-TV; 1953 joined TPA.



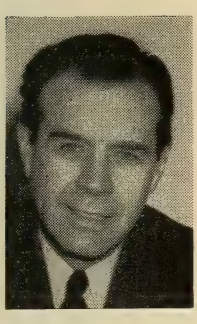
GREENBERG, ROBERT, vice president, western division sales manager, MCA TV Ltd., was born in Pittsburgh and attended Ohio State. He is married and has two children. In 1937 with Cleveland Plain Dealer in advertising; 1939-44 ad and sales promotion manager at WHK-WCLE, Cleveland; 1944-46 with U. S. Army; 1946-48 with Universal Match Corp.; 1948-49 Broadcaster's Guild. Joined MCA TV in 1949 in Beverly Hills.



CARLTON, RICHARD, vice president in charge of sales for Trans-Lux TV Corp., was born in New York City. Educated at C C N Y, Columbia and Pratt. Is married and has two children. Entered the industry in 1935 with Columbia Pictures; later with National Screen Service. In 1951 joined Sterling TV; then with UM & M TV. In 1956 joined Trans-Lux. He is a member of RTES. His hobbies are tennis and photography.



LAMNECK, JOSEPH D., general manager, New York office of Warner Bros. Pictures Inc. TV division, is married and has five children. Educated at St. John's he entered the industry in 1954 as art director at Newell Emmett Co. In 1950 with Cecil & Presbrey as director of TV production; 1954 associated with McCann-Erickson as TV producer; 1956 with Kenyon & Eckhardt as TV producer. Hobby is hunting.



BROMAN, EDWARD J., central division sales manager, syndication, Ziv Television Programs, Inc., was born in Salt Lake City. He is married and has three children. Entered industry in 1931 as salesman at KDYL, Salt Lake; 1933 with KSL and sales manager in 1945. Then with Universal Broadcasting Co. as vice president and general manager. In 1947 joined Ziv. Is a member of Salt Lake Advertising Club.



LEVEY, STANLEY, national director of station sales for Television Programs of America, Inc., was born in Chicago and educated at De Paul University. He had been with the Chicago Herald-Examiner and salesman and manager for Universal Films. From 1937-50 he had been in advertising with Pabst organization and Barron Collier, also on the sales staff of WIND and WBEN, then joined Ziv Radio-TV sales.

O'LOUGHLIN, JOHN J., vice president and general sales manager for George Bagnall & Associates, Inc., was born in Winnipeg. After serving with Field Artillery and Royal Flying Corps returned to France and became associated with Allen Theatres. Later with R K O. From 1940-51 with United Artists Corp. in various sales capacities in the Northwest. In 1951 joined George Bagnall & Associates, Inc.



DUDELSON, STANLEY, midwest area manager for Screen Gems, Inc., was born in Cleveland, Ohio. He is married and has three children. After three years in the Armed Forces entered theatrical field as motion picture salesman for RKO and later with United Artists. In 1954 joined Hygo Television and then became associated with Screen Gems. His favorite sports include fishing, golf and bowling.



MONTANUS, EDWARD, Central sales manager for NBC Films division of California National Productions, was born in Springeld, O. He was educated at Ohio State University and St. Gallen School in Switzerland. He is married and has one child. In 1950 entered the industry as a salesman for Thomas A. Edison, Inc. In 1952 was ad manager for Bryant Machinery and Engraving Company. Hobby, golf.



FELD, IRVING, national sales director for Guild Films Inc., was born in Kansas City, Mo. He was educated at the University of Missouri School of Journalism. He is married and has two children. In 1950 he entered the industry with MPTV; then served as vice president of Gross-Krasne Productions, and had been national sales manager of UM & M. He joined Guild in 1956 as national syndication sales supervisor.



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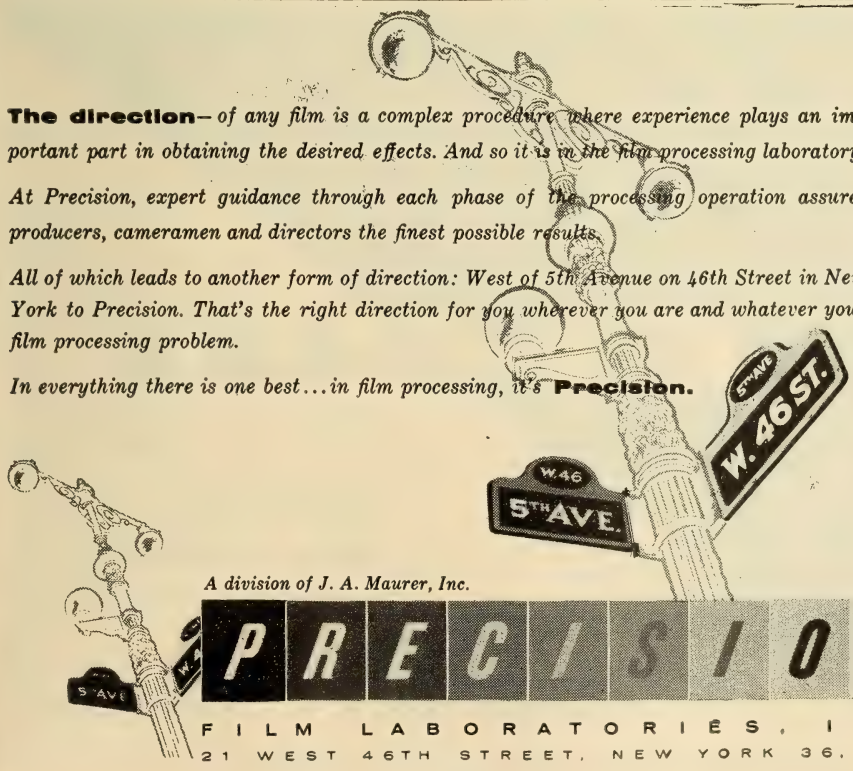
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Color Reproduction Co.
7936 Santa Monica Blvd. (46)
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Cleveland, Ohio: 2414 Terminal Tower, TO 1-6127. Jackson B. Maurer.
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Atlanta, Ga.: 1515 Healey Bldg., JA 3-3431. Jack L. Barton.
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Johnny Victor Theater
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Movielab Theatre Service, Inc.
619 W. 54th St.....JUdson 6-0360

Preview Theater
1600 Broadway .....CIrcle 6-0865

R.C.A. Victor
411 Fifth Ave.....MUrray Hill 3-7611

Zouary TV-Film Theatre
120 W. 42nd St.....CIrcle 6-4821, WIsconsin 7-9907

Commercials Monitoring

National TV Monitor, Inc.
541 Lexington Ave., N. Y. C.....PLaza 3-3815

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NEW YORK, N. Y.

Bally-Hoo Theatrical Costume Co.
160 W. 48th St.....CIrcle 5-5634

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110 W. 47th St.....PLaza 7-4170

Brooks Costumes
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151 W. 46th St.....PLaza 7-3730

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56 W. 56th St.....CIrcle 5-5199

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Birmingham Post-Herald: **Emmett Weaver**
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Fort Payne, Times-New Era: **J. A. Downer**
Haleyville, The Advertiser: **W. D. Smith**
Homewood, Shades Valley Sun: **Chuck Murphy**
Mobile Press-Register: **Ellen Boddin**
Montgomery Advertiser: **Bob Hugger**
Opelika Daily News: **Wink Blackmon**

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Eloy Enterprise: **Peggy Bryant**
Kingman, Mohave County Miner: **Mr. C. R. Waters**
Phoenix, Arizona Republic: **Pat Smith**
Phoenix, Gazette: **Bobbie Johnson**
Prescott, Yavapai County Messenger: **Jack Rueter**
Tucson, Citizen: **Michelene Keating**

ARKANSAS

Hot Springs, New Era-Sentinel Record: **John Longinotti**
Little Rock, Arkansas Democrat: **Phyllis Dillaha**
Little Rock, Arkansas Gazette: **Martha Douglas**

CALIFORNIA

Bakersfield, Californian: **Larry Press**
Bishop, Inyo Register: **Don Calkins**
Bishop, Inyo Register: **Todd Watkins**
El Centro, Post-Press Papers: **Dave Galloway**
Fresno Bee: **Mary Zaninovich**
Fresno Guide: **Jim Yocum**
Hollywood Citizen News: **Zuma Palmer**
Los Angeles, Examiner: **Jack Lait**
Los Angeles, La Opinion: **I. Lozano**
Los Angeles Times: **Walter Ames**
Marysville, Appeal-Democrat: **Bill Monohan**
No. Hollywood, Valley Times: **Allen Rich**
Oakland Tribune: **James Abbe**
Ontario, Daily Report: **Quay House**
Oxnard Press Courier: **Tom Grimes**
Pasadena Independent: **Pat Nogler**
Riverside, County Record: **Charles Scott**
Riverside, Magnolia Center News: **Kathleen Kirkwood**
Sacramento Bee: **Lillian Hickey**
Sacramento Union: **Ernest E. Nichols**
Salinas Californian: **Jack Patton**
San Diego, Tribune-Union: **Don Freeman**
San Diego, Tribune-Union: **Dave McIntyre**
San Francisco, Call Bulletin: **Paul Speegle**
San Francisco, Chronicle: **Terrence O'Flaherty**
San Francisco, Examiner: **Dwight Newton**
San Francisco, News: **Guy Wright**
San Jose Mercury: **Frank Freeman**
San Rafael, Independent-Journal: **Jack Craemer**
Santa Rosa, Press Democrat: **Hilde Katz**
Shafter Press: **Bob Nagey**
Ventura Star Free Press: **Fred Oghoff**
Wasco News: **Wally Shafer**
Yuba City, Independent-Herald: **Earle Brownlee**

COLORADO

Colorado Springs, Free Press: **Eleanor Nash**
Colorado Springs, Gazette-Telegraph: **Ruth Erwin**
Denver Post: **Tom Watt**
Denver, Rocky Mountain News: **Walter Saunders**
Englewood, Herald & Enterprise: **John Jamison**
Fort Collins Times: **George Hungerford**
Grand Junction, Daily Sentinel: **Preston Walker**
Grand Junction, Daily Sentinel: **Olin Weinland**
Grand Junction, The Sun: **Lyle Marriner**

CONNECTICUT

Bridgeport Herald: **Leo Miller**
Bridgeport Herald: **Ray Linders**
Bridgeport, Herald-Post-Telegram: **Harry Neigher**
Bridgeport Post: **Fred Russell**
Bridgeport, Post-Telegram: **Taylor Glenn**
Danbury, News-Times: **Robert Lauf**
Hartford Courant: **E. Viggo Anderson**
Hartford Courant: **M. Oakley Stafford**
Hartford Courant: **Bob Stansfield**
Hartford Times: **Tony Davenport**
Hartford Times: **Jane Farrell**
Hartford Times: **Allen Widem**
Lakeville Journal: **Mrs. Hoskins**
Torrington, Waterbury Republican: **Arthur Perret**
Waterbury American: **E. Christy Erk**

DELAWARE

Wilmington, Journal: **Betty Burroughs**
Wilmington, Journal: **Richard J. Rinard**
Wilmington, Morning News: **Florence Kask**

DISTRICT OF COLUMBIA

Washington, Daily News: **Dave Reque**
Washington, Evening Star: **Bernie Harrison**
Washington, Post-Times Herald: **Lawrence Laurent**

FLORIDA

Arcadia, The Arcadian: **Bert Close**
Bradenton, The Herald: **Frank Owens**
Bradenton, St. Petersburg Times: **Judd Arnett**
Cypress Gardens, Florida Newspaper News-Radio Digest: **Ed Frick**
Daytona Beach, News Journal: **Eva Broadhurst**
Daytona Beach, News-Journal: **Dottie Einhorn**
Daytona Beach, News Journal: **Rita Locy**
Fort Pierce, Tribune-Televues: **Doug Van Valkenburgh**
Hollywood Herald: **Hal Spector**
Jacksonville Journal: **Ray Knight**
Jacksonville Journal: **Betty Tway**
Madison Enterprise Recorder: **T. C. Merchant, Jr.**
Miami Daily News: **Jim Grace**
Miami Daily News: **Art Grace**
Miami Daily News: **Herb Kelly**
Miami Daily News: **Herb Rau**
Miami Daily News: **Pearl Weiss**
Miami Herald: **Jack Anderson**
Miami Herald: **Rae Marie Gerard**
Miami Times: **Garth Reeves**
Orlando, Evening Star: **Bill Summers**
Orlando, Sentinel: **Chas. Wadsworth**
Plant City, The Courier: **Clay Coddrington**
Sanford Herald: **Marion Harman, Jr.**
Sarasota, Herald-Tribune: **Jack Fiverson**
Sarasota, Journal: **Bill Copeland**
Sarasota, The News: **David Lawrence**
Sarasota, The News: **Jean Sharp**
St. Petersburg, Evening Independent: **Harold Ballew**
St. Petersburg Independent: **Ronnie Bothwell**
St. Petersburg, Times: **John McAleenan**
Tampa Morning Tribune: **Phil Barney**
Tampa Times: **John MacAlenen**
Tampa Tribune: **Clyde Shaffer**

GEORGIA

Atlanta Constitution: **Paul Jones**
Atlanta Journal: **Grace Perry**
Atlanta Journal-Constitution: **Norman Shavin**
Augusta Chronicle: **Don Shepherd**
Cochran Journal: **Pop Smith**
Columbus Enquirer: **Dave Miller**
Columbus Ledger: **Wes Owens**
Columbus, Ledger-Enquirer: **Sally Cameron**
Eastman, Times Journal: **Ed Methvin**
Hawkinsville Dispatch: **John McCune**
Hogansville Herald: **Cecil Hambey**
Jesup Sentinel: **Bill Rhoden**
LaGrange News: **Phil Harrison**
Macon Telegraph & News: **Mrs. McDonald**
Savannah Evening Press: **Harold Wallstein**
Savannah Morning News: **Alvah H. Chapman**
Savannah Morning News: **Joseph Lambright**
Thomasville, Times-Enterprise: **Ed Kelly**
Thomson, The McDuffie Progress: **Ray Washington**
Toccoa Record: **Robert W. Graves**
Valdosta Times: **Joe Davis**
Waycross Journal-Herald: **Dorothy Smith**

IDAHO

Caldwell, News Tribune: **Pete Hackworth**
Caldwell Times: **Gideon Oppenheimer**
Grangeville, Idaho County Free Press: **Robert Anderson**
Idaho Falls, The Post Register: **J. Robb Brady**

ILLINOIS

Aurora Beacon-News: **Bob Budler**
Canton Daily Ledger: **Dave Watters**
Champaign News-Gazette: **Larry Stewart**
Charleston, Courier Publishing Co.: **Harry Reed**
Charleston, Daily News: **John Rardin**
Chicago, American: **Janet Kern**
Chicago, Daily News: **Ethel Daccardo**
Chicago, Sun Times: **Irv Kupcinet**
Chicago, Sun Times: **Paul Molloy**
Chicago, Tribune: **Larry Wolters**
Danville, Commercial-News: **Joe Townsley**
Decatur Herald-Review: **Otto Kyle**
Harrisburg, Daily Register: **Alta Gibbons**
Highland Journal: **Russell D. Hoffman**
Jacksonville, Journal-Courier: **Bob Fay**
Lacon Home Journal: **Les Scott**
La Salle, Daily News Tribune: **Dick Godfrey**
Marion Daily Republican: **Homer Butler**
Moline, Dispatch Publishing Co.: **Renee Capell**
Moline, Dispatch: **Carla Reynolds**
Nashville Journal: **Paul Dix**
Ottawa, Daily Republican-Times: **Ray Beffel**
Peoria Journal Star: **John Kessler**
Peoria Journal Star: **William Littleton**
Rock Island, The Argus: **Charles Sanders**
Rockford Labor News: **Cap Brady**
Rockford Morning Star: **Betty Thro**
South Beloit, Borderline: **Joe Natale**
Springfield Journal: **Lawrence Shroyer**
Vandalia Union: **Mrs. Lida Laken**

INDIANA

Anderson, Herald-Bulletin: **Paul Lane**
Elkhart Truth: **Tom Stephenson**
Evansville, Courier: **Franklin Hunt**
Evansville, The Courier: **Wyanke Franklin**
Evansville, Press: **Sara Knight**
Evansville, Sunday Courier-Press: **Dorothy Reising**
Fort Wayne, Journal Gazette: **Jean Mack**
Fort Wayne, News-Sentinel: **Roger Taylor**
Hammond Times: **John Whitaker**
Indianapolis News: **Jackie Stahl**
Indianapolis Star: **Miss Dougherty**
Indianapolis Star: **Julia Inman**
Indianapolis Times: **Bob Loncar**
Indianapolis Times: **Nancy Lowe**
Indianapolis Times: **Boyd Stephens**
Kokomo Tribune: **Francis Johnson**
LaPorte Herald Argus: **Abe Zaiden**
LaPorte, Michigan City News: **Al Grenning**
Marion Chronicle: **Judy Smith**
Marion, Leader-Tribune & Chronicle: **Ed Camp**
Marion Leader-Tribune: **Marsha Young**
South Bend, Tribune: **James McNeile**

IOWA

Burlington, Hawkeye Gazette: **Stuart Awbrey**
Cedar Rapids, The Gazette: **Nadine Subotnik**
Centerville, Daily Iowegian: **Chaley DePuy**
Centerville, Daily Iowegian: **Lloyd Finks**
Davenport, The Daily Times: **Ron Lorensen**
Davenport, The Daily Times: **Ina Wickham**
Davenport, The Morning Democrat: **Rita Mueller**
Davenport, TV Guide: **Hugh Jones**
Des Moines Register & Tribune: **Ogden Dwight**
Waterloo Courier: **Ted Stevens**
Webster City, Daily Freeman Journal: **Max Maxon**

KANSAS

Hutchinson Record: **Frank Kelly**
Hutchinson Record: **Jim Skinner**
Kansas City Kansan: **Shirley Rausch**
Manhattan, Mercury: **Max Good**
Salina Journal: **Glen Williamson**
Topeka, Daily Capital: **Jim Reed**
Topeka, State Journal: **Tom Kicue**
Wichita, Eagle: **Lavinia Lindberg**

KENTUCKY

Ashland, Daily Independent: **John McGill**
Ashland, Daily Independent: **Vic Rodman**
Bowling Green, Park City Daily News: **J. Ray Gaines**
Elizabethtown, Hardin County Enterprise: **Seymour Goodman**
Fort Knox, Inside the Turret: **Mrs. Williams**
Henderson, Gleaner & Journal: **Hugh Edward Sandefur**
Lebanon, Marion Falcon: **Paul Owens**
Lexington, Herald-Leader: **Joe Coyle**
Louisville, Courier Journal & Times: **Bill Ladd**
Louisville Times: **Bill Rollins**
Louisville Times: **John Walsh**
Manchester Enterprise: **Mrs. Frank Nolin**
Paducah, Sun Democrat-Radio-TV Guide: **Preston Kennedy**
Pikeville, Pike County News: **James Turley**
Richmond Register: **Randall Fields**

LOUISIANA

Alexandria, Daily Town Talk: **Adrus LaBorde**
Lafayette, Daily Advertiser: **Vince Minero**
New Orleans Item: **Tommy Griffin**
New Orleans Item: **Ted Liuzza**
New Orleans State: **Bob Sublette**
New Orleans, Times Picayune: **Ed Brooks**
New Orleans, Times Picayune: **Sim Myers**
Ruston Daily Leader: **John Kavanaugh**
Shreveport Journal: **Larry Ronson**
Shreveport Times: **Pericles Alexander**
Shreveport Times: **James T. Briggs**
Thibodaux, LaFourche Comet: **Herb Flood**

MAINE

Augusta, Daily Kennebec Journal: **Jim McClay**
Bangor Daily News: **Marie Torre**
Norway, Advertiser-Democrat: **Ben Tucker**
Portland, Evening Express: **Harold Cail**
Portland Sunday Telegram-Press Herald: **Joe King**

MARYLAND

Baltimore American: **Norman Clark Jr.**
Baltimore Sun: **Bob Kirkley**
Baltimore, Evening Sun: **Hope Pantell**
Baltimore, Morning Sun: **Donald Kirkley**
Baltimore, News-Post: **Aldine Bird**
Baltimore, The Sunpapers: **Kathryn Geraghty**
Baltimore, The Sunpapers: **Bob Snyder**
Hagerstown, Daily Mail: **Garvin Hager**
Hagerstown, Herald & Mail: **Harry Warne**
Hagerstown, Morning Herald: **Joe Harp**

MASSACHUSETTS

Boston American: **Anthony LaCamera**
Boston, Globe: **Elizabeth Sullivan**
Boston, Herald-Traveler: **Arthur Fetridge**
Boston, Record: **Bill Buchanan**
Brockton Enterprise: **Malcolm Dalton**
Fitchburg Sentinel: **Patricia King**
Gt. Barrington, Berkshire Courier: **John Francis**

Hyannis, Cape Cod Standard-Times: **Milton Cole**
Hyde Park, Tribune Publications: **Betty Goodman**
Pittsfield, Berkshire Eagle: **Milton Bass**
Springfield Newspapers: **Noah LaMountain**
Springfield, Union, News, Republican: **Don McPhee**
West Springfield Record: **Ray Winans**
Worcester, Gazette: **James Gougouras**
Worcester, Telegram: **Frederick Rushton**
Worcester, Telegram: **Don Williams**

MICHIGAN

Adrian Daily Telegram: **Alice Kells**
Ann Arbor News: **Carl Hornung**
Blissfield Advance: **Duane DeLoach**
Detroit Free Press: **Dick Osgood**
Detroit Free Press: **Bettelou Peterson**
Detroit News: **Herschell Hart**
Detroit News: **Betty Hyde**
Detroit Times: **Frances De Hunt**
Detroit Times: **Anita Gordon**
Detroit Times: **Andy Wilson**
Flint Journal: **Ralph Coulter**
Grand Rapids Herald: **Sue Rogers**
Lansing, State Journal: **Thelma Harnett**
Marine City, Independent: **Ross Jones**
Marquette Mining Journal: **Neal Cory**
Muskegon, Chronicle: **Dick Hedges**
Plymouth Mail: **Paul Chandler**
Port Huron, Times Herald: **Al Haugner**
Sault Ste. Marie, Evening News: **Shine Sundstrom**
Wayne Eagle: **Wes Willitt**
Ypsilanti News: **Wayne Adair**

MINNESOTA

Alexandria, Park Region Echo: **John Obert**
Austin Daily Herald: **Jay Doane**
Benson, Swift County Monitor: **Harry Davey**
Brainerd Daily Dispatch: **Floyd Emerson**
Brainerd, Crow Wing County Review: **Bea Ross**
Duluth Herald & News Tribune: **Walter Eldot**
Minneapolis, St. Paul Dispatch & Pioneer Press: **Bill Diehl**
Minneapolis, St. Paul Dispatch & Pioneer Press: **Paul Light**
Minneapolis, Star: **Forest Powers**
Minneapolis Star & Tribune: **Will Jones**
New Ulm Daily Journal: **Bill Macklin**

MISSISSIPPI

Biloxi, Daily Herald: **Cosman Eisendrath**
Corinth, The Daily Corinthian: **Frederick Jay**
Grenada, Daily Star: **Wallace Sherwood**
Jackson, Clarion Ledger: **Carl McIntyre**
Jackson Advertiser: **Edythe W. McCraw**
Jackson Daily News: **Dick Hains**
Jackson Daily News: **Frank Hains**
Jackson, State Times: **Cal Turner**
Magnolia Gazette: **John Gibson**
McComb, Enterprise Journal: **Charles Gordon**
Meridian Star: **Carl Fitzgerald**
Vicksburg Evening Post: **Burrell Conway**

MISSOURI

Columbia Daily Tribune: **J. P. Hamel**
Farmington Press: **Jess Stewart**
Flat River, St. Francis County Journal: **Eunice Alexander**
Jefferson City, News Tribune Co.: **Joe Majersky**
Kansas City Star: **R. J. Hoyland**
Rolla Daily Herald: **Bill Breuer**
St. Clair, Chronicle: **Dorothy Moore**
St. Joseph News Press & Gazette: **Don Thornton**
St. Louis Globe Democrat: **Pete Rahn**
St. Louis Post Dispatch: **Bill Schoyen**
Springfield Newspapers Inc.: **Jim Billings**
Washington, Missourian-Citizen: **Bill Miller**

NEBRASKA

Fremont, Guide & Tribune: **Russ Weber**
Lincoln Star-Journal: **Lucigrace Switzer**
Neligh News: **Loren Fry**
Norfolk Daily News: **Nels Barth**
Omaha World-Herald: **Denman Kountze Jr.**
Oneill, The Frontier: **Cal Stewart**
Plainview News: **Leonald Warneke**
Sidney Telegraph: **Jack Lowe**
York, News-Times: **W. Steuffer**

NEVADA

Las Vegas, Review-Journal: **Les Devor**
Las Vegas, Review-Journal: **Gene Tuttle**
Las Vegas, Sun: **Forrest Duke**

NEW HAMPSHIRE

Berlin, Manchester Union: **Ralph Peloquin**
Concord, Monitor: **Bob Keeler**
North Conway, Reporter: **Paul K. Blanchard**

NEW JERSEY

Ocean City, Sentinel Ledger: **Harold Lee**
Trenton, Trentonian: **Sol Weinstein**
Trenton, Trentonian: **Barbara Wolf**
Trenton Times: **Bob Mueller**

NEW MEXICO

Carlsbad, Current-Argus: **Jeter Bryan**
Clayton, Union County Leader: **Paul Payton**
Los Alamos, Santa Fe New Mexican: **Peggy Corbett**
Silver City Daily Press: **Jack Kroehnke**
Silver City Enterprise: **Don Lusk**

NEW YORK

Albany, Knickerbocker News: **Walter Hawver**
Albany, Times Union: **John Archer**
Albany, Times Union: **Mary Tessier**
Albany, Times-Union: **Edgar Van Olinda**
Bayshore, Suffolk Cons. Press: **Joe Fanelli**
Beacon Light: **Martin Merrit**
Binghamton Press: **Jerry Handt**
Binghamton Press: **Don Johnson**
Buffalo Courier-Express: **Dona'd Schlaerth**
Buffalo Evening News: **Sturgess Hedrick**
Catskill Daily Mail: **Dan Barr**
Elmira Star Gazette: **Jim Morse**
Endicott, The Daily Bulletin: **Harriet French**
Endicott, The Daily Bulletin: **Robert Wolk**
Garden City, Newsday: **Kirk Price**
Hudson Register Star: **Gus Kramer**
Huntington, Long Islander: **Ron Armstrong**
Jamaica, Long Island Press: **Mort Pye**
Jamestown Post-Journal: **Pat Boyd**
Jamestown Post-Journal: **Charles Stewart**
Jamestown Sun: **Edward Byrne**
Jamestown Sun: **Joanne Goodheart**
Lockport, Union-Sun & Journal: **Elting Wells**
New York, Amsterdam News: **Jess Walker**
New York, Associated Press: **Charles Mercer**
New York, Daily Mirror: **Nick Kenny**
New York, Daily News: **Kay Gardella**
New York, Daily News: **Ben Gross**
New York, Daily News: **Matthew Messina**
New York, Herald Tribune: **Sidney Bakal**
New York, Herald Tribune: **John Crosby**
New York, Herald Tribune: **Hy Gardner**
New York, Herald Tribune: **Tony Gentile**
New York, Herald Tribune: **Ruth Gilbert**
New York, Herald Tribune: **Josephine Jablons**
New York, Herald Tribune: **Marie Torre**
New York International News Service: **Bob Reid**
New York, Journal American: **Danny Brooks**
New York, Journal American: **Jerome J. Karpf**
New York, Journal American: **Jack O'Brian**
New York, Journal American: **Louis Reid**
New York, Pittsburgh Courier: **Josephine Schuyler**
New York, Post: **Jo Coppola**
New York, Post: **Bob Williams**
New York, Times: **Val Adams**
New York, Times: **Jack Gould**
New York, Times: **J. P. Shanley**
New York, Times: **Dick Shepard**
New York, United Press: **William Higginbotham**
New York, United Press: **William Ewald**
New York, World Telegram & Sun: **Fred Biancolli**
New York, World Telegram & Sun: **Harriet Van Horne**
New York, World Telegram & Sun: **Ed Leamy**
New York, World Telegram & Sun: **Julius Warzybok**
Ogdensburg Journal: **Ralph Vatalaro**
Olean Times Herald: **Grey Fitzpatrick**
Oneonta Daily Star: **Bob DiPiante**
Patchogue Advance: **Don Mogue**

Patchogue, Main Street Press: **Frank Mooney**
Plattsburgh, Press Republican: **Mike McMahon**
Poughkeepsie New Yorker: **Charles Murray**
Rochester, Democrat & Chronicle: **Harold Nichols**
Rochester, Times Union: **Jack Hadley**
Rochester, Times Union: **Al Seigel**
Rome Sentinel: **Margaret McCarthy**
Sayville, Suffolk County News: **Joe Jayne**
Schenectady Gazette: **(Mrs.) Jean Ball**
Syracuse, Herald-Journal: **Bob Sokolsky**
Syracuse, Post-Standard: **Peg Stevens**
Troy Record. **Mr. Alton**
Troy Record: **Alfred Sliter**

NORTH CAROLINA

Asheboro, Courier Tribune: **Fred Burgess**
Asheville Citizen: **Doug Reed**
Asheville Citizen-Times: **Earl Freeman**
Asheville Times: **Horace Posey**
Belmont Banner: **Bill Barrette**
Belmont, Charlotte News and Observer: **(Mrs.) W. R. Stowe**
Charlotte News: **Lera Washum**
Charlotte News: **Bill Weisner**
Charlotte News: **Emery Wister**
Charlotte Observer: **Dick Banks**
Charlotte Observer: **Mary Lou Davis**
Dunn, Daily Record: **Hoover Adams**
Dunn Dispatch: **Nancy Welborn**
Durham, Herald: **Ed Hodges**
Durham, Herald: **Martha Sherrill**
Durham, Sun: **Wyatt Dixon**
Gastonia Gazette: **Lyle Edwards**
Gastonia Gazette: **Ray Jimison**
Lumberton, The Post: **Bruce Roberts**
Lumberton, The Robesonian: **Penn Gray**
Monroe Journal: **Archie Laney**
Raleigh, News & Observer: **Ray Lowery**
Raleigh Times: **Ann Ehrgott Cooke**
Salisbury Post: **Jim Hurley Jr.**
Selma, Johnstonian Sun: **Tom Davis**
Smithfield Herald: **Peter Hulth**
Winston-Salem Journal: **Frank Clingman**
Winston-Salem, Journal & Sentinel: **Bobby Isaacs**
Winston-Salem, Twin City Sentinel: **Bill East**

NORTH DAKOTA

Fargo Forum: **Dell Johnson**
Jamestown, Stutsman County Record. **James Morris**
Jamestown, Sun: **William Wright**
Williston Herald: **Dan Halligan**
Williston, Plains Reporter: **Corinne Shemorry**

OHIO

Akron Beacon Journal:**Art Cullison**
Cincinnati Enquirer: **Magee Adams**
Cincinnati Enquirer: **James Devane**
Cincinnati Post: **Mary Wood**
Cincinnati Times-Star: **Charlton Wallace**
Cleveland, News: **Maurice VanMetre**
Cleveland, Plain Dealer: **George Condon**
Cleveland, Plain Dealer: **Tom O'Connell**
Cleveland, Press: **Jim Frankel**
Cleveland, Press: **Nancy Gallagher**
Columbus Citizen: **Jo Bradley Reed**
Columbus Dispatch: **Tod Raper**
Columbus, Ohio State Journal: **Joe Mills**
Dayton Daily News: **Gee Mitchell**
Dayton Journal-Herald: **Brainard Platt**
Findlay, Republican-Courier: **Allen Dudley**
Ironton, Tribune: **Jay Brushart**
Jackson Herald: **Ed Clark**
Kent. Courier Tribune: **Mr. Securo**
Lancaster, Eagle Gazette: **Jo Jones**
Marietta Times: **Andy Elliott**
Marion Star: **(Mrs.) Frances Bomberger**
Martins Ferry, Times-Leader: **Bob Fordyce**
Niles Times: **Agnes Lopatta**
Portsmouth Times: **Mrs. Jack Bush**
Sandusky Register: **Ellis Kelly**
Springfield, News & Sun: **Arch Martin**
Struthers Journal: **Nadyne Herrick**
Toledo Blade: **Ray Oviatt**
Youngstown, Vindicator: **Adrian Slifka**
Zanesville, Sunday Times Signal: **Stan Robinson**
Zanesville, Times Recorder & Signal: **Naomi Lorton**

OKLAHOMA

Hugo, South East Oklahoman: **Gladys Brewer**
Hugo, South East Oklahoman: **Frances Imon**
Tulsa Tribune: **Jim Downing**
Tulsa World: **Troy Gordon**

OREGON

Albany, Democrat-Herald: **Carl Plog**
Astoria, Astorian-Budget: **John Nellor**
Coquille, The Sentinel: **Ralph Stellar**
Corvallis, Gazette Times: **Allen Peters**
Eugene Register Guard: **Grace Leavitt**
Eugene Register Guard: **Jack Craig**
McMinnville, Daily News-Register: **Julian Prescott**
North Bend News: **Fred Hause**
Portland, Oregon Journal: **Walt Fredericks**
Portland, Oregon Journal: **William Moyes**
Portland, The Oregonian: **Francis Murphy**
Salem, Statesman: **Conrad Prange**
The Dalles Optimist: **George Lindsay**
The Dalles Chronicle: **Luman Miller**

PENNSYLVANIA

Allentown Morning Call: **Art Gerhart**
Allentown Morning Call: **Herb Weibel**
Allentown, Evening Chronicle: **Charles Zaimes**
Altoona Mirror. **Pat Hinton**
Altoona Tribune: **Casey Stine**
Ambridge, Daily Citizen: **Vaughn Arnold**
Beaver Valley Times: **Jack Malone**
Berwick Enterprise: **Edgar A. Fenstermacher**
Bristol Courier: **Ben Borowsky**
Butler Eagle: **Nan Walters**
Carbondale Review: **James F. Beamish**
Chester Times: **Bob Finucane**
Erie News-Times: **Jerry Hagerty**
Erie News-Times: **Jay James**
Erie News-Times: **Ed Meade**
Honesdale, Wayne Independent: **Cliff Ammerman**
Lewistown, The Sentinel: **Richard Ruble**
McKeesport, Daily News: **John Wattell**
Meadville Tribune: **Gertrude M. Prodehl**
Philadelphia Daily News: **Jerry Ganagan**
Philadelphia Daily News: **Ernest L. Schier**
Philadelphia Daily News: **L. Schwartz**
Philadelphia Evening Bulletin: **Elmer Cull**
Philadelphia Evening Bulletin: **Bob Williams**
Philadelphia Inquirer: **Harry Harris**
Philadelphia Inquirer: **Jean Kuniuk**
Philadelphia, Journal of Commerce: **Will Regan**
Philadelphia Tribune: **Art Peters**
Pittsburgh Post Gazette: **Win Fanning**
Pittsburgh Post Gazette: **James Pettican**
Pittsburgh Press: **Fred Remington**
Pittsburgh, Sun-Telegraph: **Wilbur Clark**
Pittsburgh, Sun-Telegraph: **Leonard Mendlowitz**
Pittsburgh, Sun Telegraph: **Karl Krug**
Pittston Gazette: **Willard Peck**
Punxsutawney Spirit: **Sidney Carlton**
Reading Eagle: **Doc Thompson**
Reading Times: **Louis Schlossberg**
Roaring Spring, Cove News: **Mr. Barnhart**
Scranton Times: **Sid Benjamin**
Scranton Tribune: **Patrick McGlynn**
Shamokin, News Dispatch: **Sandy Halcovich**
Titusville Herald: **Al Goodman**
Uniontown, Morning Herald: **Doug MacIntire**
Uniontown, Evening Standard: **Walter Storey**
Upper Darby News: **Will Regan**
West Chester, Daily Local: **Miriam Peacock**
Wilkes-Barre Independent: **James Coco**

RHODE ISLAND

Newport Daily News: **James Kaull**
Pawtucket Times: **Joe Costello**
Providence, Journal-Bulletin: **Ted Holmberg**
Woonsocket Call: **Drew Deacon**

SOUTH CAROLINA

Charleston, Evening Post, News & Courier: **Basil Hall**
Greenwood, Index-Journal: **Ed Chaffin**

Marion Star: **Lem Winesett**
Mullins Enterprise: **(Mrs.) L. B. McCormick**
Spartanburg Guide: **R. L. DeYoung**
Sumter Daily Item: **John McKnight**
Walterboro, Press and Standard: **W. W. Smoak Jr.**

SOUTH DAKOTA

Sioux Falls, Argus-Leader: **Ralph Green**

TENNESSEE

Covington Leader: **Bill Simonton**
Humboldt, Courier-Chronicle: **Bob Nichelson**
Jamestown, Upper Cumberland Times: **Luther York**
Knoxville Journal: **J. B. Alexander**
Knoxville News Sentinel: **Hugh Allen**
Knoxville News-Sentinel: **Betty Brown**
Maryville Alcoa Daily Times: **Tutt Bradford**
Maryville Enterprise: **Dan Hicks**
McMinnville, Southern Standard: **Bill Dyer**
Memphis, Commercial Appeal: **Henry Mitchell**
Memphis Press Scimitar: **Louise Ahrens**
Memphis Press Scimitar: **Robert Johnson**
Murfreesboro, Daily News: **Doug Sparks**
Murfreesboro, Rutherford Courier: **Charles Cates**
Nashville Banner: **Red O'Donnell**
Nashville Tennessean: **Bill Maples**
Oneida, Scott County News: **C. W. Wright**
Savannah Courier: **Bill Craddock**

TEXAS

Amarillo, Globe-News: **Bill McReynolds**
Beaumont Enterprise: **Merita Mills**
Beaumont Journal: **Gladys Quilliam**
Carthage, Panola Watchman: **Clab Applegate**
Dallas Morning News: **Fairfax Nesbitt**
Dallas Morning News: **Tony Zoppe**
Dallas Times Herald: **Bob Brock**
El Campo, Herschiel Hunt: **Chuck Schwartzkopf**
El Paso Times: **Nancy Miller**
Fort Worth Press: **Jack Gordon**
Fort Worth Star-Telegram: **Elston Brooks**
Fort Worth Star-Telegram: **Ira Cain**
Houston Chronicle: **Ann Hodges**
Houston Post: **Starley Tevis**
Houston Press: **Irene Wilson**
Jefferson Jimplicute: **R. O. Hicks**
Longview News: **Ellis Hopkins**
Lubbock, Avalanche Journal: **R. C. Hankins**
Lufkin Daily News: **W. R. Beaumier**
Marshall, News Messenger: **Millard Cope**
Mineral Wells, Daily Index: **Ruth Ducker**
Mineral Wells News: **Thelma Doss**
Nacogdoches Daily Sentinel: **Vic Fain**
Pampa Daily News: **Joel Combs**
Paris, Lamar County Echo: **Thomas Steeley**
Paris News: **Ray Sissell**
Port Arthur News: **Grace Foote**
Rosenberg Herald: **Donald Bryant**
San Angelo, Standard Times: **Jerry Coffey**
San Antonio Express-News: **Fern Chick**
San Antonio Express & News: **Gerry Owen**
San Antonio Express & News: **Paul Thompson**
San Antonio, Light: **Renwicke Carey**
San Antonio, Light: **Paul Trench**
Uvalde Leader News: **Harry Hornby Jr.**
Wichita Falls, Daily Times: **Carroll Copelin**
Wichita Falls, Record News: **Jim Seaver**
Wichita Falls, Record News: **Williard Underwood**

UTAH

Logan, Herald-Journal: **Ray Nelson**
Salt Lake City, The Deseret News-Telegram: **Howard Pearson**
Salt Lake Tribune: **Roy Hudson**

VERMONT

Burlington Sunday News: **Bob Cronin**

VIRGINIA

Arlington, Northern Va. Daily Sun: **Arnold Sagalyn**
Danville, Commercial Appeal: **Watt Miles**
Danville, The Bee: **Johnny Johnston**
Harrisonburg, News-Record: **Harry Slavin**
Marion, Smyth County News: **Jim Tindall**
Norfolk, Ledger Dispatch: **Clarence Walton**
Norfolk, Virginian Pilot: **Warner Twyford**
Orange Review: **R. Duff Green**
Richmond News Leader: **Victor Dior**
Richmond Times Dispatch: **Norman Rowe**
Roanoke Times: **W. Atkinson**
Roanoke, Times-World News: **Jesse Chapman**
Roanoke World News: **W. C. Stauffer**
Rocky Mount, Franklin News Post: **Dermit Salyer**
South Boston, Halifax Gazette: **Linn Shelton**
South Boston, Halifax Record Advertiser: **Cliff Hubbard**
Winchester, Evening Star: **Charles Tait**

WASHINGTON

Aberdeen, Daily World: **Ed Stanley**
Aberdeen, Grays Harbor Post: **William Koski**
Bellevue American: **Bruce Helberg**
Bellingham, Herald: **Bill Fowler**
Centralia, Daily Chronicle: **John Edinger**
Seattle Post-Intelligencer: **Bill Jahn**
Seattle Post-Intelligencer: **John Voorhees**
Seattle Times: **Louise Bresky**
Seattle Times: **Ross Cunningham**
Seattle Times: **Louis Guzzo**
Seattle, Shopping News: **Mr. Everett**
Tacoma News Tribune: **Helen Rogers**
Walla Walla, Union-Bulletin: **Frank Mitchell**

WEST VIRGINIA

Bluefield, Daily Telegraph: **Stubby Currance**
Bluefield, Sunset News: **Sidney Barksdale**
Charleston Daily Mail: **Arnold Knapp**
Charleston Gazette: **Nancy Brady**
Clarksburg News: **Glenn Peterson**
Fairmont, Times-West Virginian: **Art Pearce**
Huntington, Advertiser: **Custer Holiday**
Huntington, Herald-Advertiser: **Bill Belanger**
Morgantown, Dominion News: **William Hart**
Morgantown Post: **Brooks Cottle**
New Martinsville, Wetzel Republican: **Jim Fitzsimmons**
New Martinsville, Wetzel Republican: **Sam Chapman**
Wheeling Intelligencer: **Lew Clawson**

WISCONSIN

Beaver Dam, Daily Citizen: **Joseph Helfert**
Beloit Daily News: **Minnie Enking**
Eau Claire Leader-Telegram: **Ralph Anderson**
La Crosse Tribune: **Marguerite Lienlokken**
Madison, Wisconsin State Journal: **Bill Doudna**
Manitowoc, Herald-Times: **Roy Valitchka**
Milwaukee Journal: **Bob Dooley**
Milwaukee Sentinel: **Al Elliwitz**
Milwaukee Sentinel: **Buck Herzog**
Racine Journal-Times: **Richard Rainbolt**
Ripon, Berlin Shopping News: **Robert Gates**
Ripon Shopping News: **John Dolata**
Superior Evening Telegram: **John Ward**
Wausau Record Herald: **Frank Plano**

WYOMING

Buffalo Bulletin: **Frank Hicks**
Sheridan Press: **Carl Rott**
Torrington News: **Ted Duffy**
Torrington Telegram: **Ed Fessler**

ALASKA

Seward, Petticoat Gazette: **M. Kirtpatric**

HAWAII

Honolulu Advertiser: **Eddie Sherman**
Honolulu Star-Bulletin: **Walt Christy**
Lihue, Kauai, The Garden Island: **Harold W. Ching**

CANADA

Montreal, The Gazette: **Bernard Dube**
Montreal, The Montreal Star: **Pat Pearce**
Toronto Star: **William Drylie**
Toronto Star: **Gordon Sinclair**
Toronto, The Telegram: **Alex Barris**
Toronto, The Telegram: **Lloyd Finley**
Toronto, The Telegram: **Ron Poulton**



Ed Herlihy

TELEVISION

BEHIND THE MIKE

BEFORE THE CAMERA

YEARBOOK

1958



HUGH DOWNS

"TONIGHT" — NBC-TV **"THE ARLENE FRANCIS SHOW"** — NBC-TV

"MONITOR" — NBC-RADIO

Exclusive Representative: Martin Goodman

36 Central Park South PL 1-3555

RADIO-TV ARTISTS

—their work during 1957

— A —

AFRA, TYBEE

B. Feb. 12, 1933: America's Greatest Bands, CBS-TV; Steve Allen, NBC-TV; Art Ford, WABD; La Voz Domiciano, Dominican Republic; Nescafe Program, Ch. 2, Mexico City

AGRONSKY, MARTIN
Look Here
NBC-TV

ALAMPI, PHIL
Farm News
NBC

ALEXANDER, BEN
Dragnet
NBC-TV

ALLEN, CASEY

B. April 25, Minneapolis, Minn.; Kitty Foyle, NBC-TV; Studio One, Ma Perkins, CBS

ALLEN, GRACIE
The Burns and Allen Show
CBS-TV

ALLEN, STEVE

N. Y.; Tonight, NBC; The Steve B. Dec. 26, 1921, New York, Allen Show, NBC-TV

ALLENBY, PEGGY
The Edge of Night
CBS-TV

ALLISON, FRAN
Breakfast Club
ABN

AMES, TEAL
The Edge of Night
CBS-TV

ANDERSON, EDDIE

Jack Benny Program, CBS

ANDERSON, HERB OSCAR
ABN

ANDERSON, WARNER
The Lineup
CBS-TV

ANDREWS, JOHNNY

B. April 1, Boston, Mass.; Johnny Andrews Radio Show, WRCA; Sunday Schedule, NBC-TV; Monitor (as Communicator) NBC; Hi-Mom, WRCA-TV; Arlene Francis Show, NBC

ANSARA, MICHAEL
Broken Arrow
ABC-TV

ARDEN, EVE
The Eve Arden Show
CBS-TV

ARMSTRONG, LOUIS
The Edsel Show
CBS-TV

ARNAZ, DESI
The Lucille Ball—Desi Arnaz Show; I Love Lucy, CBS-TV

ARNESS, JAMES
Gunsmoke
CBS-TV

ARTHUR, JACK
Indictment
CBS

ARVAN, JAN
Zorro
ABC-TV

— B —

BACKUS, JIM
I Married Joan
NBC-TV

BAER, PARLEY
Gunsmoke
CBS

BAILEY, JACK
Queen for a Day
MBS, NBC-TV

BAILEY, ROBERT
Yours Truly, Johnny Dollar
CBS

BAIRD, BILL
Washington Square
NBC-TV

BAIRD, CORA
Washington Square
NBC-TV

BAKER, ART
You Asked for It
ABC-TV

BALDWIN, DON
Changing Times
CBS

BALL, LUCILLE
The Lucille Ball—Desi Arnaz Show, I Love Lucy, CBS-TV



To Broadcasters

AP

Means

Added **P**rofits

Added **P**restige

The Associated Press

50 Rockefeller Plaza

New York 20, N. Y.

BALLABIO, DENNIS

B. Oct. 21, 1924: Perry Como Show, Robert Montgomery, Children's Hour, Five Star Matinee, NBC; Herb Shriner Show, Studio One—Goldbergs, CBS; My True Story, ABC

BANNISTER, PAUL
Brighter Day
CBS-TV
BARRY, JACK
Tic Tac Dough, Twenty-One, High Low
NBC-TV
BARTLETT, BONNIE
Love of Life
CBS-TV
BAVIER, FRANCES
The Eve Arden Show, It's A Great Life
CBS-TV, NBC-TV
BAXTER, DR. FRANK
Telephone Time
ABC-TV
BEAUMONT, HUGH
Leave it to Beaver
CBS-TV
BECKER, SANDY
Young Doctor Malone
CBS
BEERY, NOAH, JR.
Circus Boy
ABC-TV, NBC-TV
BENADARET, BEA
The Burns & Allen Show
CBS-TV
BENDIX, WILLIAM
Life of Riley
NBC-TV

BENNY, JACK

B. Feb. 14, 1894, Chicago, Ill.; The Jack Benny Show, CBS, CBS-TV

BERGEN, POLLY

B. July 14, 1930, Knoxville, Tenn.; The Polly Bergen Show, Perry Como Show, Steve Allen Show, NBC-TV; Playhouse 90 (Helen Morgan), General Electric Theater, Ed Sullivan, To Tell The Truth, CBS-TV

BERLE, MILTON

Milton Berle Show, NBC-TV

BERNSTEIN, LEONARD
The New York Philharmonic
CBS
BETHUNE, ZINA
The Guiding Light
CBS-TV
BETTGER, LYLE
Court of Last Resort, NBC-TV; Family Theater, MBS
BIGGS, E. POWER
E. Power Biggs Organ Program
CBS
BILLINGSLEY, BARBARA
Leave it to Beaver
CBS-TV
BISHOP, WILLIAM
It's a Great Life
NBC-TV

BLAINE, JIMMY

Ruff N' Reddy, NBC-TV

BLAIR, JANET
Caesar's Hour
NBC-TV
BLYTH, ANN
Family Theater
MBS
BOB & RAY
Monitor
NBC
BOLGER, RAY
Washington Square
NBC-TV
BOND, WARD
Wagon Train
NBC-TV

BONTEMPI, PINO & FEDORA

Continental Cookery with the Bontempis, WABC-TV; Continental Cookery, What's Cooking?, At Home with Fedora Bontempi, Channel 8 Kitchen, For Ladies Only, WNHC-TV, New Haven, Conn.

BOONE, PAT

B. June 1, 1934, Jacksonville, Fla.; Pat Boone Chevy Show Room, ABC-TV

BOONE, RICHARD

B. Los Angeles, Calif.; "Have Gun, Will Travel," CBS-TV; Star of Medic Series, CBS-TV

BRACKEN, EDDIE
Masquerade Party
NBC-TV
BRADY, PAT
The Roy Rogers Show
NBC-TV



The Fitzgeralds
WOR



SPRING BYINGTON

Star of

DECEMBER BRIDE

SAM LEVENSON



BRANNUM, LUMPY
Captain Kangaroo
CBS-TV
BRASFIELD, UNCLE CYP
Country Music Jubilee
ABC-TV
BRENNAN, WALTER
Family Theater, MBS; Real McCoys, ABC-TV
BRENT, ROMNEY
Zorro
ABC-TV
BRESLIN, PATRICIA
The People's Choice
NBC-TV
BRITT, JIM
All Star Golf
ABC-TV
BRITTON, PAMELA
Blondie
NBC-TV
BROOK, CLIVE
Secrets of Scotland Yard
MBS
BROOKE, WALTER
Brighter Day
CBS-TV
BROOKS, RAND
Adventures of Rin Tin Tin
ABC-TV
BROWN, JIM L.
Adventures of Rin Tin Tin
BROWN, JOE E.
Family Theater
MBS
BROWN, JOHN MASON
The Last Word
CBS, CBS-TV
BRUNS, MONA
Brighter Day
CBS-TV
BRYANT, WILLIAM
The Web
NBC-TV
BRYSON, LYMAN
Invitation to Learning
CBS

BUNCE, ALAN

The Couple Next Door, CBS

BURKE, PAUL
Adventure at Scott Island
ABC-TV
BURNS, GEORGE
The Burns and Allen Show
CBS-TV
BURNS, RONNIE
The Burns and Allen Show
CBS-TV

BURNS, STAN

Entertainment Press Conference, Dumont; NBC Monitor; Cerebral Palsy Telethon, WOR-TV; Stan Burns Show, WINS

BURR, STAN
As the World Turns
CBS-TV
BURR, RAYMOND
Family Theater, MBS; Perry Mason, CBS-TV
BURROWS, ABE
What's it for
NBC-TV

BUTTONS, RED

Sayonara

BUTTRAM, PAT
Just Entertainment
CBS

BYINGTON, SPRING

B. Oct. 17, Colorado Spring, Colo.; "December Bride," CBS-TV

— C —

CAESAR, SID

B. Sept. 8, 1922, New York, N. Y.; Sid Caesar Invites You, ABC-TV

CAGNEY, JAMES
Family Theater
MBC
CAGNEY, JEANNE
Family Theater, Queen for a Day
MBS
CALDWELL, SAM
Garden Gate
CBS
CALVIN, HENRY
Zorro
ABC-TV

CAMARGO, RALPH

U. S. Steel, Our Miss Brooks, William Bendix Show, Have Gun, Will Travel; CBS-TV

CAMPBELL, CAROLE ANN
Mickey Mouse Club
ABC-TV
CAMPBELL, KAY
Ma Perkins
CBS
CAMPBELL, WILLIAM
Family Theater
MBS
CAREY, OLIVE
Mr. Adams and Eve
CBS-TV
CAREY, PHIL
The 77th Bengal Lancers
NBC-TV



BRYNA RAEBURN

•

RADIO REGISTRY

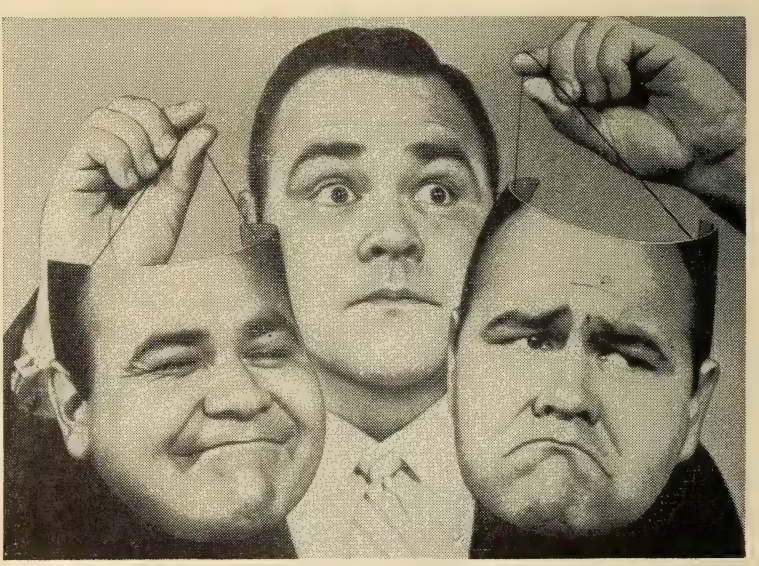
The

DANNY THOMAS

Show

CBS-TV

MARTERTO ENTERPRISES, INC.



JONATHAN WINTERS

Exclusive representative Martin Goodman
36 Central Park South

CARLISLE, KITTY
To tell the Truth
CBS-TV

CARLON, FRAN
B. April 2, Indianapolis, Ind.; Big Story (live & film), Modern Romances, Robert Montgomery, NBC; A.M.A. Recordings, Industrials for N.A.M.—Squibb—Mutual Life

CARROLL, MADELEINE
Affairs of Dr. Gentry
NBC
CARROLL, PAT
Caesar's Hour
NBC-TV

CARSON, JEANNIE
B. May 23, Pudsey, Yorkshire, England; Hey Jeannie, CBS-TV

CARSON, JOHNNY
Do you trust your Wife?
ABC-TV
CARTWRIGHT, ANGELA
The Danny Thomas Show
CBS-TV
CAULFIELD, JOAN
Sally
NBC-TV
CERF, BENNETT
What's My Line
CBS-TV
CEZON, CONNIE
Perry Mason
CBS-TV
CHANDLER, GEORGE
Lassie
CBS-TV
CHANDLER, JEFF
Family Theater
MBS
CHAPIN, LAUREN
Father knows Best
NBC-TV
CHAPMAN, BRUCE
The Answer Man
MBS
CHASE, ILKA
Masquerade Party
NBC-TV
CLARK, DICK
Dick Clark—Saturday Night, American Bandstand, ABC-TV
CLOONEY, ROSEMARY
The Edsel Show
CBS-TV
COCA, IMOGENE
Sid Caesar—Imogene Coca
ABC-TV
COLLINGWOOD, CHARLES
Odyssey
CBS-TV
COLLINS, RAY
Perry Mason
CBS-TV
COLLYER, BUD
Beat the Clock, To tell the Truth
CBS-TV

COMO, PERRY
Perry Como Show, NBC-TV

CONNOR, WHITFIELD
The Guiding Light
CBS-TV
CONRAD, WILLIAM
Gunsmoke
CBS
CONRIED, HANS
Tonight, What's it For?
NBC-TV
CONSIDINE, MILLIE
Nightline

CONTE, JOHN
B. Sept. 15, Palmer, Mass. Matinee Theater, NBC-TV

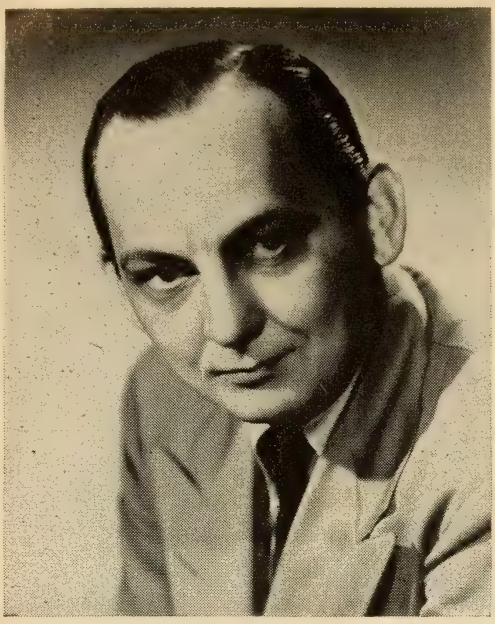
CONWAY, SHIRL
Caesar's Hour
NBC-TV
COOPER, JACKIE
The People's Choice
NBC-TV
CORE, NATALIE
Home
NBC-TV
CORRELL, CHARLES
Amos 'n' Andy Music Hall
CBS
COSELL, HOWARD
Sports Focus
ABC-TV
COTTEN, JOSEPH
On Trial
NBC-TV
COUGHLIN, JOHN
Susan's Show
CBS-TV
COURTH, HAZEL
Dick and the Duchess
CBS-TV
COURTLAND, JEROME
Disneyland
ABC-TV
COWLING, SAM
Breakfast Club
ABN
COX, WALLY
Adventures of Hiram Holiday
NBC-TV
CRABBE, BUSTER
Captain Gallent of the Foreign Legion
NBC-TV
CRANE, LOR
Rocket to Stardom
KTTV, Hollywood, Calif.

DONALD WOODS

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Exclusive Representative
MARTIN GOODMAN
36 Central Park So.
PLaza 1-3555





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RICHARD WILLIS

HARRY VON ZELL

with

BURNS and ALLEN

for

CARNATION

AND

B. F. GOODRICH

(and enjoying it
more every year)



CRAWFORD, BRODERICK
Highway Patrol
NBC-TV
CRENNA, RICHARD
Real McCoys
ABC-TV
CROSBY, BING
The Edsel Show
CBS-TV
CROSBY, LINDSAY
The Edsel Show
CBS-TV
CULLEN, BILL
I've got a Secret
CBS-TV
CULP, ROBERT
Trackdown
CBS-TV
CUMMINGS, BOB
The Bob Cummings Show
NBC-TV

— D —

DALTON, ALENE
The Story of Princess
MBS
DALY, JOHN
What's my Line
CBS-TV
D'ANDREA, TOM
Life of Riley
NBC-TV
DARWELL, JANE
Circus Boy
NBC-TV
DAVIES, BLAIR
The Brighter Day
CBS-TV
DAVIS, JOAN
I Married Joan
NBC-TV
DAVIS, WATSON
Adventures in Science
CBS
DAY, DENNIS
Family Theater
MBS
DEAN, JIMMY
The Jimmy Dean Show
CBS-TV
DeCAMP, ROSEMARY
The Bob Cummings Show
NBC-TV
DEMMING, ELLEN
The Guiding Light
CBS-TV
DENNING, RICHARD
Family Theater
MBS
DEVINE, ANDY
Wild Bill Hickok
ABC-TV, CBS-TV

DE WITT, GEORGE
Name That Tune, CBS-TV

DIAMOND, BOBBY
Fury
NBC-TV

DODD, JIMMIE
B. Mar. 28, Cincinnati, Ohio;
Mickey Mouse Club, ABC-TV

DONAHUE, ELINOR
Father Knows Best
NBC-TV
DOUGLAS, SUSAN
The Guiding Light
CBS-TV
DOW, TONY
Leave it to Beaver
CBS-TV

DOWNS, HUGH
Home, The Arlene Francis Show,
Tonight, NBC-TV

DRAKE, GALEN
Galen Drake Show
CBS
DRAPER, RUSTY
Rusty Draper Show
CBS
DREES, JACK
Wednesday Night Fights
ABC-TV
DREW, WENDY
As the World Turns
CBS-TV
DRISCOLL, PATRICIA
Robin Hood
CBS-TV
DUFF, HOWARD
Mr. Adams and Eve
CBS-TV
DUMAS, ELAINE
Romance of Helen Trent
CBS
DUNCAN, ALISTAIR
Our Gal Sunday
CBS
DUNCAN, ARCHIE
Robin Hood
CBS-TV
DUNN, JAMES
It's a Great Life
NBC-TV
DUNNE, IRENE
Family Theater
MBS

DURANTE, JIMMY
B. Feb. 10th, New York, N. Y.

— E —

EASTMAN, RICHARD
Tombstone Territory
ABC-TV

HERB SHELDON





HAPPY
FELTON



FRAN CARLON



CASEY ALLEN

308 WEST 4th ST.
SU. 7-5400

EDWARDS, RALPH

B. June 13, 1913, Merino, Colo.; This Is Your Life, NBC-TV

ELLIOTT, EVAN
Adventure at Scott Island
ABC-TV
ELLIS, GEORGIA
Gunsmoke
CBS
EMERSON, FAYE
I've Got a Secret
CBS-TV

ERICKSON, CORYDON A.

B. Dec. 26, 1944, New York, N. Y.; Robert Montgomery, Omnibus, U. S. Steel, etc.; Commercials, Dubbing Transcriptions, Weekday, Five Star Matinee, Animations, Paramount, Records, Industrials, etc.

ERICKSON, LAUNCELOT D.

B. Sept. 6, 1949, New York, N. Y.; Commercials, Industrials, Dubbing, Hatful of Rain, Faith for Today; Studio One, Five Star Matinee, Transcriptions

EVANS, BERGEN
The Last Word
CBS
EVANS, DALE
The Roy Rogers Show
NBC-TV
EVANS, GENE
My Friend Flicka
NBC-TV
EVANS, MAURICE
Hallmark Hall of Fame
NBC-TV
EVANS, RICHARD
Salt Lake City Tabernacle Choir and Organ Program
CBS

— *F* —

FADIMAN, CLIFTON
Conversation, Monitor
NBC
FARRELL, CHARLES
The Charles Farrell Show
NBC-TV
FARRELL, TOM
Adventures of Rin Tin Tin
ABC-TV

FELTON, HAPPY

B. Nov. 30, 1907; Bellevue, Pa.; Happy Felton's Knothole Gang; Talk to the Stars; Happy Felton's Press Box, WOR-TV; It's a Hit, CBS-TV; Knothole Gang; BoBo Newsom, WAAB-TV

FELTON, VERNA
December Bride
CBS-TV

FITZGERALD, ED

B. Nov. 24, Troy, N. Y.; Window, The Fitzgeralds, WRCA-TV

FITZGERALD, PEGEEN

B. Nov. 24, Norcatur, Kan.; Window, The Fitzgeralds, WRCA-TV

FITZMAURICE, MICHAEL

B. April 28, 1918, Chicago, Ill.

FLEMING, ROBERT
Open Hearing
ABC-TV
FOLEY, RED
The Red Foley Show, Country Music Jubilee, NBC, ABC-TV
FORBES, MURRAY
Ma Perkins
CBS
FORBES, SCOTT
Adventures of Jim Bowie
ABC-TV
FORD, PAUL
The Phil Silvers Show
CBS-TV

FORD, TENNESSEE ERNIE

B. Feb. 13, 1919, Bristol, Tenn.; Tennessee Ernie Ford Show, The Ford Show, NBC-TV; Capitol Records

FORREST, WILLIAM
Adventures of Rin Tin Tin
ABC-TV
FORSYTHE, JOHN
Bachelor Father
CBS-TV
FOSTER, STUART
Stuart Foster Show, Galen Drake Show
CBS
FOX, SONNY
Let's Ttake a Trip
CBS-TV

FRANCIS, ARLENE

Home Show, Arlene Francis Show, NBC-TV

FRANKLIN, JOE

B. Mar. 9, 1926, New York, N. Y.; Joe Franklin's Memory Lane, WABC-TV

JOHN CONTE

Host-Star

"MATINEE THEATER"

NBC Color TV





PAUL WINCHELL

and

JERRY MAHONEY

Management-Counsel:

GOLDFARB, MIRENBURG & VALLON

Public Relations:

MARVIN KOHN



25th Year

DON McNEILL'S Breakfast Club

FRAWLEY, WILLIAM
The Lucille Ball—Desi Arnaz Show, I Love Lucy, CBS-TV
FREEMAN, FLORENCE
Wendy Warren and the News
CBS
FREEMAN, MICKEY
The Phil Silvers Show
CBS-TV
FROST, ALICE
Our Gal Sunday, Second Mrs. Burton
CBS

— G —

GARDNER, HY
Hy Gardner Calling, Tonight, To Tell the Truth
NBC-TV, CBS-TV
GANER, JAMES
Maverick
ABC-TV
GARROWAY, DAVE
Today; Wide, Wide World
NBC-TV
GAUGE, ALEXANDER
Robin Hood
CBS-TV
GAYE, LISA
Zorro
ABC-TV
GERAD, KENN
The Secret Storm
CBS-TV
GILBERT, LAUREN
Love of Life
CBS-TV
GLEASON, JACKIE
The Honeymooners
NBC-TV

GOBEL, GEORGE
B. May 20, 1920, Chicago, Ill.;
The George Gobel Show, NBC-TV

RITZ
BROTHERS

THE COUPLE NEXT DOOR

starring



PEG LYNCH
and
ALAN BUNCE

written by
PEG LYNCH

produced by
WALTER HART

CBS RADIO NETWORK
Monday thru Friday
2:30-2:45 P.M.

Agency:
Ashley-Steiner, Inc.

RED BUTTONS

SAYONARA



WALTER KINSELLA

THE LAMBS
JU 2-1515
or
RADIO REGISTRY
JU 2-8800



MIKE WALLACE

Johnny

&

Penny

Olsen

CI. 7-7517

GODFREY, ARTHUR
Arthur Godfrey Time, Ford Road Show
CBS
GOODMAN, DODY
Tonight
NBC-TV
GORING, MARIUS
Adventures of the Scarlet Pimpernel
MBS
GOSDEN, FREEMAN
Amos 'n' Andy Music Hall
CBS
GOSFIELD, MAURICE
The Phil Silvers Show
CBS-TV
GOTHARD, DAVID
Romance of Helen Trent
CBS
GRAHAM, BILLY
Hour of Decision
NBC
GRAHAM, NANCY ANN
Home
NBC-TV
GRANIK, TED
American Forum
NBC-TV
GRAVES, PETER
Fury
NBC-TV
GRAY, BARRY
The Barry Gray Show
MBS
GRAY, BILLY
Father Knows Best
NBC-TV
GRAY, DONALD
Detective's Diary, Saber of London
NBC-TV

GREAZA, WALTER N.

B. Jan. 1, 1897, St. Paul, Minn.; T-Men in Action (Fed. Men), WPIX, (Syndication); Edge of Night, CBS

GREEN, KAREN
The Eve Arden Show
CBS-TV
GREENE, RICHARD
Robin Hood
CBS-TV

— H —

HACKETT, BUDDY
Stanley
NBC-TV
HALE, BARBARA
Perry Mason
CBS-TV
HALL, HELEN
Family Living, Monitor, Nightline
NBC
HAMER, RUSTY
The Danny Thomas Show
CBS-TV
HAMMOND, PETER
Buccaneers
ABC-TV

HART, DOROTHY

B. April 3, Cleveland, Ohio; Kraft Theatre, Goodyear Playhouse, Philco Playhouse, Robert Montgomery Presents, Four Star Playhouse, Omnibus, Danger, Pantomime Quiz, Suspense, Medallion Theatre, CBS-TV

HAUSER, GAYLORD
The Gaylord Hauser Program
MBS

HAYDEN, RUSSELL

26 Men

HAYES, PETER LIND
Peter and Mary Show
CBS
HAYWORTH, VINCENT
Keep Healthy
MBS
HEALY, MARY
Peter and Mary Show
CBS
HEARN, CHICK
All American Game of the Week
ABC-TV
HEFFNER, RICHARD D.
The Open Mind
NBC-TV
HEINKEL, SUSAN
Susan's Show
CBS-TV
HENDERSON, MARCIA
Dear Phoebe
NBC-TV
HERBERT, DON
Mr. Wizard
NBC-TV

HERLIHY, ED

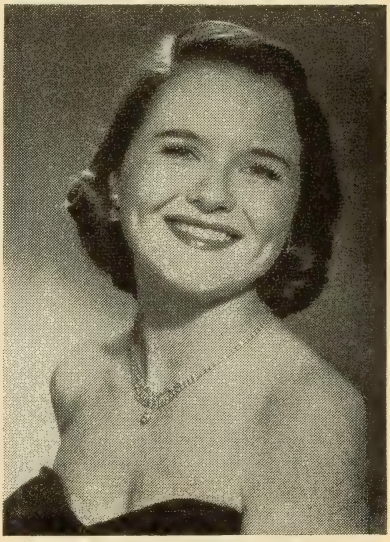
My True Story, Monitor, NBC

HIGBY, MARY JANE
This is Nora Drake
CBS
HOBBS, PETER
The Secret Storm
CBS-TV
HOLBROOK, HAL
Brighter Day
CBS-TV



MAGGI McNELLIS

★



BARBARA LEA



JIMMY BLAINE

RUFF N' REDDY

N.B.C. - T.V.

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Peter Dean Walter Pick



Judy Lee

Radio-TV

Commercials . . . Emcee

Commentator

Manager: Gene E. Stout

PEnnypacker 5-8166 (Phila.)



DOROTHY HART

—MANAGEMENT—

WM. MORRIS AGENCY

NEW YORK & HOLLYWOOD



MICHAEL FITZMAURICE

Exclusive Management

Carl Eastman

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HOMES, CHARLEY
Lots of Music
MBS

HOPE, BOB

B. May 29, 1903, London, England; The Bob Hope Show, NBC, NBC-TV

HOPPER, WILLIAM
Perry Mason
CBS-TV
HORTON, ROBERT
Wagon Train
NBC-TV
HOTCHKIS, JOAN
The Secret Storm
CBS-TV
HOUSTON, ALEC
The Jimmy Dean Show
CBS-TV
HOYE, GLORIA
Brighter Day
CBS-TV
HUGHES, MARY
Second Mrs. Burton
CBS
HUTCHINS, WILL
Sugarfoot
ABC-TV
HYLTON, JANE
Adventures of Sir Lancelot
ABC-TV

—J—

JACKSON, SHERRY
The Danny Thomas Show
CBS-TV
JAMES, BARBARA
Max Liebman Spectacular
NBC-TV
JAMES, DENNIS
Entertainment U.S.A.
CBS
JANSSEN, DAVID
Richard Diamond Private Detective
CBS-TV
JEFFREYS, ANNE
Topper
NBC-TV
JOHNSTON, JOHNNY
Masquerade Party
NBC-TV
JORDAN, PAT
The Big Decision
MBS
JORDON, MARION & JIM
Fibber McGee & Molly
NBC
JOSLYN, ALLYN
The Eve Arden Show
CBS-TV

—K—

KARLOFF, BORIS
Boris Karloff Presents
MBS
KEATING, LARRY
The Burns & Allen Show
CBS-TV
KEENE, MICHAEL
Adventure at Scott Island
ABC-TV
KEESHAN, BOB
Captain Kangaroo
CBS-TV
KEITH, RICHARD
The Lucille Ball—Desi Arnaz Show, I Love Lucy, CBS-TV
KEMP, BILL
ABN
KENNEDY, ADAM
The Californians
NBC-TV
KENT, ELAINE
Our Gal Sunday
CBS
KESNER, DICK
Lawrence Welk Show, Lawrence Welk's Top Tunes & New Talent
ABC-TV
KILGALLEN, DOROTHY
What's My Line
CBS-TV

KING, CARL

B. July 30, 1921, St. Louis, Mo.; The Secret Storm, Two for the Money, CBS-TV; King's Crossroad, Syndicated Film TV

KING, YUKON
Sergeant Preston of the Yukon
CBS-TV

KINSELLA, WALTER

B. New York City, N. Y.; Martin Kane Private Eye, NBC Spectaculars, Kraft, Montgomery Presents, Armstrong Circle Theatre, NBC-TV; Mama, CBS-TV

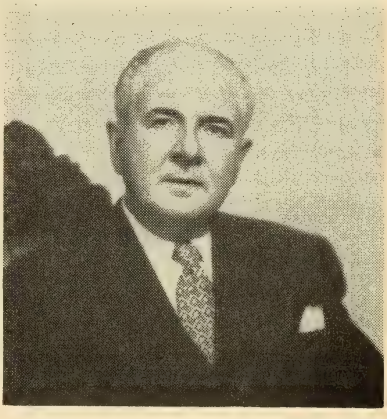
KIRK, PHYLLIS
The Thin Man
NBC-TV
KIRK, TOMMY
Mickey Mouse Club
ABC-TV

KLAVAN AND FINCH

KNOTTS, DON
The Steve Allen Show
NBC-TV
KOVACS, ERNIE
The Ernie Kovacs Show, Tonight
NBC-TV



Julius LaRosa



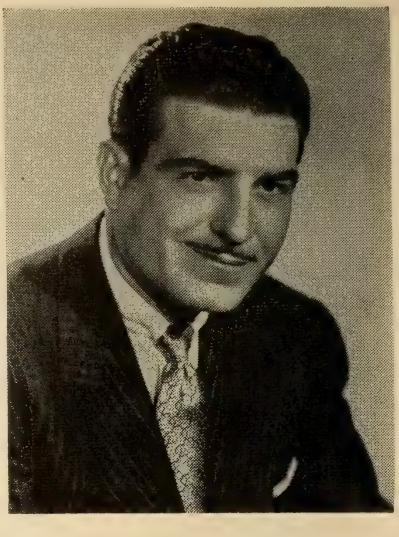
WALTER GREAZA



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FIFTH YEAR OVER

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Radio . . . "Sanders Meanders" KMLA, Los Angeles & 243 Independent Stations in the U. S. and Canada

Movies . . . "Outcasts of the City" Lorraine Productions, "Rock-A-Bye Baby" Paramount Pictures

AGENT: BILL BAXLEY
HO. 9-2878
HO. 9-3735

KRAMER, MANDELL
Backstage Wife
CBS

KRUGER, OTTO
Family Theater
MBS

— L —

LAINE, FRANKIE
B. March 30, Chicago, Ill.; Person to Person, Shower of Stars, CBS-TV; Steve Allen Show, Perry Como Show, Nat "King" Cole Show, NBC-TV; Sunday Night at the Paladium

LAKE, ARTHUR
Blondie
NBC-TV

LARKIN, JOHN
The Edge of Night
CBS-TV

LA ROSA, JULIUS
Ed Sullivan Show, CBS-TV

LAUTER, HARRY
Tales of the Texas Rangers
ABC-TV

LAWFORD, PETER
Dear Phoebe, The Thin Man
NBC-TV

LEA, BARBARA

LEACHMAN, CLORIS
Lassie
CBS-TV

LEE, BRENDA
Country Music Jubliee
ABC-TV

LEE, JUDY
Today, NBC-TV; Judy Lee and the Weather, Forecast, 26 Men, Window, Commercial Breaks in Rose Bowl Game, Pro Bowl Game, Blue-Gray Game, WRCV-TV

LEE, PINKY
The Gumby Show
NBC-TV

LEIGH, KELLY
NBC-TV Color Girl, NBC-TV

LEIGH-HUNT, RONALD
Adventures of Sir Lancelot
ABC-TV

LEMBECK, HARVEY
The Phil Silvers Show

LESCOULIE, JACK
Today, Tonight (America After Dark)
NBC-TV

LEVENSON, SAM
B. Dec. 28, 1911, New York, N. Y.; This Is Show Business, Toast of the Town, CBS

LEWIS, GEORGE J.
Zorro
ABC-TV

LEWIS, JERRY
B. Mar. 16, 1926, Newark, N. J.; The Jerry Lewis Show, NBC-TV

LEWIS, JUDY T.
B. Nov. 6, 1935, Los Angeles, Calif.; Kitty Foyle Series, Kraft Theater, Tonight, NBC-TV; The Verdict Is Yours, The Brighter Day, CBS-TV

LEWIS, ROBERT Q.
Robert Q. Lewis Show, CBS

LEWIS, SHARI
Hi, Mom!, NBC-TV

LINKLETTER, ART
House Party, CBS, CBS-TV; People are Funny, NBC

LOMOND, BRITT
Zorro
ABC-TV

LON, ALICE
Lawrence Welk Show, Lawrence Welk's Top Tunes & New Talent
ABC-TV

LORD, MARJORIE
The Danny Thomas Show
CBS-TV

LORNE, MARION
Sally
NBC-TV

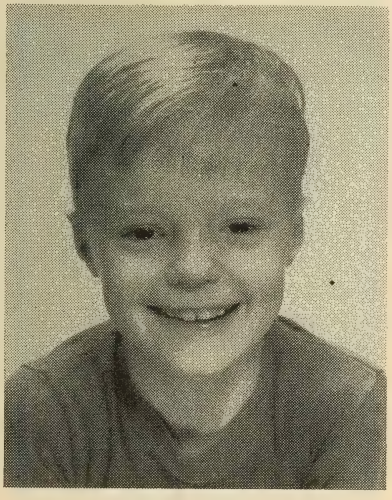
LOUISE, ANITA
My Friend Flicka
NBC-TV

LOVE, DOTTIE
Arlene Francis, Max Liebman Spectaculars, Milton Berle, NBC-TV; Robert Q. Lewis, Jackie Gleason, CBS-TV

LOVEJOY, FRANK
Meet McGraw
NBC-TV

LOWERY, ROBERT
Circus Boy
ABC-TV

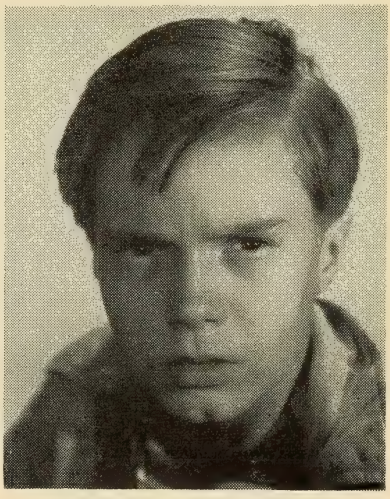
LUPINO, IDA
Mr. Adam and Eve
CBS-TV



LAUNCELOT ERICKSON

Hgt. 51 Sept. 6, 1949
Wgt. 55 Voice 5-8

Your Agent
or
LE 2-1100



CORYDON ERICKSON

8-13 Year (Voice)

Your Agent
or
LE 2-1100

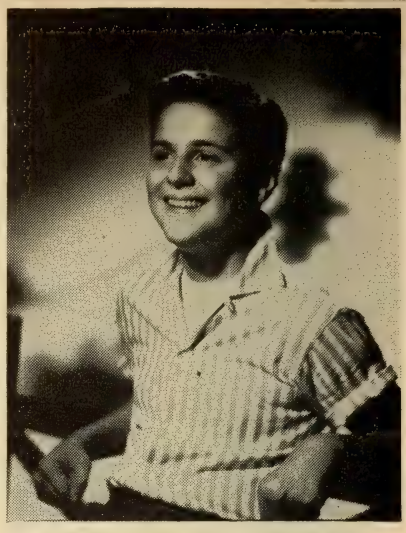


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"HI MOM" — "SHARILAND"
WRCA-TV

RCA Victor Bluebird Album

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Lester Lewis Associates



DENNIS BALLABIO

Teen-Age
Vocalist and Actor

TELEVISION — RADIO — COMMERCIALS

JU 2-8800



JIMMIE DODD

"Mickey Mouse Club"



Kelly Leigh

JU 2-8800

LUPTON, JOHN
Broken Arrow
ABC-TV

LYNCH, PEG
The Couple Next Door, CBS

LYNN, BETTY
Family Theater
MBS

LYNN, JERRY
U.S. Steel
CBS-TV

— Mc —

McBRIDE, JOAN
Love of Life
CBS-TV

McCAMMON, BESS
Romance of Helen Trent
CBS

McCARTHY, JOSIE
Hi, Mom!
NBC-TV

McCLORY, SEAN
The Californians
NBC-TV

McCORD, BILL
Sports Highlights
NBC

McCRARY, TEX
Tex & Jinx Show, NBC.
NBC-TV
Close-up, NBC-TV

McGEE, FIBBER AND MOLLY
Monitor
NBC

McKAY, JIM
The Verdict is Yours
CBS-TV

McLAUGHLIN, DON
Road of Life
CBS

McNEAR, HOWARD
Gunsmoke
CBS

McNEILL, DON
Breakfast Club, ABN

McNELLIS, MAGGI
Assignment Broadway, Maggi's Magazine, MBS

— M —

MacDONALD, JEANNETTE
Family Theater
MBS

MACK, TED
The Original Amateur Hour
NBC-TV

MacLAUGHLIN, DON
As the World Turns
CBS-TV

MADISON, GUY
Wild Bill Hickok
CBS-TV, ABC-TV

MALONE, MARY
Our Gal Sunday
CBS

MARCH, HAL
$64,000 Question, What's it for?
CBS-TV, NBC-TV

MARCH, LORI
Brighter Day
CBS-TV

MARTIN, MARY
Annie Get Your Gun
NBC-TV

MARTY, SYRA
Sunday Night at the Palladium
BBC-TV

MARVIN, LEE
M Squad
NBC-TV

MARVIN, TONY
Arthur Godfrey Time
CBS

MARX, GROUCHO
You Bet Your Life
NBC, NBC-TV

MATHERS, JERRY
Leave it to Beaver
CBS-TV

MAXWELL, ELSA
Tonight
NBC-TV

MAY, DONALD
West Point
ABC-TV

MEADOWS, AUDREY
The Honeymooners
NBC-TV

MEADOWS, JAYNE
I've Got a Secret
CBS-TV

MEIGHAN, JAMES
Backstage Wife
CBS

MELVIN, ALLAN
The Phil Silvers Show
CBS-TV

MERCER, JOHNNY
B. Nov. 18, 1909, Savanna, Ga.

MILLER, DEAN
December Bride
CBS-TV

MILLER, HOWARD
The Howard Miller Show
NBC-TV, CBS

MILLER, MARVIN (narrator)
The Millionaire
CBS-TV



DOTTIE LOVE

MGT: ARTHUR FINK

PRESS: GANSHAW & ATLEE



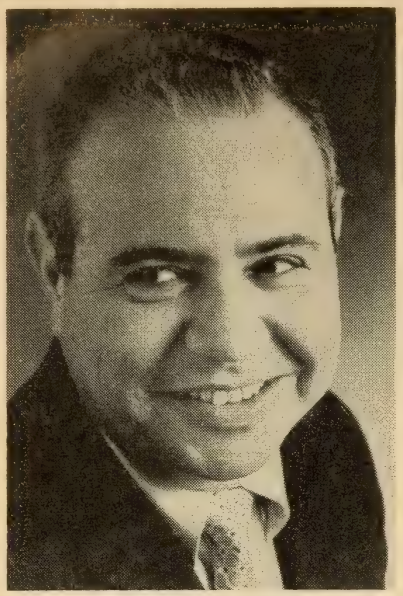
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SINGER-ACTRESS

Your Agent

or

LE 2-1100



JACKSON BECK
ANNOUNCER—ACTOR
NARRATOR

JU 2-8800

Represented By:
Marjorie Morrow



JOHNNY ANDREWS



EDDIE "ROCHESTER" ANDERSON

STEVE
ALLEN

MILLER, MITCH
Mitch Miller Show
CBS
MONTALBAN, RICARDO
Family Theater
MBS
MONTGOMERY, ROBERT
Presents the Johnson's Wax Program: Presents the Mennen Hour. NBC-TV
MOORE, CLAYTON
Lone Ranger
ABC-TV
MOORE, GARY
The Garry Moore Show, I've Got a Secret
CBS-TV
MORAN, EILEEN
Galen Drake Show
CBS
MORGAN, HARRY
December Bride
CBS-TV
MORGAN, HARRY
Sez Who! I've Got a Secret
CBS, CBS-TV
MORGAN, WESLEY
Life of Riley
NBC-TV
MORRIS, HOWARD
Caesar's Hour
NBC-TV
MUNSEL, PATRICE
Patrice Munsel Show
ABC-TV

MURRAY, JAN
Treasure Hunt, NBC-TV

MURRAY, KATHRYN
The Arthur Murray Party
NBC-TV
MURROW, EDWARD R.
Edward R. Morrow with the News; Person to Person, CBS, CBS-TV
MYERSON, BESS
Big Payoff
CBS-TV

— N —

NAISH, J. CARROLL
Family Theater
MBS
NARZ, JACK
Dotto
CBS-TV
NEAL, PATRICIA
Family Theater
MBS
NEBEL, JOHN
The Long John Show
MBS
NEISEN, CLAIRE
Backstage Wife
CBS

NELSON, DAVID
B. Oct. 24, 1936, New York, N. Y.; The Adventures of Ozzie and Harriet, ABC-TV

NELSON, HARRIET
B. July 18, Des Moines, Iowa; The Adventures of Ozzie and Harriet, ABC-TV

NELSON, HERBERT
Brighter Day
CBS-TV

NELSON, OZZIE
B. Mar. 20, Jersey City, N. J.; The Adventures of Ozzie and Harriet, ABC-TV

NELSON, RICKY
B. May 8, 1940, Teaneck, N. J.; The Adventures of Ozzie and Harriet, ABC-TV; Recording star for Verve

NIMMO, BILL
Do you Trust Your Wife
ABC-TV
NOLAN, KATHY
Real McCoys
ABC-TV
NORRIS, KATHI
True Story
NBC-TV
NOSSEN, BRAM
Our Gal Sunday
CBS
NOVINS, STUART
Face the Nation
CBS-TV
NYE, LOUIS
The Steve Allen Show
NBC-TV

— O —

O'BRIEN, HUGH
Wyatt Earp
ABC-TV
O'BRIEN, LOUISE
Rusty Draper Show
CBS
O'BRIEN, MARGARET
Family Theater
MBS
O'HERLIHY, DAN
Family Theater
MBS
O'KEEFE, WALTER
Nightline
NBC
OLIVIER, GORDON
Family Theater
MBS



Tybee Afra

Actress—Singer—Dancer

Gabbe, Lutz, Heller & Loeb

CI. 5-7998 HOllywood 9-1993



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WNHC - TV
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HOllywood 9-2878

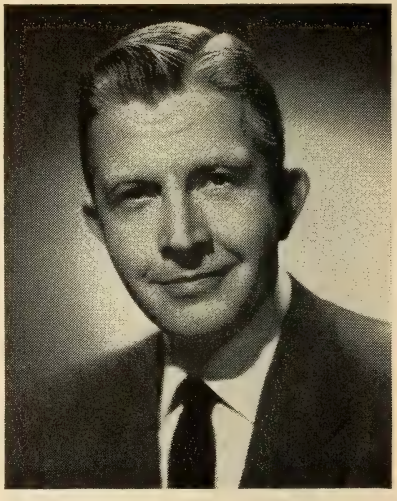
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HOLLYWOOD, CALIFORNIA



ED REIMERS

Management
MCA

OLIVIER, SIR LAURENCE
Theatre Royal
MBS

OLSEN, JOHNNY

B. Windom, Minn.: Name that Tune, CBS-TV; Olsen Rumpus Room, MBS-Radio; Masquerade Party, NBC-TV; Keep It in the Family, ABC-TV; Startime, Dumont-TV

OLSEN, PENNY

O'NEAL, PATRICK
Dick and the Duchess
CBS-TV
O'SHEA, MICHAEL
It's a Great Life
NBC-TV
O'SULLIVAN, MAUREEN
Family Theater
MBS
OWEN, ETHEL
Second Mr. Burton
CBS

— P —

PAAR, JACK
Tonight
NBC-TV
PAGE, PATTI
The Big Record
CBS-TV
PAIGE, BOB
Big Payoff
CBS-TV
PAIGE, ROBERT
Bride & Groom
NBC-TV
PALMER, BETSY
Masquerade Party, What's it for?
NBC-TV
PALMER, BYRON
Bride & Groom
NBC-TV
PARKER, FESS
Disneyland
ABC-TV
PARKER, WILLARD
Tales of the Texas Rangers
ABC-TV
PAUL, EUGENIA
Zorro
ABC-TV

PAUL, LES

B. June 9, Waukesha, Wisc.; Big Record, Jimmy Dean Show, CBS

PAYNE, JOHN
The Restless Gun
NBC-TV
PAYNE, LOU
The Lou Payne Show
MBS
PAYNE, VIRGINIA
Ma Perkins
CBS
PEALE, DR. NORMAN VINCENT
NBC
PEARL, MINNIE
Grand Ole Opry
NBC
PEARSON, JOHNNY
ABN
PERKINS, R. MARLIN
Zoo Parade
NBC-TV
PERREAU, GIGI
Family Theater
MBS
PETERSON, DAN
Doorway to Travel
MBS
PIKE, VERY REV. DR. JAMES A.
Dean Pike
ABC-TV
PITTS, ZASU
Oh! Susanna
CBS-TV
POLEN, NAT
Indictment
CBS
POSTON, TOM
The Steve Allen Show
NBC-TV
POWELL, DICK
Zane Grey Theatre
CBS-TV
PRESTON, WAYDE
Colt .45
ABC-TV
PRICE, VINCENT
Family Theater
MBS
PRINZ, ROSEMARY
As the World Turns
CBS-TV
PROVOST, JON
Lassie
CBS-TV

— R —

RAEBURN, BRYNA

By the People, Squad Room, True Detective, Gang Busters, Exploring Tomorrow, Mutual; True Story, Five-Star Matinee, Dr. Gentry, Penner Young, NBC; Indictment, Backstage Wife, CBS

RAFFERTY, FRANCES
December Bride
CBS-TV
RAINWATER, MARVIN
Country Music Jubilee
ABC-TV
RANDELL, RON
O.S.S.
ABC-TV
RAYBURN, GENE
Tonight, The Steve Allen Show
NBC-TV
REAGAN, RONALD
General Electric Theatre
CBS-TV
REDGRAVE, MICHAEL
Adventures of Horatio Hornblower
MBS
REED, DONNA
Family Theater
MBS
REED, LYDIA
Real McCoys
ABC-TV
REED, MARSHALL
The Lineup
CBS-TV
REEVES, GEORGE
Superman
ABC-TV
REINER, CARL
Sid Caesar—Imogene Coca, Caesar's Hour
ABC-TV, NBC-TV
REYNOLDS, MARJORIE
Life of Riley
NBC-TV
RICHARDSON, SIR RALPH
Theater Royal
MBS
ROBBINS, FRED
Assignment Hollywood
MBS
ROBERTS, ROY
Oh! Susanna
CBS-TV
ROBERTSON, DALE
Tales of Wells Fargo
NBC-TV

ROONEY, MICKEY

B. Sept. 23, 1922, Brooklyn, N. Y.; The Mickey Rooney Show, Syndicated

RORKE, HAYDEN
Mr Adams and Eve
CBS-TV
RUSSELL, WILLIAM
Adventures of Sir Lancelot
ABC-TV, NBC-TV

— S —

SANDERS, GEORGE
George Sanders' Mystery Theater
NBC-TV
SANDS, BILLY
The Phil Silvers Show
CBS-TV
SAWYER, JOE
Adventures of Rin Tin Tin
ABC-TV
SCOTT, MARTHA
Modern Romances
NBC-TV
SCROGGINS, ROBERT
Adventures of Sir Lancelot
ABC-TV
SECONDARI, JOHN
Open Hearing
ABC-TV
SELBY, SARAH
Mickey Mouse Club
ABC-TV
SEVAREID, ERIC
World News Roundup, Conquest, News Analysis, CBS, CBS-TV
SHAW, ROBERT
Buccaneers
ABC-TV
SHELDON, GENE
Zorro
ABC-TV

SHELDON, HERB

Meet Herb Sheldon, Studio Party, Looney Tunes, Wonderama, WABD-TV

SHEPODD, JON
Lassie
CBS-TV
SHIELDS, ARTHUR
Family Theater
MBS
SILVERHEELS, Jay
Lone Ranger
ABC-TV
SILVERS, PHIL
The Phil Silvers Show
SIMMONS, RICHARD
CBS-TV
Sergeant Preston of the Yukon
CBS-TV

SINATRA, FRANK

B. 1915, Hoboken, N. J.; The Frank Sinatra Show, ABC-TV; Records for Capitol Records

SKELTON, RED

B. July 18, Vincennes, Ind.; The Red Skelton Show, Shower of Stars, CBS-TV

SMITH, BOB
Howdy Doody
NBC-TV
SMITH, CYRIL
Adventures of Sir Lancelot
ABC-TV

SMITH, KATE
The Kate Smith Show
MBS
SMOLEN, VIVIAN
Our Gal Sunday
CBS
SOCKMAN, DR. RALPH W.
National Radio Pulpit
NBC
SOMERS, CAROL
Romance of Helen Trent
CBS
SPIVAK, LAWRENCE
Meet the Press
NBC, NBC-TV
STACK, ROBERT
Family Theater
MBS
STARRETTT, CHARLES
Cowboy Theater
NBC-TV
STEELE, MARJORIE
Family Theater
MBS

STEELE, TED

B. July 9, 1917, Hartford, Conn.; Ted Steele Show, Ted Steele's Bandstand, WOR-TV, New York; Bethlehem Records

STEPHENSON, JOHN
Bold Journey
ABC-TV
STERLING, ROBERT
Topper
NBC-TV
STEVENS, JULIE
Romance of Helen Trent
CBS
STEVENS, WARREN
The 77th Bengal Lancers
NBC-TV
STODDARD, HAILA
The Secret Storm
CBS-TV
STONE, GAIL
The Eve Arden Show
CBS-TV
STORM, GALE
Family Theater, MBS; Oh! Susanna, CBS-TV
STORY RALPH
$64,000 Challenge
CBS-TV
STRITCH, ELAINE
NBC-TV
Washington Square
STUART, MARY
Search for Tomorrow
CBS-TV
SUDROW, LYLE
Wendy Warren and the News
CBS
SULLIVAN, BARRY
Adventure at Scott Island, ABC-TV; Family Theater, MBS

SWIFT, ALLEN

B. New York, N. Y.; Popeye Show, WPIX, N. Y.; Two for the Money, CBS-TV; Voice Artist for TV and Radio Commercials

SYMINGTON, DON
Love of Life
CBS-TV

— T —

TALMAN, WILLIAM
Perry Mason
CBS-TV
TERRACE, JOAN
Let's take a Trip
CBS-TV

THOMAS, DANNY

B. Jan. 6, 1914, Dearfield, Mich.; The Danny Thomas Show, CBS-TV

THOMAS, LOWELL
High Adventure with Lowell Thomas
CBS,CBS-TV
THURMAN, TEDI
Monitor, NBC; Tonight, NBC-TV
TOMPKINS, JOAN
Ma Perkins
CBS
TOREN, MARTA
Family Theater
MBS
TOTTER, AUDREY
Family Theater
MBS
TROUT, ROBERT
World News Roundup
CBS-TV
TULLY, TOM
The Lineup
CBS-TV

— V —

VANCE, VIVIAN
The Lucille Ball—Desi Arnaz Show, I Love Lucy, CBS-TV
VAN HORN, ART
Midday Composite; Weekend News
ABN

VON ZELL, HARRY

B. July 11, Indianapolis, Ind.; Burns & Allen, CBS-TV

— W —

WAGNER, HELEN
As the World Turns
CBS-TV
WALKER, CLINT
Cheyenne
ABC-TV
WALLACE, ANDRE
Romance of Helen Trent
CBS
WALLACE, GUY
Bandstand, U.S.A.
MBS

WALLACE, MIKE

Mike Wallace Interview, ABC-TV

WALSH, JIMMY
Let's take a Trip
CBS-TV
WARREN, JANE, R. N.
Hi Mom!
NBC-TV
WARRENSKJOLD, DORATHY
Family Theater
MBS
WARRICK, RUTH
As the World Turns
CBS-TV
WATERMAN, WILLARD
The Great Gildersleeve
NBC
WATERS, KAREN
Captain Kangaroo
CBS-TV
WEBB, JACK
Dragnet
NBC, NBC-TV
WEIST, DWIGHT
Second Mrs. Burton
CBS
WELK, LAWRENCE
Lawrence Welk Show, Lawrence Welk's Top Tunes & New Talent, ABC-TV
WELLES, ORSON
Lives of Harry Lime
MBS
WHEATLEY, ALAN
Robin Hood
CBS-TV
WHITE, BETTY
Date with the Angels
ABC-TV
WILCOX, NINA
Adventure at Scott Island
ABC-TV
WILLIAMS, BILL
Date with the Angels
ABC-TV
WILLIAMS, GUINN
Circus Boy
ABC-TV
WILLIAMS, GUY
Zorro
ABC-TV
WILLIAMS, MURIAL
Brighter Day
CBS-TV

WILLIS, RICHARD

WILSON, JOE
Bowling Stars
ABC-TV
WIMBERLY, BILL
Country Music Jubilee
ABC-TV

WINCHELL, PAUL

Circus Time, ABC-TV

WINCHELL, WALTER
Walter Winchell File, The Walter Winchell Show, ABC-TV, NBC-TV
WINKELMAN, MICHAEL
Real McCoys
ABC-TV

WINTERS, JONATHAN

The Jonathan Winters Show, Tonight, NBC-TV

WOODS, DONALD

U. S. Steel Hour, Hotel Cosmopolitan, CBS-TV; Schlitz Playhouse, Film Festivals, ABC-TV; Host on Woolworth Hour, The Best in Music, CBS

WRIGHT, Wynn
Squad Room
MBS
WYATT, JANE
Father Knows Best
NBC-TV
WYENN, THAN
Zorro
ABC-TV
WYMAN, JANE
The Jane Wyman Show
NBC-TV
WYNN, MAY
Noah's Ark
NBC-TV

— Y —

YOUNK, CARELTON
Family Theater
MBS
YOUNG, LORETTA
The Loretta Young Show
NBC-TV

YOUNG, ROBERT

B. Chicago, Ill.; Star of "Father Knows Best," NBC-TV

VOCAL ARTISTS

RADIO AND TELEVISION

—their work during 1957

— A —

AMES BROTHERS
Oasis Show, Steve Allen Show, Pat Boone, Julius LaRosa, NBC-TV; Big Record, Ed Sullivan, CBS-TV

ANDERSON, DICK
WPET, Grensboro, N.C.

ANDERSON, PAUL
Saturday Breakfast Party
WJTN, Jamestown, N.Y.

ANDREWS, JOHNNY
WRCA, WRCA-TV, New York, N.Y.

ARLAND, JEANIE
Good Neighbor Time
WCCO, WCCO-TV, Minneapolis, Minn.

ARMEN, KAY
Washington Square
NBC-TV

ARMS, RUSSELL
Your Hit Parade
NBC-TV

ARNOLD, PAUL
WRC, WRC-TV, Washington, D.C.

ARTHUR, GEORGE
WBAT, Marion, Ind.

— B —

BABBITT, HARRY
Matinee
KNX, Los Angeles, Calif.

BAIN, BUDDY
WCMA, Corinth, Miss.

BANKS, MACK
Open House Jamboree
WCPC, Houston, Miss.

BARLOW, JERRY
KTAG-TV, Lake Charles, La.

BARNES, HERBIE
WMFD-TV, Wilmington, N.C.

BARTLEY, CHARLENE
WHDH-TV, Boston, Mass.

BECKER, BARBARA
Howard Miller Show
WNBQ, NBC-TV, Chicago, Ill.

BEE, MOLLY
The Tennessee Ernie Ford Show
NBC-TV

BENNETT, CAROLE
Herb Oscar Anderson Show
ABN

BERGEN, POLLY
The Polly Bergen Show, NBC-TV

BISSELL, MAZIE
Specs Show
WIS-TV, Columbia, S.C.

BOND, EDDIE
990 Jamboree-Stomper Time
KWEM, Memphis, Tenn.

BOULETTE, WILLIE
KOVE, Lander, Wyo.

BOWICK, BILL
Recordially Yours
WGBA, Columbus, Ga.

BROWN, KAY
Johnny Pearson Show
ABN

BRUCK, STUART
WGIG, Brunswick, Ga.

BRUNELLE, LINDA
KHSL-TV, Chico, Calif.

— C —

CAHILL, BOB
Joe Martin Calling
WOW, WOW-TV, Omaha, Neb.

CALLAHAN, BOB
Bill Weaver Show
KCBS, San Francisco, Calif.

CARMACK, RED
Saturday Frolic
WPLA, Plant City, Fla.

CARPENTER, SHARON
WMT-TV, Cedar Rapids, Iowa

CARROLL, MARVIN
The Jimmy Dean Show
CBS-TV

CARSON, KEN
The Garry Moore Show
CBS-TV

JOHNNY MERCER

CASANAVE, BON

B. Oct. 3, 1931; ABC-Paramount Records

CASTLE, NAN
KSST, Sulphur Springs, Tex.
CHARLES, RAY, SINGERS
Perry Como Show, NBC-TV; Johnny Pearson Show, ABN
CHERNEY, GUY
KCBS, San Francisco, Calif.
CHILDERS, C. B.
The Alabama Boys
WFPA, Fort Payne, Ala.
CLARK, AL
KOTA, KOTA-TV, Rapid City, S.D.
CLARK, SLIM
WABI, WABI-TV, Bangor, Me.

CLOONEY, ROSEMARY

B. May 23, Maysville, Ky.; Star of the Lux Show, NBC-TV; Columbia Recording Star

COCHRAN, SYLVIA
WAVU, Albertville, Ala.
COLE, NAT 'KING'
The Nat 'King' Cole Show
NBC-TV
COLLINS, DOROTHY
Your Hit Parade
NBC-TV
COLLINS, JOHNNY
WOKJ, Jackson, Miss.
COLLINS, TEX
Nitely Serenade
WAZL, Hazleton, Pa.
CONRAD, STAN
Keyboard Capers
WEDO, McKeesport, Pa.
COPELAND, ALAN
Your Hit Parade
NBC-TV
CORBET, PAT
Joe Taylor Show
WGL, Fort Wayne, Ind.
COREY, JILL
Your Hit Parade
NBC-TV
CROCKETT, JAN
The Jimmy Dean Show
CBS-TV
CROSBY, BING
Ford Road Show
CBS

— D —

DALE, ALAN

Arlene Francis Show, Steve Allen Show, NBC-TV; Big Record, CBS-TV

DAVIS, JEANETTE
Arthur Godfrey Time
CBS
DAVIS, JO
The Jimmy Dean Show
CBS-TV
DAVIS, SHERRY
Music in 3 D
KRLD-TV, Dallas, Tex.
DAY, DENNIS
Jack Benny Show
CBS
DEAN, GERAL
Breakfast Club
ABN
deCAMP, ARDENE
Bill Weaver Show
KCBS, San Francisco, Calif.
De LUCIA, CAMILLO
Neapolitan Serenade
WSTV-TV, Steubenville, Ohio
DENNY, EDMUND
WIBW-TV, Topeka, Kan.
De NOON, BIG JIM
KWBB, Wichita, Kan.
DEWITT, DOT
WHSC, Hartsville, S.C.
De WITT, KAY
WABI-TV, Bantor, Me.
DOBBS, ESTELLINE
Religious Song Stylist
KBOP, Pleasanton, Tex.
DOLAN, JOE
WEEK-TV, Peoria, Ill.
DOREY, RAY
WHDH-TV, Boston, Mass.
DOUGLAS, BILL
Down in the Old Song Bag
KONG, Visalia, Calif.
DOUGLAS, MIKE
The Howard Miller Show
NBC-TV, WNBQ, Chicago, Ill.
DRESSLAR, LEN
In Town Tonight
WBBM-TV, Chicago, Ill.
DREW, DORIS
The Tennessee Ernie Ford Show
NBC-TV
DUNCAN, CAMILLA
Music in 3 D
KRLD-TV, Dallas, Tex.
DUNN, BOB
The Billy Knox Show
KLX, Oakland, Calif.
DUNNE, JIMMY
Musically Yours
WTTG, Washington, D.C.
DYER, STAN
KOSA-TV, Odessa, Tex.

THE MELLO-LARKS

HOWARD MILLER SHOW

NBC-COLOR TV

Represented by Jerry Levy—200 W. 57th St.-N.Y.C.
CI. 6-8431

— E —

ERICKSON, HELENE
B. New York City, N. Y.; Opera, Concert, Radio-TV, Club Dates, Dramatic Animations, Paramount Pictures, etc.

— F —

FERNANDEZ, ROSITA
KCOR, KCOR-TV, San Antonio, Tex.
FISHER, EDDIE
The Eddie Fisher Show
NBC-TV
FLOOD, DICK
The Jimmy Dean Show
CBS-TV
FOLAND, MYLES
WCPO-TV, Cincinnati, Ohio

FORD, MARY
B. July 7, Pasadena, Calif.; Big Record, Jimmy Dean Show, CBS

FOSTER, DENISE
The Wayne Mack Show
WFAA-TV, Dallas, Tex.
FRANKLIN, JOE
WKMT, Kings Mountain, N.C.

— G —

GALE, PATTI
WMIS, Natchez, Miss.
GARCIA, ADA
Romance Musical
KCOR, KCOR-TV, San Antonio, Tex.
GAY, SUSANNE
Soundtrack
KTRK-TV, Houston, Tex.
GIBBS, GEORGIA
The Georgia Gibbs Show
NBC-TV
GIBSON, DON
Midday Merry-go-Round
WNOX, Knoxville, Tenn.
GIBSON, VIRGINIA
Your Hit Parade
NBC-TV
GORDON, GEORGE
Danny and the Dudes
WTOK-TV, Meridian, Miss.
GORDON, PHIL
WALA-TV, Mobile, Ala.
GORME, EYDIE
Tonight Show, The Steve Allen Show
NBC-TV
GRAMMER, BILLIE
The Jimmy Dean Show
CBS-TV
GRAVES, BILLIE
The Jimmy Dean Show
CBS-TV
GRAY, RUDY
KMAC, San Antonio, Tex.

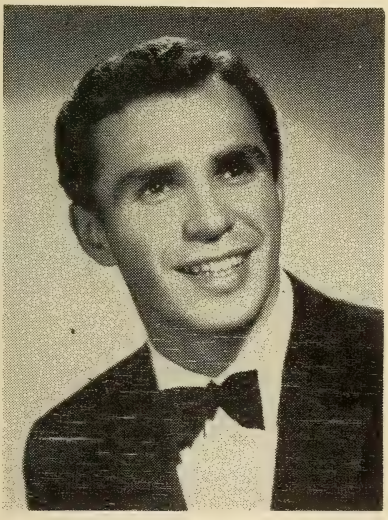
GREY, LANNY & GINGER
Jingle-Transcriptions for: Quaker State Oil, Almay Cosmetics, Barricini Candy, Yonkers Raceway, Campbell's Soups, Adam Hats

GRIFFIN, MERV
ABN

GROVE, BETTY ANN
Stop the Music, Paul Winchell Show, ABC-TV; CBS Celebrity Time, Bert Parks Shows, Stork Club, Summer Time Revue, Big Payoff, CBS-TV; Jim Backus Show, ABC

— H —

HAGAMAN, CHARLES
Midday Merry-go-Round
WNOX, Knoxville, Tenn.
HALBURNT, JOE JR.
Petticoat Partyline
WBRC-TV, Birmingham, Ala.
HALL, BUDDY
Jim Reeves Show
ABN
HAMILTON, DAVE
Willie Thall Show
WKRC-TV, Cincinnati, Ohio
HANLEY, PETER
Bill Kemp Show
ABN
HANSON, BURT
Good Neighbor Time
WCCO, WCCO-TV, Minneapolis, Minn.
HARRIS, JACK
WJR, Detroit, Mich.
HARVEY, MEL
Feminine Fancies
WKZO-TV, Kalamazoo, Mich.
HASKELL, JACK
Jim Backus Show
ABN
HAYES, RICHARD
Bandstand, NBC; Robert Q Lewis Show, CBS
HAYMES, DICK
For You
CBS
HENDRIX, ELAINE
Bar 20
KYTV, Springfield, Mo.
HESTER, JAY
Quartet Time
WFPA, Fort Payne, Ala.



DON CASANAVE

ABC-PARAMOUNT
RECORDING STAR



BETTY ANN GROVE
SINGING STAR
Jim Backus Show—Daily ABN
Jubilee Records
Personal Mgr.
PETER DEAN

HOLLY, WES
Cartoon Corral
WOC-TV, Davenport, Iowa
HOLT, BETTY
Bill Kemp Show
ABN
HONEYDREAMERS (GROUP)
Jim Backus Show
ABN
HOOD, DARLA
Merv Griffin Show
ABN
HOUSER, RAY
Take It Easy Time
WTON, Staunton, Va.
HOUSTON, BOB
Do you remember?
KVBC, Farmington, N.M.
HUFFMAN, JULE
WSAZ-TV, Huntington, W. Va.
HUGGINS, HANK
KTRE, KTRE-TV, Lufkin, Tex.
HULS, RALEIGH
Smiling Time
WFUR, Grand Rapids, Mich.
HUNNICUTT, CAROL
Corner Store
WBT, Charlotte, N.C.

— I —

IRVIN, SMITTY
The Jimmy Dean Show
CBS-TV

— J —

JAMES, BARBARA
Musical Almanac
JETER, KRISTY LEE
Floyd & Lee Show
KFLJ, Walsenburg, Colo.
JOHNSON, BILLY
Fun House
WTTG, Washington, D.C.
JOHNSON, HOYT
WKUL, Cullman, Ala.
JOHNSON, JUDY
Robert Q. Lewis Show
CBS
JONES, EDDIE
KOA, Denver, Colo.
JONES, HERBIE
The Jimmy Dean Show
CBS-TV
JONES, WILLIAM
WKLX, Paris, Ky.

— K —

KELSEY, GERDA
Waltz Time
WHLM, Bloomsburg, Pa.
KERR, ANITA QUARTET
Jim Reeves Show
ABN
KIRK, RED
Get Up and Go
WLO, Louisville, Ky.
KLICK, MARY
The Jimmy Dean Show
CBS-TV
KNIGHT, JIM
KOEL, Oelwein, Iowa
KRONBERG, BONNIE
WOOD, WOOD-TV, Garnd Rapids, Mich.
KURTZ, BUD
Hotpoint Varieties
WHIS-TV, Bluefield, W. Va.
KWOCK, KENNETH
KULA-TV, Honolulu, Hawaii

— L —

LANDIS, BOB AND ALICE
KAAA, Kingman, Ariz.
LANDRY, ANN & ART
Open House
WCAX-TV, Burlington, Vt.
LANE, ABBE
Xavier Cugat Show
NBC-TV
LANSON, SNOOKY
Your Hit Parade
NBC-TV
LARAWAY, LARRY
Music in the Afternoon
WJEH, Gallipolis, Ohio

LA ROSA, JULIUS
Ed Sullivan Show, CBS-TV

LAWRENCE, STEVE
Tonight Show, The Steve Allen Show
NBC-TV
LEACH, BILLY
Jim Conway Show
WBBM-TV, Chicago, Ill.
Le GARDE TWINS
Double Time
KTLA, Los Angeles, Calif.
LeMASTER, MARY JANE
WMBD, WMBD-TV, Peoria, Ill.
LEONETTI, TOMMY
Your Hit Parade
NBC-TV
LEWIS, BILL
Caesar's Hour
NBC-TV
LINK, CARLTON
WEVA, Emporia, Va.
LLOYD, BETTY
Moods in Melody
WSFC, Somerset, Ky.
LLOYD, TOMMY
WTOD, Toledo, Ohio
LOR, DENISE
The Garry Moore Show
CBS-TV
LORENZO, GERRE
Melody Time
WPME, Punxsutawney, Pa.
LUCAS, JIM
Sky Castle Serenade
WSGN, Birmingham, Ala.
LUDRICK, NORMA
WHSC, Hartsville, S.C.
LYNN, JERRY
Sunday Night at the Palladium
NBC-TV
LYNN, JUDY
Big Payoff
CBS-TV
LYNN, NICKY
Songs of Yesterday
WJBB, Haleyville, Ala.

— Mc —

McCLENDON, SAMUEL
WCRY, Macon, Ga.
McCLURE, HARRIET
Teen Tempo
WLBT, Jackson, Miss.
McEWEN, ALICE
Mr. & Mrs. Music
KIMN, Denver, Colo.
McEWEN, LEN
Mr. & Mrs. Music
KIMN, Denver, Colo.

— M —

MACKENZIE, GISELE
Your Hit Parade, The Gisele MacKenzie Show
NBC-TV
MANNING, HOWARD
Breakfast at Sheraton
WBEN, WBEN-TV, Buffalo, N.Y.
MARSHALL, JUDY
Hayloft Hoedown, Midday Round-up
WHAS, WHAS-TV, Louisville, Ky.
MASK, JAMES
WCPC, Houston, Miss.
MASSEY, CURT
KRCA, Los Angeles, Calif.
MASSEY, SALLY
Swingtime Jamboree
WBCK, Battle Creek, Mich.
MAYS, ZILLA
Dream Girl
WAOK, Atlanta, Ga.
MEADOWS, JANE
Voice in the Old Village Choir
WHIS-TV, Bluefield, W. Va.
MEEKS TRIO
Home Town Jamboree
KBHS, Hot Springs, Ark.

MELLO-LARKS
Howard Miller Show, Jerry Lewis Show, NBC-color TV

MELTON, GLEN
Toast 'n' Coffee
WGBF, Evansville, Ind.
MEREDITH, BUDDY
KOTA, KOTA-TV, Rapid City, S.D.
MILLER, MAC
WCBI-TV, Columbus, Miss.
MINTON SISTERS
Say it with Music
KPSO, Falfurrias, Tex.
MITCHELL, CONNIE
Jim Conway Show
WBBM-TV, Chicago, Ill.
MONS, JOHN
KDUZ, Hutchinson, Minn.
MONTONDAN, BILL
Woman's World
KTBC-TV, Austin, Tex.
MORAN, LUPITA
KWKW, Pasadena, Calif.
MORATH, MAX
KVOR, Colorado Springs, Colo.
MORELAND, MERIGAIL
Teen Club
WGN-TV, Chicago, Ill.
MORGAN, MARION
KNX, Los Angeles, Calif.
MOTEN, ETTA
WMAQ, WNBQ, Chicago, Ill.

— N —

NASH, BARNES H.
WCYB, WCYB-TV, Bristol, Va.
NELSON, JIM
WDBO-TV, Orlando, Fla.

NELSON, RICKY
B. May 8, 1940, Teaneck, N. J.; The Adventures of Ozzie and Harrit, ABC-TV; Recording Star for Verve

NOEL, DICK
Breakfast Club
ABN
NOTEWORTHIES (GROUP)
Bill Kemp Show
ABN

— O —

O'CONNELL, HELEN
The Helen O'Connell Show, Today Show
NBC-TV
O'DAY, PAT
Beantown Matinee
WEEI, Boston, Mass.
O'HEREN, DICK
WHK, Cleveland, Ohio
OLSEN, DOROTHY
Bandstand
NBC
O'NEIL, DON
WHFB, Benton Harbor, Mich.

OSTROM, BERNIE
KVOX, Fargo, N.D.
OTTA, NONA
KICO, Calexico, Calif.

— P —

PALMER, A. P.
WWON, Woonsocket, R.I.
PALMER, COY
Club 1340
KPDN, Pampa, Tex.
PARKER, GLORY
Woman's World
KTBC-TV, Austin, Tex.
PARKER, RANDALL
WKBV, Richmond, Ind.
PATTERSON, CLIFF
Jewelry Bar
KYTV, Springfield, Mo.
PETERS, PETE
WFRC, Reidsville, N.C.
PETERSON, MARLAN
Noontime RFD
WMT-TV, Cedar Rapids, Iowa
PICKETT, BILL
Coffee Call
WHAS, WHAS-TV, Louisville, Ky.
PIERSON, JEANNIE
KTVH, Hutchinson, Kan.
POTTER, ED
Notes and Nonsense
WTSB, Lumberton, N.C.
PROCTOR, EMILY
WAVU, Albertville, Ala.

— R —

RABEL, FRED
KHAM, Albuquerque, N.M.
REES, PATSY
Teen Platter Party
KENS-TV, San Antonio, Tex.
REEVES, GLENN
WQIK, Jacksonville, Fla.
REEVES, JIM
ABN
REMER, PHYLLIS
Willie Thall Show
WKRC-TV, Cincinnati, Ohio
RHODES, SLIM
KWEM, Memphis, Tenn.
RIANHARDT, MARY ANN
Star Sales Luncheon
WPAY, Portsmouth, Ohio
RICHMOND, JUNE
Marlingaires
WREN, Topeka, Kan.
ROBBINS, CORKY
Ted Steele Variety Show
WOR-TV, New York, N.Y.
ROBBINS, GEORGE
Listen While you Lunch
WEBR, Buffalo, N.Y.
RODKA, HARRY
KXLA, Pasadena, Calif.
ROMAN, DICK
Johnny Pearson Show
ABN
RONDO, DON
Herb Oscar Anderson Show
ABN

ROSS, LANNY
WCBS-Radio

ROSS, ROBERTA
WMOD, Moundsville, W. Va.
RYAN, BUCK
The Jimmy Dean Show
CBS-TV
RYERSON, JIM
Radio Hymnal
WMUU, Greenville, S.C.

— S —

SABO, KAREN
Hill Billy Sweetheart
KNDC, Hettinger, N.D.
ST. CLAIR, BILL
Beantown Matinee
WEEI, Boston, Mass.
SANDERS, CURLEY
WBRT, Bardstown, Ky.
KTVH, Hutchinson, Kan.
SANDERS, MACK
Kansas Mack Tradin' Post
SATISFIERS (GROUP)
Herb Oscar Anderson Show
ABN
SCHMEER, BILL
Nitely Serenade
WAZL, Hazleton, Pa.
SCOT, PATRICIA
In Town Tonight
WBBM-TV, Chicago, Ill.
SCOTT, GWEN
Sontag Spins
WOC, WOC-TV, Davenport, Iowa
SHARP, TIP
Country Music Director
WWKY, Winchestor, Ky.
SHELTON, JOE
Reilly Springs Jamboree
KSST, Sulphur Springs, Tex.
SHOMETTE, BILL
Crossroads Store
KENS-TV, San Antonio, Tex.

SHORE, DINAH
The Dinah Shore Show, The Chevy Show
NBC-TV

SINATRA, FRANK
B. 1915, Hoboken, N. J.; The Frank Sinatra Show, ABC-TV; Recordings for Capitol Records

SKELTON, EDDIE
Rock & Pop
WJHL-TV, Johnson City, Tenn.
SKINNER, JIMMIE
Home Folks Party
WNOP, Newport, Ky.
SMITH, WINSTON
KLGN, Logan, Utah
SOSA, PACHITO
WHOM, New York, N.Y.
SOSBEE, TOMMY
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Songs For You
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Ed Harvey Show, Hi Neighbor
WCAU-TV, Philadelphia, Pa.
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KGNC, KGNC-TV, Amarillo, Tex.

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WTSB, Lumberton, N.C.
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TAYLOR, MORRIS
KHSL-TV, Chico, Calif.
TEMPLE, PICK
Giant Ranch
WTOP-TV, Washington, D.C.

THOMAS, DANNY
B. Jan. 6, 1914, Dearfield, Mich.; The Danny Thomas Show, CBS-TV

THOMPSON, HAGAN
Teen Tempo
WLBT, Jackson, Miss.
TILTON, MARTHA
Curt Massey Show
KRCA, Los Angeles, Calif.
TRUMAN, RALPH
WTSL, Hanover, N.H.
TRUSLEY, BOB
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KRMS, Osage Beach, Mo.
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TUREK, BEVERLY
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TURNER, JACK
WSFA-TV, Montgomery, Ala.

— V —

VALLI, JUNE
Andy Williams—June Valli Show

— W —

WARD, ALTON
Fascination Time
WJQS, Jackson, Miss.
WARD, MADDY
Joe Martin Calling
WOW, WOW-TV, Omaha, Neb.
WARREN, DON
Sontag Spins
WOC, WOC-TV, Davenport, Iowa
WATSON, DOLORES
Jim Reeves Show
ABN
WELLS, JACK
KLZ-TV, Denver, Colo.
WELLS, SPUD
Hillbilly
KNCO, Garden City, Kan.
WHITMAN, ROGER
Man Around the House
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KGFL, Roswell, N.M.
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WRIGHT, HANK
Barnyard Jamboree
WJPF, Herrin, Ill.
WRIGHT, RUBY
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WLW-TV, Cincinnati, Ohio
WRIGHTSON, EARL
Arlene Francis Show
NBC-TV
WYNN, JAN
Dinner Date
WJR, Detroit, Mich.

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WTIC-TV, Hartford, Conn.

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Suspicion
NBC-TV

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Leave it to Beaver,
Bachelor Father
CBS-TV

ADKINS, GLENN JR.
Organ Moods
WLOS-TV, Syracuse, N. Y.

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ABC-TV

ALEXANDER, DAVID
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AWANA, CLIFF
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AYERS, TED
Face the Nation
CBS, CBS-TV

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BAILEY, ED
Truth or Consequences
NBC-TV

BAILEY, JAMES
WKZO-TV, Kalamazoo, Mich.

BANNER, BOB
Chevy Show (Dinah Shore)
NBC-TV

BARKER, CECIL
Bing Crosby and His Friends: Red Skelton Show, CBS-TV

BARNHIZER, DAVE
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BOWE, GEORGE
WTIC-TV, Hartford, Conn.
BOWER, DALLAS
Adventures of Sir Lancelot
ABC-TV
BRADDOCK, ART
Jim Neal Show
WJTV, Jackson, Miss.
BRADY, BEN
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CBS-TV
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WAVE-TV, Louisville, Ky.
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Adventures of Rin Tin Tin
ABC-TV
BRODHEAD, JOHN
All American Game of the Week
ABC-TV
BRODKIN, HERBERT
Studio One
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Wild Bill Hickok
ABC-TV
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NBC
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Hi Kids
WKRC-TV, Cincinnati, Ohio
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ABC-TV
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Adventure Time
WTVM, Columbus, Ga.

BURKE, CAROLINE
B. July 7, 1922, Portland, Ore.; Wisdom Series, Vacation Wonderlands, NBC

BURR, Eugene
The Verdict is Yours
CBS-TV

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Garden Gate
CBS
CALLAHAN, ED
KMGM-TV, Minneapolis, Minn.
CALLAWAY, BOB
WALB-TV, Albany, Ga.
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Eye on New York
WCBS-TV, New York, N. Y.
CHRISTENSEN, JAMES
WBEN-TV, Buffalo, N. Y.
CHUMLEY, RAY
WRGP-TV, Chattanooga, Tenn.
CHUN, CLARENCE
KONA-TV, Honolulu, Hawaii
CLAMAN, JULIAN
Have Gun, Will Travel
CBS-TV
CLARK COLBERT
Tales of the Texas Rangers
ABC-TV
CLAVER, BOB
Captain Kangaroo
CBS-TV
CLAWSON, GRANT
KSL-TV, Salt Lake City, Utah
COATES, PAUL
Confidential File
KTTV, Hollywood, Calif.
COLE, BUD
Club Oasis
NBC-TV
COLE, SIDNEY
Adventures of Robin Hood
CBS-TV
COLGAN, FRED
WGEM-TV, Quincy, Ill.
COLLIGAN, JAMES
Let's Take a Trip
CBS-TV
COLLYER, BUD
Beat the Clock
CBS-TV
CONNELL, DAVE
Captain Kangaroo
CBS-TV

COOLEY, LEE

Perry Como Show, NBC-TV; "Big Record", CBS-TV

COOPER, MAX
All Star Golf
ABC-TV
COOPER, SHELDON
Teen Club
WGN-TV, Chicago, Ill.
COOPERMAN, ALVIN
Shirley Temple Storybook
NBC-TV
CORMIER, DON
WALB-TV, Albany, Ga.
CORVO, PHIL
Focus
WNBC, New Britain, Conn.
COSGROVE, ED
Tonight
NBC-TV
COSTELLO, ROBERT
Armstrong Circle Theatre
CBS-TV
COUGHLIN, ALFRED A.
Bill Kemp Show
ABN
CROSS, PERRY
Tonight
NBC-TV
CROTHERS, GEORGE
Invitation to Learning
CBS

— D —

DANIEL, AL FRED
WLBT, Jackson, Miss.
DANZIGER, EDWARD
Saber of London, Detective's Diary
NBC-TV
DANZIGER, HARRY
Saber of London, Detective's Diary
NBC-TV

DARLEY, DIK

B. Dec. 12, 1923, Hollywood, Calif.; Spike Jones Show, CBS-TV; The Lux Show starring Rosemary Clooney, NBC-TV

DAUGHERTY, JEAN
Magic Toy Shop, Toy Shop Jamboree
WHEN-TV, Syracuse, N. Y.
DAVID RUSS
Fun Fare
KSD-TV, St. Louis, Mo.
DAVIS, EDDIE
Adventure at Scott Island
ABC-TV
DAVIS, WALT
Off the Record (Teen Age)
KTSM-TV, El Paso, Tex.

De ANGELO, CARLO

Producer

DEL VALLE, JAIME

B. Jan. 19, 1910, Los Angeles, Calif.; The Line Up, Yours Truly, Johnny Dollar, CBS-TV; San Francisco Beat, CBS-TV; Film Sales

AXEL GRUENBERG

PRODUCER

for

RALPH EDWARDS'
"THIS IS YOUR LIFE"
NBC-TV

DEMET, PETER
All Star Golf
ABC-TV

DEVENDORF, DON
Cap'n Sandy & the Weather, Wink at the Weather
WSAV-TV, Savannah, Ga.

DISNEY WALT
Zorro, Disneyland
ABC-TV

DOLAN, JAMES M.
Sports Time, Saturday Sports Resume,
Sunday Sports Resume
CBS

DONOHUE, JACK

B. Nov. 3, 1910, New York, N. Y.; Frank Sinatra Show, ABC-TV; George Gobel Show, NBC-TV

DORON, THURSTON
Popeye Theatre
WSFA-TV, Montgomery, Ala.

DORTORT, DAVID
The Restless Gun
NBC-TV

DOUGHERTY, WILLIAM
KONA-TV, Honolulu, Hawaii

DUDDY, LYN
Merv Griffin Show
ABN

DUFF, GORDON

B. June 8, Dundee, Scotland; Studio One, CBS-TV

DUTCHER, BILL
WMT-TV, Cedar Rapids, Iowa

— E —

ECKLUND, LES
Master Control
KTLA, Los Angeles, Calif.

EDELMAN, LOUIS F.
Adventures of Jim Bowie, Wyatt Earp, ABC-TV; The Danny Thomas Show, CBS-TV

EDWARDES, GEORGE
KTBS-TV, Shreveport, La.

EDWARDS, RALPH
Truth or Consequences
NBC-TV

ELLSWORTH, WHITNEY
Superman
ABC-TV

ENGELBACH, DEE
Galen Drake Show, Second Mrs. Burton
CBS

ENGELS, WALTER
Three Star News
WPIX, New York, N. Y.

ENGLANDER, ROGER
New York Philarmonic Young People's Concerts, CBS-TV

EPSTEIN, JON
Adventure at Scott Island
ABC-TV

EPSTEIN, MEL
Broken Arrow
ABC-TV

ESSER, JO
KULA-TV, Honolulu, Hawaii

EVANS, J.G.
Esso Reporter, Showboat, Junior Auction,
WCYB-TV, Bristol, Va.

EVANS, RICHARD
Salt Lake City Tabernacle Choir and Organ Program
CBS

EWING, Ed
Wrestling from Roanoke
WDBJ-TV, Roanoke, Va.

— F —

FAICHNEY, JAMES B.
The Twentieth Century
CBS-TV

FARRAR, PATRICIA
Sunday's Schedule
WRCA-TV, New York, N. Y.

Fassett, Jim
The New York Philharmonic, The Cleveland Orchestra, CBS

FATES, GIL
What's my Line, I've Got a Secret, To tell the Truth;
CBS-TV

FAUSSETT, HUDSON
Tic Tac Dough
NBC-TV

FEDDERSON, DON
The Millionaire, CBS-TV; Date with the Angels, ABC-TV

FEIST, FELIX
The Californians
NBC-TV

FELICE, JACK
Popeye
WPIX, New York, N. Y.

FELLOWS, ROBERT
A Turn of Fate
NBC-TV

FELSHER, HOWARD
Tic Tac Dough
NBC-TV

FELTNER, ELVIN
A Woman's Whirl
WHIS-TV, Bluefield, W. Va.



FELTON, HAPPY
B. Nov. 30, 1907, Bellevue, Pa.; Happy Felton's Knot Hole Gang, Talk to the Stars, Happy Felton's Press Box, WOR-TV; It's a Hit, CBS-TV; Knothole Gang—Bobo Newsom, WAAP-TV

FELTON, NORMAN F.
B. April 29, 1913, London, England; Studio One, U. S. Steel, CBS-TV

FENNELLY, VINCENT
Trackdown
CBS-TV
FERRI, LUCY
The Guiding Light
CBS-TV
FERRIN, FRANK
Andy's Gang
NBC-TV
FINCH, HOWARD
WJIM-TV, Lansing, Mich.
FINCH, JACK
Breadtime Stories
WRGB, Schenectady, N. Y.
FINKLE, ROBERT S.
Perry Como Show
NBC-TV
FISHER, CHARLIE
As the World Turns
CBS-TV
FITZMORRIS, BOB
KRDO-TV, Colorado Springs, Colo.
FLEISCHMAN, STEPHEN
The Twentieth Century
CBS-TV
FLETCHER, VIC
WEEK-TV, Peoria, Ill.
FLOWER, JOHN
Opry Matinee
WSM-TV, Nashville, Tenn.
FOREHAND, JACK
Kiddie Time
WMFD-TV, Wilmington, N. C.

FORREST, RAY
Children's Theatre, WRCA-TV

FOSHKO, ROBERT
Suspicion
NBC-TV
FRAMER, WALT
Big Payoff
CBS-TV
FRANK, REUVEN
News, Outlook
NBC-TV
FREEDMAN, LEWIS
Camera Three
WCBS-TV, New York, N. Y.
FREEMAN, ALBERT
Twenty-One
NBC-TV
FRISTOE, ALLEN
Wendy Warren and the News
CBS
FROMKESS, LEON
Fury
NBC-TV
FRUMKIN, PAUL
Susan's Show
WBBM-TV, Chicago, Ill.
FRYE, WILLIAM
Suspicion, NBC-TV; General Electric Theater, CBS-TV
FUHRMEISTER, DIN
Pantry Playhouse, Cartoon Special
KTNT-TV, Tacoma, Wash.

— G —

GABOR, RAY
Popeye Playhouse
WTJV, Miami, Fla.
GAFT, JIMMY
County Agent
KNDE-TV, Monroe, La.
GALLU, SAM
Navy Log
ABC-TV
GARNER, JAMES
Luther's Matinee
WDEF-TV, Chattanooga, Tenn.
GIERTZ, LARS
SMU TV Workshop
WFAA-TV, Dallas, Tex.
GINGELL, GEORGE
Chattahoochee R.F.D.
WRBL-TV, Columbus, Ga.
GISH, EDWARD
KCRA-TV, Sacremento, Calif.
GLIDDEN, Edith
Romper Room
WOC-TV, Davenport, Iowa
GLUCKSMAN, ERNEST
Jerry Lewis
NBC-TV
GODSIL, HARRY
KPTV, Portland, Ore.
GOETZ, JOHN
Wide, Wide World
NBC-TV
GOLDEN, MYRON
Search for Tomorrow
CBS-TV
GOLDMAN, ROBERT
Seven Lively Arts
CBS-TV
GOLTZ, SIDNEY C.
All Star Golf
ABC-TV
GONYER, GEORGE
WABI-TV, Bangor Me.

Jaime del Valle

"THE LINEUP"

"SAN FRANCISCO BEAT"

GOODELL, JOHN
People are Funny
NBC
GORDON, BOB
KOMO-TV, Seattle, Wash.
GOTTLIEB, ALEX
Oh! Susanna
CBS-TV
GOTTLIEB, LESTER
The Big Record
CBS-TV

GOULD, WALTER J.

B. July 31, 1911, New York, N. Y.; TV-Film Commercials, All nets; Walk Without Fear, NBC; Popcorn Theatre, Ramah, Syndication; Up for Parole, CBS

GRAFF, ROBERT
Look Here, Wisdom
NBC-TV
GRANET, BERT
The Lucille Ball—Desi Arnaz Show
CBS-TV
GRANOFF, BUD
Treasure Hunt
NBC-TV
GRANTET, BERT
Walter Winchell File
ABC-TV
GREATHOUSE, EARL
Paul Bryant Sports Review
KBTX-TV, Bryan, Tex.
GREEN, HAL
Teen Age Barn
WRGB, Schenectady, N. Y.
GREEN, JULES
Steve Allen Show
NBC-TV
GREENE, STAN
Tic Tac Dough
NBC-TV
GREGORY, PAUL
Du Pont Show of the Month
CBS-TV

GRUENBERG, AXEL

B. Aug. 17, Riga, Latvia; This Is Your Life, NBC-TV

GUEDEL, JOHN
House Party, CBS; You Bet Your Life, CBS-TV; People are Funny, NBC-TV

— H —

HAGY, RUTH GERI
College News Conference
ABC-TV
HALL, STUART
WCAC-TV, Burlington, Vt.
HALLACK, EDDIE
Pastor Calls
KRLD-TV, Dallas, Tex.
HANCE, WILEY
Dean Pike
ABC-TV
HANCIN, GEORGE
WJIM-TV, Lansing Mich.
HANNA, ART
This is Nora Drake
CBS
HANSCHMAN, NANCY
Adventures in Science, The Leading Question, CBS
HARBACH, WILLIAM O.
Steve Allen Show
NBC-TV
HARMON, ROY LEE
WOAY-TV, Oak Hill, W. Va.
HARRIS, SHERMAN A.
Lone Ranger
ABC-TV
HARRISON, JOAN
Alfred Hitchcock Presents
CBS-TV
HART, WALTER
The Couple Next Door
CBS
HARTMANN, EDMUND
The Eve Arden Show
CBS-TV
HAY JOHNNY
Margret McDonald Show
WBAP-TV, Fort Worth, Tex.

HAYDEN, RUSSELL

26 Men
ABC Film Syndication
HEATTER, MERRILL
$64,000 Challenge
CBS-TV

HEFFNER, RICHARD D.

B. Aug. 5, 1925, New York, N. Y.; The Open Mind, WRCA-TV; New York, N. Y.
HEIDER, FREDERICK
Voice of Firestone
ABC-TV

HEIN, JAC

Today, NBC-TV
HELTON, AL
Funz-A-Poppin
KOSA-TV, Odessa, Tex.
HENNING, PAUL
BobCumming Show
NBC-TV
HENRY, FRED
Date with the Angels
ABC-TV

JERRY STAGG
PRODUCER

HERRIDGE, ROBERT
Seven Lively Arts
CBS-TV
HERVEY, H. ALLEN
WNDU-TV, South Bend, Ind.
HEVEL, BEN
Weatherscope, Reel 7
KETV, Omaha, Neb.
HEYWARD, LOUIS
Dick Clark—Saturday Night
ABC-TV
HIGGINS, CLYDE
Out Doors Club
WSTV-TV, Steubenville, Ohio
HIND-SMITH, MICHAEL
CBOT, Ottawa, Ont.
HOFFMAN, JOSEPH
Colt .45
ABC-TV
HOFFMAN, Lee
KEY-T, Santa Barbara, Calif.
HOFFMAN, MILT
Rusty Draper Show
CBS
HOFFSES, DONALD D.
WGAN-TV, Portland, Me.
HOLLAND, BOB
WTOK-TV, Meridian, Miss.
HOLLAND, MAURY
Kraft Television Theatre
NBC-TV
HOLLANDER, JEAN
Beat the Clock
CBS-TV
HOLT, NAT
Tales of Wells Fargo
NBC-TV
HOPE, JACK
The Bob Hope Show
NBC, NBC-TV
HOPKINS, BILL
Gene's Breakfast Party
KBET-TV, Sacramento, Calif.
HOSKINS, H. J.
WICS, Springfield, Ill.
HOYT, EDWIN
Special News programs, World News Roundup, CBS-TV
HUDELSON, BEN
Hi Mom
WRCA-TV, New York, N. Y.
HUDSON, Gene
Children's Hour
KYTV, Springfield, Mo.
HUDSON, HAL
Zane Grey Theatre
CBS-TV
HUGGINS, ROY
Maverick
ABC-TV
HUME, DAVID
KCRA-TV, Sacramento, Calif.
HUMMERT, ANN
Backstage Wife, Our Gal Sunday, Romance of Helen Trent, CBS
HURDLE, JACK
Robert Q. Lewis Show
CBS

— I —

IRVING, CHARLES
Kitty Foyle
NBC-TV
ISAACS, CHARLES
Gisele MacKenzie Show
NBC-TV

— J —

JACKSON, GAIL PATRICK
Perry Mason
CBS-TV
JAMPEL, CARL
Paul Winchell Show
ABC-TV
JANIS, HAL
Sid Caeser—Imogene Coca
ABC-TV
JARVIS, IRV
Party Hop
WHIZ-TV, Zanesville, Ohio
JENNINGS, JOHN
Danceland Bandstand
KCRG-TV, Cedar Rapids, Iowa
JOHNSON LEE
Sountrack
KTRK-TV, Houston, Tex.
JOHNSON, RICHARD
KQTV, Fort Dodge, Iowa
JOHNSTON, GERARD
All American Game of the Week
ABC-TV
JOHNSTON, JAMES
WMBD-TV, Peoria, Ill.
JOHNSTONE, JACK
Yours Truly, Johnny Dollar
CBS
JONES, CLARK
Patrice Munsel Show
ABC-TV
JONES, ED
Barn Dance
WOC-TV, Davenport, Iowa
JONES, HARRY
Axel & His Dog
WCCO-TV, Minneapolis-St. Paul, Minn.
JONES, WARREN
Teen Time—Daytime
WTVY, Dothan, Ala.
JURIST, ED
What's it for, NBC-TV; Dotto, CBS-TV

— K —

KANNA, RALPH
Digest, Small Fry Talent Club
WNBC, New Britain, Conn.
KELLERMAN, DON
Lamp Unto My Feet
CBS-TV

NORMAN FELTON

GORDON
DUFF

Studio
One

KELLY, BOB
Kartoon Karnival
KBET-TV, Sacramento, Calif.
KELLY MARY
Today
NBC-TV
KESLER, HENRY
West Point, Adventure at Scott Island
ABC-TV
KILEY, JOSEPH
Forrest Willis Show
WTRI, Albany N. Y..
KIMBROUGH, BILL
WALB-TV, Albany, Ga.
KINBERG, JUD
Seven Lively Arts
CBS-TV
KING, JACK
Top Ten Dance Party
WDXI-TV, Jackson, Tenn.
KNIGHT, LLOYD R.
WGAN-TV, Portland, Me.
KOCH, LEW
Southern Style Serenade
KNDE-TV, Monroe, La.
KOEHLER, GEORGE
American Bandstand
ABC-TV
KOPLIN, MERT
$64,000 Question
CBS-TV
KOURIS, GEORGE
KVTV, Sioux City, Iowa
KROLL, NATHAN
Indictment
CBS
KULER, FRITZ
Football
KRLD-TV, Dallas, Tex.
KUNEY, JACK
Look up and Live
CBS-TV

— L —

LANNON, JAMES
Panorama
KLZ-TV, Denver, Col.
LARGE, DON
Make Way for Youth
LARKIN, JOHN
M-Squad
NBC-TV
LASSALLY, PETER
Nightline
NBC
LAUGHRIDGE, DICK
In & Out
WNOK-TV, Columbia, S. C.
LAYTON, JERRY
Modern Romances
NBC-TV
LEA, ROD
Girl about Town
WLVA-TV, Lynchburg, Va.
LEE, GIL
KBTV, Denver, Col.
LEE, OWEN
West Virginia Outdoors
WBOY-TV, Clarksburg, W. Va.
LEE, ROBERT E.
WSVA-TV, Harrisonburg, Va.
LEICHNER, FRITZ
Romper Room, News
WSAZ-TV, Huntington, W. Va.
LEONARD, DOUG
Boston Movietime
WBZ-TV, Boston, Mass.

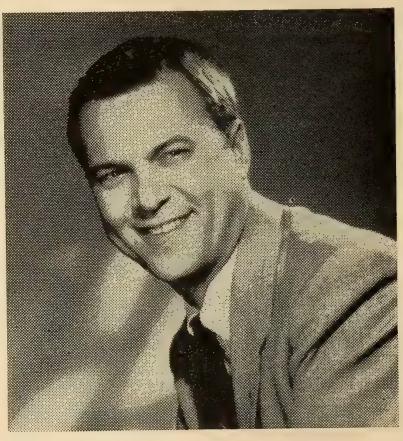
LEONARD, HERBERT B.
B. Oct. 8, 1923, New York, N. Y.; Adventures of Rin Tin Tin, Circus Boy, ABC-TV; The Naked City (In Production) Screen Gems; Dial 116 (In Production) Screen Gems

LEONARD, SHELDON
The Danny Thomas Show
CBS-TV
LESSER, JULIAN
Bold Journey
ABC-TV
LEVINGS, FRED
Panorama Pacific
KNXT, Los Angeles, Calif.
LEVITAN, PAUL
Special Events, Miss America, etc., CBS-TV
LEVY, PARKE
December Bride
CBS-TV
LEVY, RALPH
Shower of Stars
CBS-TV
LEWINE, RICHARD
Du Pont Show of the Month, New York Philarmonic Young People's Concerts CBS-TV
LEWIS, ELLIOT
Court of Last Resort
NBC-TV
LEWIS, RICHARD
Suspicion, Wagon Train, M-Squad
NBC-TV
LEWIS, THERESE
The Brighter Day
CBS-TV
LEWIS, WARREN
Meet McGraw
NBC-TV
LINDEN, BILL
6:30 Spotlite
WTOP-TV, Washington, D.C.
LITTELL, BLAINE
The World Tonight
CBS
LLOYD, TED
My True Story
NBC

Lee Cooley

Producer - Writer - Director

CBS
TV



Jac Hein

Producer

"TODAY" DAVE GARROWAY SHOW

NBC-TV

LOBB, JAMES
KDAL-TV, Duluth, Minn.
LOMAN CEIL MISS
Ted Steele Variety Show
WOR-TV, New York, N. Y.
LONDON, JOHN
Loretta Young Show
NBC-TV
LOUNSBERRY, DAN
Your Hit Parade
NBC-TV
LOUTHER, JOHN
Women's World, What Goes On
WVET-TV, Rochester, N. Y.
LUCAS, WILLIAM E.
Dateline Savannah
WSAV-TV, Savannah, Ga.
LUKSHIS, RAY
Le Gardee Twins
KTLA, Los Angeles, Calif.
LUND, BILL
KFEQ-TV, St. Joseph, Mo.
LUTZ, SAM J.
Lawrence Welk Show,
Lawrence Welk's Top Tunes & New Talent
ABC-TV
LYNAGH, JIM
Romper Room
WSIX-TV, Nashville, Tenn.
LYNCH, CHARLES T.
Channel 3 Clubhouse
WKZO-TV, Kalamazoo, Mich.

— Mc —

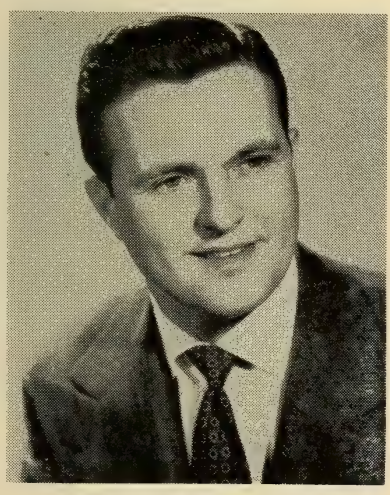
McCARTHY, DEN
WITI, Milwaukee, Wis.

McCLEERY, ALBERT
B. Lawrence, Kan.; Matinee Theater, NBC-TV

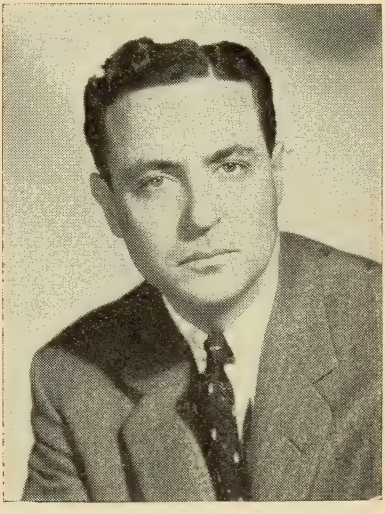
McCUSKER, BILL
Swing to UTOCO
KBOI, Boise, Idaho
McGARRETT, GEORGE
Jim Backus Show
ABN
McHENDRIX, BOB
Willie Thall Show
WKRC-TV, Cincinnati, Ohio
McKAY, DOUGLAS
Howard Miller Program
CBS
McKAY, JIM
Sports Time
CBS
McKNIGHT, TOM
Life of Riley
NBC-TV
McLEAN, JOHN
Big Brother
WBZ-TV, Boston, Mass.
McMANUS, HORACE
Kurt Webster Show
WAVY-TV, Norfolk, Va

— M —

MacDONNELL, NORMAN S.
Gunsmoke
CBS, CBS-TV
MACKENZIE, WILLIAM
WNDU-TV, South Bend, Ind.
MAHONEY, CLAUDE
Radio Farm News
CBS
MALITZ, LESTER M.
Wednesday Night Fights
ABC-TV
MAMMARELLA, TONY
American Bandstand, Dick Clark — Saturday Night,
ABC-TV
MANDEVILLE, BETTY
F.B.I. in Peace and War
CBS
MANSBERGER, JOE
Gene's Canteen
WTVN-TV, Columbus, Ohio
MANSFIELD, IRVING
Polly Bergen Show
NBC-TV
MANULIS, MARTIN
Playhouse 90
CBS-TV
MARKS, HILLIARD
Jack Benny Program
CBS, CBS-TV
MARLOWE, MICHAEL
Capitol Cloakroom
CBS
MARTIN, DOUG
WCHS-TV, Charleston, W. Va.
MARX, SAMUEL
The Thin Man
NBC-TV
MASELLI, DAN
Connecticut Life
WHCT, Hartford, Conn.
MASSON, BOB
Comedy Time
NBC-TV
MAX, GORDON
WMBD-TV, Peoria, Ill.
MAYER, HAROLD
Conquest
CBS-TV
MEACHAM, JUSTIN
Press Conference
WSBT-TV, South Bend, Ind.
MEYERS, JOSEPH O.
Biographies in Sound
NBC
MIDGLEY, LESLIE
The Twentieth Century,
Special News Programs,
CBS-TV
MILLER, ALAN
Suspicion
NBC-TV



RAY FORREST
PRODUCER-HOST
CHILDREN'S THEATRE
WRCA-TV



RICHARD D. HEFFNER
PRODUCER-MODERATOR
"OPEN MIND"
WRCA-TV

MILLER, JACK
Captain Kangaroo
CBS-TV
MINER, DICK
Iowa Basketball
KCRG-TV, Cedar Rapids, Iowa
MINGIOLI, JOSEPH
WXEX-TV, Petersburg-Richmond, Va.
MONROE, HOWARD
Jamboree
WBTW, Florence, S. C.
MONTAGNE, EDWARD
Phil Silvers Show
CBS-TV
MOORE, DON
KTBS-TV, Shreveport, La.
MORGAN, JIM
Do you trust your wife
ABC-TV
MORRIS, JERRY
WTVK, Knoxville, Tenn.
MORROW, BILL
Ford Road Show (starring Rosemary Clooney and Bing Crosby), The Edsel Show; CBS, CBS-TV
MORROW, BILL
WSJV, South Bend-Elkhart, Ind.
MUIR, ROGER
Howdy Doody
NBC-TV
MULDERICK, RAY
Terrytoon Circus
WOR-TV, New York, N. Y.
MUNZELL, SPECS
WIS-TV, Columbia, S. C.
MURPHY, VINCE
WFBG-TV, Altoona, Pa.
MUSIELLO, FRANK
Peter and Mary Show
CBS
MYNATT, HARRY
Queen for a Day
NBC-TV

— N —

NAUD, TOM
Pat Boone Chevy Showroom
ABC-TV
NEISEN, MATT
Bowling Stars
ABC-TV

NELSON, OZZIE
Adventures of Ozzie & Harriet
ABC-TV

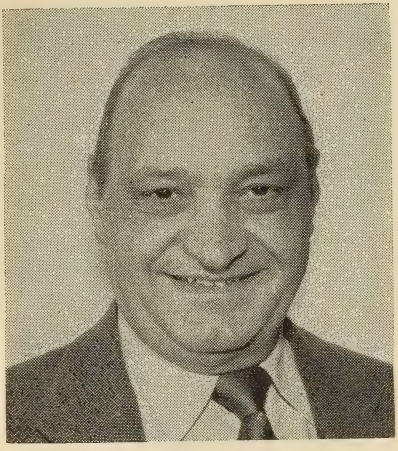
NEMSER, SANDRA
Answer, Please!
CBS
NEUMAN, ALAN
Wide, Wide World
NBC-TV
NICHOLSON, MALCOMB
WNCT, Greenville, N. C.
NOAH, ROBERT
Tic Tac Dough, Twenty-One
NBC-TV
NOBLE, FRED
KTBC-TV, Austin, Tex.
NORTHSHIELD, ROBERT J.
Seven Lively Arts
CBS-TV
NORTON, DON
WBBM-TV, Chicago, Ill.
NORVIEL, HARRY
KOB-TV, Albuquerque, N. M.

— O —

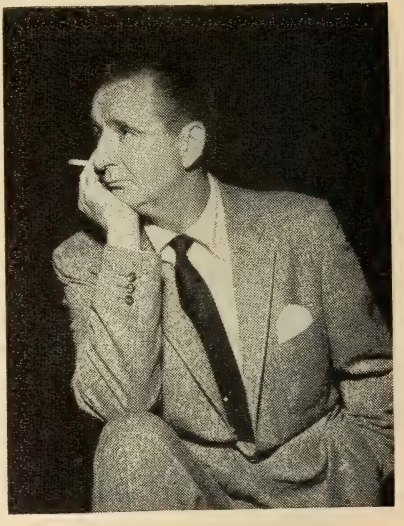
O'MALLEY, BOB
Erieland Newsreel
WSEE, Erie, Pa.
OPENSHAW, BYRON
KSL-TV, Salt Lake City, Utah
OPPENHEIMER, MIKE
Sez Who!
CBS
CBS-TV
ORR, WILLIAM T.
Cheyenne, Maverick, Colt .45, Sugarfoot
ABC-TV
OTTER, JACK
Today
NBC-TV

— P —

PALMER, SI
KOA-TV, Denver, Col.
PALMER, TOM
Wayne Mack Show
WFAA-TV, Dallas, Tex.
PARCHER, OLIVER
Hoosier Favorite
WSBT-TV, South Bend, Ind.
PARKER, CLYDE
Coffee Break
KARK-TV, Little Rock, Ark.
PARRIS, JACK
11th Hr. Newsreel, Sports Final, Best of Hollywood
KETV, Omaha, Neb.
PATTERSON, JIM
Portfolio and Choir Hour
WCYB-TV, Bristol, Va.
PAYNE, TED
KONO, San Antonio, Tex.
PEED, EMILY M.
Listen Ladies, What's Cookin'
WJPB-TV, Fairmont, W. Va.
PEHLMAN, CARL
KeeVee Circus
KKTV, Colorado Springs, Col.
PEPIN, LEO
Adventures of Ozzie & Harriet
ABC-TV



CARLO DeANGELO
PRODUCER-DIRECTOR
Radio — Television — Theatre
TV Films
JU 2-1515



JACK PHILBIN
Producer
"THE BIG RECORD", CBS-TV

PETERSON, CLIFF
Breakfast Club
ABN
PETERSON, EDGAR
Climax

PHILBIN, JACK

B. Lynn, Mass.; The Jackie Gleason Show, The Vic Damone Show, The Big Record, CBS-TV

PICKENS, ART
All Star Golf
ABC-TV
PIERCE, SAM
Amos 'n' Andy Music Hall
CBS
PILKINGTON, BOB
Hayloft Hoedown
WHAS-TV, Louisville, Ky.
PINCUS, IRVING
Real McCoys
ABC-TV
PINCUS, NORMAN
Real McCoys
ABC-TV
PITTMAN, FRANK
Tombstone Territory
ABC-TV
POLLACHEK, CHARLES
The Edge of Night
CBS-TV
POWER, JULES
Time for Fun
WABC-TV, New York, N. Y.

— R —

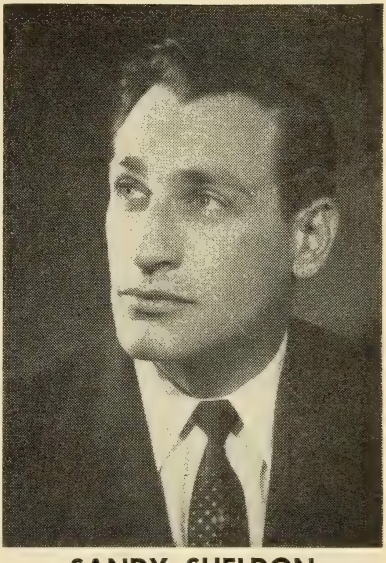
RAINS, FRED
Man on the Plaza
KYTV, Springfield, Mo.
RALSTON, GILBERT A.
High Adventures with Lowell Thomas
CBS-TV
RAND, DICK
KENI-TV, Anchorage, Alaska
RANDALL, DAVE
WTOC-TV, Savannah, Ga.
NBC-TV
REYEL, JACK
Las Vegas Shows
NBC-TV
READE, REG
Helen Neville Show
WGR-TV, Buffalo, N. Y.
REED, MANN
KBTV, Denver, Colo.
REEVES, CHARLES D.
Dick Clark—Saturday Night
ABC-TV
REUTHER, MARSHALL
Mid-Day Matinee
WGR-TV, Buffalo, N. Y.

REYNOLDS, SHELDON

Dick and the Duchess
CBS-TV
RICCA, ERNEST
The Secret Storm, Love of Life
CBS-TV
RICHARD, HARRY
WMBR-TV, Jacksonville, Fla.
RICHTER, DICK
Johnny Mountain
WBOY-TV, Clarksburg, W. Va.
ROACH, HAL JR.
Telephone Time
ABC-TV
ROBERTS, PAUL
The Best in Music, Road to Life
CBS
ROBINSON, TOMMY
Jump Town
WNOK-TV, Columbia, S. C.
ROBSON, WILLIAM
Suspense
CBS
ROBY, HOWARD
WTVN-TV, Columbus, Ohio
ROCKLIN, FRED
WPSD-TV, Paducah, Ky.
RODIN, GIL
Eddie Fisher Show
NBC-TV
RODNEY, EUGENE B.
Father Knows Best
NBC-TV
ROGERS, TED
Wide, Wide World
NBC-TV
ROGERS, TOM
Today's Kitchen
KTSM-TV, El Paso, Tex.
ROLAND, WILL
Arthur Godfrey Time
CBS
ROMINE, CHARLES
U. N. in Action, Odyssey
CBS-TV
ROOT, JOE
WLBT, Jackson, Miss.
ROSEN, BERNIE
Jack of All Sports
WTVJ, Miami, Fla.
ROSENBERG, E. J.
The People's Choice
NBC-TV
ROSENBERG, FRANK P.
Suspicion
NBC-TV
ROSENMAN, S. M.
WXIX, Milwaukee, Wis.
ROSENTHAL, MORT
WDAU-TV, Scranton, Pa.
ROSS, FRANK
Sally
NBC-TV



CAROLINE BURKE



SANDY SHELDON
Producer of
The Barry Gray Network
"Ask The Camera"—WRCA-TV
"Luncheon At Sardi's"—WOR

ROTH, MICKEY
Saturday Night Jamboree
WSAZ-TV, Huntington, W. Va.
ROWE, MARION
Adventure School
KPIX, San Francisco, Calif.

— S —

SANDRICH, MARK JR.
Richard Diamond Private Detective
CBS-TV
SANDS, LARRY
Jingles Show
WPTA, Fort Wayne, Ind.
SANFORD, HERB
The Garry Moore Show
CBS-TV
SAUDEK, ROBERT
Omnibus
NBC-TV
SAUNDERS, DUDLEY
WKXP, Lexington, Ky.
SAWYER, JACK
Miss Whoo?
WLW-A, Atlanta, Ga.
SCHLAAR, WALTER J.
KREM-TV, Spokane, Wash.
SCHERER, ED
Milt Grant Show, Grandpa's Place
WTTG, Washington, D. C.
SCHERMERHORN, JOHN
Kroger Academy Theatre, Farm & Home, Luella Mortenson Show, Fern Fowler Show
WKOW-TV, Madison, Wis.
SCHIMMEL, CLARENCE
The Garry Moore Show
CBS-TV
SCHMYTZ, FRED
Little Rock Today
KARK-TV, Little Rock, Ark.
SCHNEIDER, MARTIN
Right Now, The Way To Go
CBS-TV, New York, N. Y.
SCHULER, ROBERT
Patrice Munsel Show
ABC-TV
SCIOSCIA, MICHAEL
WXEX-TV, Petersburg-Richmond, Va.
SCOTT, STAN
Nine Teen Time
WSTV-TV, Steubenville, Ohio
SEASE, PETE
WSVA-TV, Harrisonburg, Va.
SECONDARI, JOHN
Open Hearing
ABC-TV
SEEMAN, KEN
KOB-TV, Albuquerque, N. M.

SELF, BILL
B. June 21, 1921, Dayton, Ohio; Frank Sinatra Show, ABC-TV

SHAW, ALAN
Let's Dance
KFEQ-TV, St. Joseph, Mo.
SHELDON, JAMES
West Point
ABC-TV

SHELDON, SANDY
The Barry Gray Network, Ask the Camera, WRCA-TV; Luncheon at Sardis, WOR

SHERMAN, ALLAN
I've Got a Secret, Victor Borge's Comedy in Music
CBS-TV
SHOOK, DEL
Top O' the Mornin'
WDBP-TV, Roanoke, Va.
SHRIBMAN, JOSEPH
Lux Show starring Rosemary Clooney
NBC-TV
SILMAN, JIM
Giant Ranch
WTOP-TV, Washington, D. C.
SILVER, ARTHUR W.
Cheyenne
ABC-TV
SIMAN, SI
Country Music Jamboree
ABC-TV
SIMMONS, ED
Just Entertainment
CBS
SIMON, JACK
Big Adventure
KDKA-TV, Pittsburgh, Pa.

SIMPSON, GARRY
B. Feb. 16, 1919, United States; Wide Wide World, Armstrong Circle Theatre, Campbell Soundstage, The Jimmy Durante Show, Philco Television Playhouse, The Ed Wynn Show, NBC-TV

SINGER, AL
Name That Tune
CBS-TV
SISK, ROBERT F.
Wyatt Earp
ABC-TV
SKAGGS, VIC
Josie's Storyland
KDKA-TV, Pittsburgh, Pa.
SKINNER, CHARLES E.
Sgt. Preston of the Yukon
CBS-TV
SKLAR, MICHAEL
Conquest
CBS-TV
SLINGLAND, FRANK
Meet the Press
WRC-TV, Washington, D. C.
SMITH, JOHN SID
Eddie Williams Show
WBAP-TV, Fort Worth, Tex.
SMITH, S. MARK
Suspicion
NBC-TV
SOBOL, EDWARD
Lawrence Welk Show, Lawrence Welk's Top Tunes & New Talent
ABC-TV
SOTHAM, JOHN
The Big News
WLAC-TV, Nashville, Tenn.
SPAFFORD, AL
WFAM-TV, Lafayette, Ind.
SPARKS, ROBERT
The Lineup
CBS-TV
SPEER, CHARLES
Life and the World
NBC
SPENCER, JANET
Paul Winchell Show
ABC-TV
SPIEGEL, BILL
Romper Room
WKNX-TV, Saginaw, Mich.
SPITTLER, BOB
Swing Modern
WOW-TV, Omaha, Neb.
SPIVAK, LAWRENCE
Meet the Press
NBC-TV

STAGG, JERRY

STAPP, JACK
Jim Reeves Show
ABN
STARK, WILBUR
True Story, Modern Romances
NBC-TV
STEARNS, JOHN
Herb Oscar Anderson Show
ABN
STECKEL, NED
Dude Ranch
WTRF-TV, Wheeling, W. Va.
STEIN, WILLIE
To tell the Truth
CBS-TV
STEINBRENNER, WALT
KWWL-TV, Waterloo, Iowa
STEINER, ED
World this Week
WSM-TV, Nashville, Tenn.
STENTA, RICHARD
Mitch Miller Show
CBS
STERNBERG, AL
WCKT, Miami, Fla.
STEVENS, WILLIAM
Weathervane
KTVO, Ottumwa, Iowa
STEWART, JAMES
Romper Room
WNCT, Greenville, N. C.
STEWART, ROBERT
Price is Right
NBC-TV
SUSSAN, HERB
Wide Wide World
NBC-TV
SUSSKIND, DAVID
Du Pont Show of the Month
CBS-TV
SUTTON, HOWARD
Bill & Mary Reid
WLVA-TV, Lynchburg, Va.
SUTTON, TOM
CKLW-TV, Detroit, Mich.
SWANSON, ED
KMGM-TV, Minneapolis, Minn.
SWIMNEWER, ROY
WFBG-TV, Altoona, Pa.
SYDRAL, JAMES
KNOX-TV, Grand Forks, N. D.

— T —

TABER, BILL
All Star Movie
KTNT-TV, Tacoma, Wash.
TARBOX, NORMAN
KWWL-TV, Waterloo, Iowa
TATELMAN, HARRY
Colt .45
ABC-TV
TAYLOR, GENE
Hoedown Jamboree
KOTA-TV, Rapid City, S. D.
TEELA, RICHARD
Stuart Foster Show
CBS
TEICHER, LOUIS
Dance Orchestra, Saturday at the Chase
CBS
THOMAS, FRAZIER
Garfield Goose
WGN-TV, Chicago, Ill.
THOMAS, JERRY
Adventures of Rin Tin Tin
ABC-TV
THOMPSON, CHUCK
Dixon on Disc
WALA-TV, Mobile, Ala.
THORNTON, PHIL
This Morning
KPIX, San Francisco, Calif.
TOMLILSON, TOMMY
You asked for it
ABC-TV
TOUB, WARNER JR.
Mr. Adams and Eve
CBS-TV
TRUE, DICK
KOA-TV, Denver, Colo.
TUGEND, HARRY
George Gobel Show
NBC-TV

TULL, ROBERT
WDBO-TV, Orlando, Fla.
TURET, LAWRENCE M.
WITI-TV, Milwaukee, Wis.
TURNER, BILL
WSPD-TV, Paducah, Ky.
TURNER, ED
Small Talk
WHAS-TV, Louisville, Ky.

— U —

UNGER, MAURICE
West Point
ABC-TV
UTLEY, JOHN
WOWL-TV, Florence, Ala
UZZELL, AL
Studio Wrestling
WTVW, Evansville, Ind.

— V —

VONDERGEEST, JEROME
KLZ-TV, Denver, Colo.

— W —

WADE, ED
Coffee Break
WBTW, Florence, S. C.
WAGNON, BILL
Town Hall Party
KTTV, Hollywood, Calif.
WALLACE, CHARLES
KVAR, Mesa, Ariz.
WALSH, BILL
Mickey Mouse Club
ABC-TV
WASCH, GEORGE
KPTV, Portland, Ore.
WASSERMAN, ALBERT
The Twentieth Century
CBS-TV
WATSON, PAUL
Party Line
WSFA-TV, Montgomery, Ala.

WEBB, JACK
Dragnet
NBC-TV

WEBB, MARK
KSYD-TV, Wichita Falls, Tex.
WEBB, WILLIAM
Mr. Adams and Eve
CBS-TV
WEINSTEIN, BILL
The Last Word
CBS, CBS-TV
WEINSTEIN, HANNAH
Adventures of Sir Lancelot, Buccaneers, ABC-TV; Adventures of Robin Hood, CBS-TV
WELBORN, BILL
Hey Kids
WTVW, Evansville, Ind.
WEST, BOB
Looney Tunes
WHFD-TV, Wilmington, N. C.
WEST, BROOKS
The Eve Arden Show
CBS-TV
WHEELER, DWIGHT
WAKR-TV, Akron, Ohio
WHITAKER, ARTHUR
WSJV, South Bend-Elkhart, Ind.
WHITE, ANDY
Tombstone Territory
ABC-TV
WHITE, SAM
My Friend Flicka
NBC-TV
WHITEHOUSE, WILLIAM
Sports Focus
ABC-TV
WHITMAN, ROGER
Man around the House
CBS
WHITMIRE, ERNIE
WKNX-TV, Saginaw, Mich.
WIGHTMAN, WARREN
WHEC-TV, Rochester, N. Y.
WILKINS, BILL R.
Carl Story Show
WLOS-TV, Asheville, N. C.
WILLIAMS, BILL
Popeye
WLAC-TV, Nashville, Tenn.
WILSON, JACK C.
Hitching Post Theatre
WAVY-TV, Norfolk, Va.
WILSON, JOE
The Pat Torpey Show, News
WVET-TV, Rochester, N. Y.
WINSOR, ROY
The Secret Storm, Love of Life, Hotel Cosmopolitan
CBS-TV
WOLAS, EVA
Climax, Jane Wyman Show
CBS-TV, NBC-TV
WOLFE, ED
Ma Perkins
CBS
WOOD, BARRY
Wide Wide World
NBC-TV
WOOLERY, JOE
Sock Hop
KVSO-TV, Ardmore, Okla.
WORLEY, JACK
WOWL-TV, Florence, Ala.
WOSKA, JOHN
WDBO-TV, Orlando, Fla.

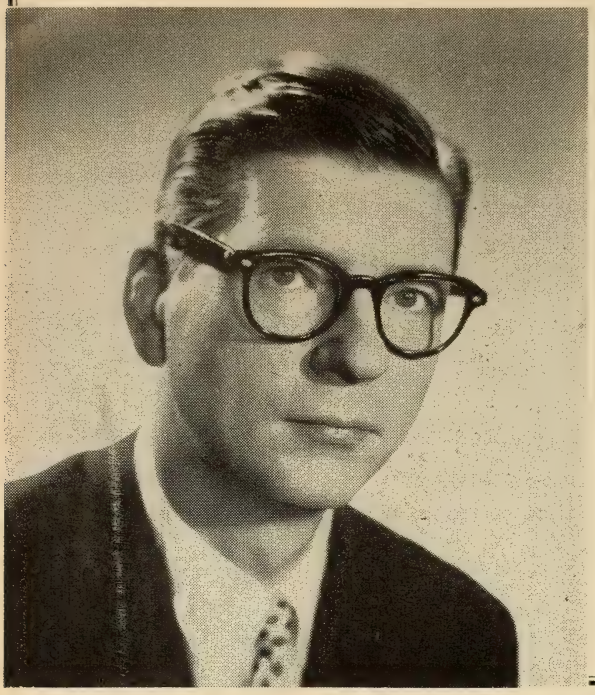
— Y-Z —

YATES, TED JR.
Mike Wallace Interview
ABC-TV
YAWS, HOWARD
KONO, San Antonio, Tex.
YORKIN, BUD
Ford Show (Tennessee Ernie)
NBC-TV
YOUNG, ROBERT
The Church of the Air
CBS
YOUNGBLOOD, HAL
Stage 11
WJHL-TV, Johnson City, Tenn.
ZARZANA, AL
Kitikik's Party
KTRK-TV, Houston, Tex.
ZIRATO, BRUNO JR.
For You, Robert Q. Lewis Show
CBS
ZOUSMER, JESSA
Person to Person
CBS-TV

For Important

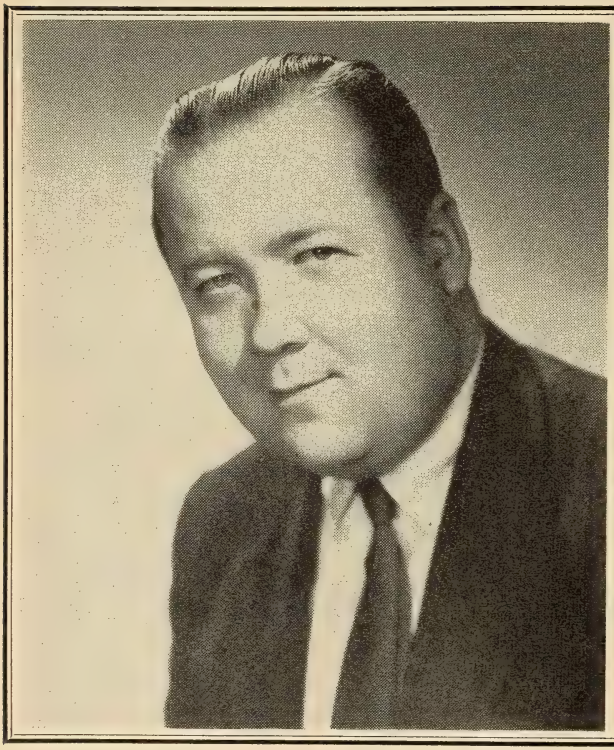
Telephone Numbers

See Pages 100-107



Claude Kirchner

MU. 8-6600



tom o'brien

judson 6-6300

ANNOUNCERS — MC'S

RADIO AND TELEVISION
—their work during 1957

— A —

ABBOTT, JIM
KFJZ-TV, Fort Worth, Tex.

ABBOTT, WALT
KFOX, Long Beach, Calif.

ABRAMS, TERRY
WKOK, Sunbury, Pa.

ADAMS, JIMMY
Musical Fun
KBBS, Buffalo, Wyo.

AGA, ERCEL
KXRA, Alexandria, Minn.

ALBERGHINI, HAL
WCOU, Lewiston, Me.

ALLAN, LEE
WAVY-TV, Norfolk, Va.

ALLEN, BOB
WHFB, Benton Harbor, Mich.

ALLEN, JOHN
Early Birds
WFAA, WFAA-TV, Dallas, Tex.

ALLEN, TONY
WUSJ, Lockport, N. Y.

ALLISON, GENE
WISH-TV, Indianapolis, Ind.

ALSTON, JOE
Shock
KENS-TV, San Antonio, Tex.

AMECHE, JIM
Festival of Stars
NBC-TV

AMMERMAN, DAN
Danny's Hideaway
WVAM, Altoona, Pa.

AMOLE, GENE
KDEN, Denver, Colo.

ANDERSON, ANDY
Top O' the Morning
WPAM, Pootsville, Pa.

ANDERSON, AL
Spins & Needles
KGVO, KMSO, Missoula, Mont.

ANDERSON, ED
Radio Bazaar
WTIC-TV, Hartford, Conn.

ANDERSON, ERNIE
Tri-City Ballroom
WTRY, Troy, N. Y.

ANDERSON, GORDON
WKZO-TV, Kalamaoo, Mich.

ANDERSON, HAROLD
WSWW, Plattsville, Wis.

ANDERSON, HERB
WPIN, St. Petersburg, Fla.

ANDERSON, KIRK
WFGM, Fitchburg, Mass.

ANDERSON, WARREN
The Plainsman
KFDA-TV, Amarillo, Tex.

ANDREWS, DAVE
Dinnerbell Round-Up
KMBC, Kansas City, Mo.
KFRM, Concordia, Kan.

ANDREWS, JOHNNY
The Johnny Andrews Show,
Monitor
NBC

ANDREWS, JOHNNY
Sunday's Schedule
WRCA-TV, New York, N. Y.

ANSBRO, GEORGE
Bill Kemp Show
ABN

ANTHONY, GEORGE
WOND, Pleasantville, N. J.

ANTHONY, J.
Roving Reporter
WHBI, Newark, N. J.

ANTOINE, TEX
Tex Antoine & The Weather
NBC-TV
NBC-TV

ARCE, MARTIN
KIFN, Phoenix, Ariz.

ARGUMEDO, OSCAR
KCOR, KCOR-TV,
San Antonio, Tex.

ARLON, JAY
WFBM-TV, Indianapolis, Ind.

ARMSTRONG, BOB
KGRN, Grinnell, Iowa

ARNEY, FRANK
WOI-TV, Ames, Iowa

ARNOLD, BOB
WCSH-TV, Portland, Me.

ARNOLD, GARY
Petticoat Partyline
WBRC-TV, Birmingham, Ala.

ASTOL, LALO
KCOR, KCOR-TV,
San Antonio, Tex.



BILL SHIPLEY

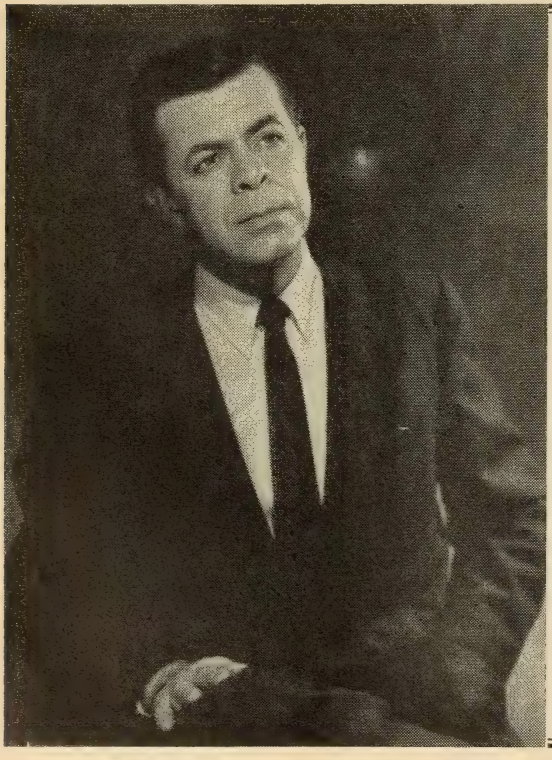
ATCHER, RANDY
Old Kentucky Barn Dance
WHAS, WHAS-TV,
Louisville, Ky.
ATKINSON, BILL
WNEX, Macon, Ga.
AUSTIN, FLETCHER
Silver Screen
WBT, Charlotte, N. C.
AUSTIN, TED
Party Line
WSTP, Salisbury, N. C.
AUXER, ED
WLIP, Kenosha, Wis.
AVERY, MARC
WAIR, Winston-Salen, N. C.
AVERY, PATSY
Adventure Time
WTVM, Columbus, Ga.

— B —

BABBIT, HARRY
KNX, Los Angeles, Calif.
BACARELLA, JOSEPH
WMIC, Monroe, Mich.
BAHR, GIL
KUAM, KUAM-TV, Agena,
Guam, M. I.
BAILEY, WILLIAM C.
WIBV, Belleville, Ill.
BAKER, DONALD
WGGG, Gainesville, Fla.
BAKER, JIM
KTWO-TV, Casper, Wyo.
BAKER, PAUL
Rise 'n Shine
WLAD, Danbury, Conn.
BALL, NOEL
WSIX-TV, Nashville, Tenn.
BALLARD, BOB
Musical Retreat
WGTC, Greenville, N. C.
BANE, TERRY
WPET, Greensboro, N. C.
BANK, GAIL
RFD & MU Farm Show
KOMU-TV, Columbia, Mo.
BARBER, BILL
The Barbershop
WOOD, Grand Rapids, Mich.
BARBER, DON
Midday Movie
WCKT, Miami, Fla.
BARBER, RED
Red Barber's Corner
NBC-TV
BARKER, BOB
Truth or Consequences
NBC-TV
BARLOW, JOHN C. JR.
KSL, KSL-TV,
Salt Lake City, Utah
BARNHART, PHIL
Instrumentally Yours
KODI, Cody, Wyo.
BARON, DON
Hi Ladies
WVCH, Chester, Pa.
BARON, RICHARD
Club 800
WCCM, Lawrence, Mass.
BARRIE, ART
People's Opinion
WSPD-TV, Toledo, Ohio
BARRY, BERT
KGMS, Sacramento, Calif.
BARRY, TODD
Day Dreamer Show
WJJL, Niagara Falls, N. Y.
BARRY, TOM
WOL, Washington, D. C.
BARSTOW, PETE
WICE, Providence, R. I.
BARTLETT, RAY
KNLR, N. Little Rock, Ark.
BARUCH, ANDRE
WABC, New York, N. Y.
BASELEON, GEORGE
WEEK-TV, Peoria, Ill.
BASS, JOHN
WKRM, Columbia, Tenn.
BASSETT, JOHN
WBZ, WBZA, WBZ-TV,
Boston-Springfield, Mass.
BEAL, JOHN
Hollywoods Best
WNHC-TV, New Haven, Conn.
BEATTY, BILL
WWTB, Tampa, Fla.
BEATTY, MORGAN
Monitor
NBC
BECK, DON
Country Club
WARL, Arlington, Va.

BECK, JACKSON
B. July 23, 1912, New York, N. Y.; U. S. Steel Hour, CBS-TV; FBI in Peace & War, CBS; Commercials for Chesterfield, Fab, Scotkins

BECKMAN, SPOOK
WTVN, Columbus, Ohio
BELKNAP, ALBERT
Musical Timetable
WESX, Salem, Mass.
BELL, ALFRED
Disc Jockey Derby
KTRK-TV, Houston, Tex.
BENDER, AUGIE
WJWS, South Hill, Va.
BENDER, TED
Open Mike
KTSM, El Paso, Tex.
BENEDICT, ANDY
WWRL, New York, N. Y.
BENNETT, BERN
Beat the Clock
CBS-TV
BENNETT, LOU
WHAR, Clarksburg, W. Va.



CY

HARRICE

— • —

SU. 7-5400

BENNETT, ROGER
WTSP, St. Petersburg, Fla.
BERG, KARL
Ham n' Eggs
KWBB, Wichita, Kans.
BERG, LEE
International Musicale
KFML, Denver, Colo.
BERRY, JACK
WAGA, WAGA-TV, Atlanta, Ga.
BERTENSHAW, BILL
The USA Show
WHBI, Newark, N. J.
BETHEL, AL
Crayon Capers
WLBR-TV, Lebanon, Pa.
BINFORD, WILLIAM
KONE, Reno, Nev.
BINGE, RALPH
Breakfast in Bedlam
WHRV, Ann Arbor, Mich.
BINKIN, SYL
First Five
WMAY, WMAY-TV, Springfield, Ill.
BIRDAN, BIRD
WPTZ, Plattsburgh, N. Y.
BIVANS, BOB
WITY, Danville, Ill.
BLACK, BILL
Jr. Auction, Buckskin Bill
WAFB-TV, Baton Rouge, La.
BLACK, DAVE
WMC, WMCT, Memphis, Tenn.
BLACK, MARTIN
Nite Owl Club
KLRJ-TV, Henderson, Nev.
BLACK, SHIRL
Coffee Time
KFXD, Nampa, Idaho
BLAINE, JIM
KBMI, Henderson, Nev.

BLAINE, JIMMY

Stop the Music, CBS-TV; Hold that Camera, Dumont; Nescafe Commercials; Ruff 'n Reddy, NBC-TV; TV Teen Club, Talk of the Town, ABC-TV; Music and Mr. Blaine, ABC

BLAIR, CURT
Popeye Theatre
WSFA, Montgomery, Ala.
BLAIR, FRANK
Life and the World, Monitor
NBC
BLANCHARD, LOWELL
Midday Merry-go-Round
WNOX, Knoxville, Tenn.
BLANTON, WALLY
KFJZ, Fort Worth, Tex.
BLEDSOE, HAL
Music til Midnight
WSAV, WSAV-TV, Savannah, Ga.
BLISS, JOCK
Party Line
KFRU, Columbia, Mo.
BOHRER, BOB
WRVM, Rochester, N. Y.
BOLTON, AL
Corral
KSLA-TV, Shreveport, La.
BOLTON, JOE
Abbott & Costello
WPIX, New York, N. Y.
BOOKS, GENE
Breakfast Party
WHIZ, WHIZ-TV, Zanesville, Ohio
BOOTH, JERRY
Jingles Show
WPTA, Fort Wayne, Ind.
BOROM, BILL
Music to Drive By
WOAI-TV, San Antonio, Tex.
BOSS, ART
KVOX, Fargo, N. D.
BOSWORTH, CHET
Alarm Clock Club
WIRY, Plattsburg, N. Y.
BOVA, JOE
Cartoon Festival
WABC-TV, New York, N. Y.
BOWMAN, ROGER
News
NBC-TV
BOYETTE, PAT
Giant Movie
KENS-TV, San Antonio, Tex.
BRADFORD, ROY
WRKH, Rockwood, Tenn.
BRADLEY, LYLE
WRVA, Richmond, Va.
BRADSHAW, THOMAS
KSL-TV, Salt Lake City, Utah
BRADY, JOSH
WBBM-TV, Chicago, Ill.
BRAGG, NELSON
WJDA, Quincy, Mass.

BRAND, JACK

B. Dec. 25, Chicago, Ill.; United States Steel Hour, CBS

BRANDT, MEL
Modern Romances, Monitor
NBC, NBC-TV
BRANDY, BOB
WRBL-TV, Columbus, Ga.
BRASCIA, VINCE
Nitehawk
KBMI, Henderson, Nev.
BRAUD, AL
WJBW, New Orleans, La.
BRAUN, BOB
WLW, WLW-T, Cincinnati, Ohio
BREITHBARTH, HANS
Wake Up & Be Happy
KGNB, New Braunfels, Tex.



JERRY DAMON

Announcer

Narrator

M.C.

NBC — NBC-TV

BRIGGS, FRED
KONA-TV, Honolulu, Hawaii
BRYAN, GEORGE
High Adventure with Lowell Thomas
CBS-TV
BRISCOE, ROY
WSTV-TV, Steubenville, Ohio
BRITT, PAUL
KDEF, KOB-TV, Albuquerque, N. M.
BRITTON, BARBARA
$64,000 Challenge, $64,000 Question
CBS-TV
BRODIE, EARLE
Best on Wax
WAKN, Aiken, S. C.
BROOK, PHIL
WDBO-TV, Orlando, Fla.
BROOKS, JACK
Breakfast Newsboy
WCCC, Hartford, Conn.
BROUGHMAN, DON
KENO, Las Vegas, Nev.
BROWN, ART
WWDC, Washington, D. C.
BROWN, BILL
WOI-TV, Ames, Iowa
BROWN, ED
WGBB, Freeport, N. Y.
BROWN, JIM
The Big Parade
WSMB, New Orleans, La.
BROWN, PHIL
WPBC, Minneapolis, Minn.
BROWN, RED
Saturday Circus
KROD-TV, El Paso, Tex.
BROWNELL, BENNED
KFIV, Modesto, Calif.
BROWNING, DOUG
Johnny Pearson Show
ABN
BRUGGEMAN, VERN
KUTV, Salt Lake City, Utah
BRUNNER, LARRY
WCPO-TV, Cincinnati, Ohio
BRYAN, BILL
Stamps for Shoppers
KTOK, Oklahoma City, Okla.
BURNS, JACK
KCNA, Tucson, Ariz.
BURNS, MEL
KOCY, Oklahoma City, Okla.
BURNS, RICHARD
WCRB, Boston, Mass.

BURNS, STAN

Entertainment Press Conference, Dumont; NBC Monitor, Cerebral Palsy Telethon, WOR-TV; Stan Burns Show, WINS

BURRELL, JERRY
Something Special
KNOR, Norman, Okla.
BUSSARD, ADALINE
KTEL, Walla Walla, Wash.
BUSSE, HENRY JR.
The Heavy Hank Show
KOWH, Omaha, Neb.
BUTLER, BETTY
Starlight Theatre
WEAT, West Palm Beach, Fla.
BUTLEY, JAY
WJAK, Jackson, Tenn.
BYRON, BOB
WKAT, Miami Beach, Fla.
BYRUM, GEORGE
KBTV, Denver, Colo.

— C —

CAFASSO, WILLIAM
Cape Ann Hour
WESX, Salem, Mass.
CAIN, JESS
WNDU, WNDU-TV, South Bend, Ind.
CALDWELL, LARRY
Milkman Show
KCSJ, KCSJ-TV, Pueblo, Colo.
CALKINS, BLEAN A.
Man on the Street
KCOB, Newton, Iowa
CALLAHAN, BOB
WNAV, Annapolis, Md.
CALLIGAN, VAN
WXIX, Milwaukee, Wis.

CAMARGO, RALPH

U. S. Steel, Our Miss Brooks, William Bendix Show, Have Gun Will Travel, CBS-TV

CANE, LEN
1340 Club
WIRY, Plattsburg, N. Y.
CANTER, RUSS
Betty Newton
WBNS-TV, Columbus, Ohio
CANTFOAT, VAN
Hitching Post Theatre
WAVY-TV, Norfolk, Va.
CARD, CLELLAN
As You Like It
WCCO, WCCO-TV, Minneapolis, Minn.
CARL, HERB
KONO, San Antonio, Tex.
CARLE, BENNY
Circle 6 Ranch
WBRC-TV, Birmingham, Ala.
CARLISE, TOM
Nite Beat
KVOD, Denver, Colo.
CARLISLE, JIM
Teen Time Tunes
WLAG, Lagrange, Ga.

Jim Coy

RADIO-TV
COMMERCIALS
FILMS
MC-HOST

JU. 2-8800



CARNETT, WILLIAM
WJLB, Detroit, Mich.
CAROTA, FRED
WWSC, Glens Falls, N. Y.
CARPENTER, KEN
Lux Video Theatre
NBC-TV
CARR, BOB
WSAZ-TV,
Huntington, W. Va.
CARROLL, FRANK
1350 Club
WPCT, Putnam, Conn.
CARRALL, RALPH
Binghamton, N. Y.
WNBF-TV,
CARSON, ED
WJIM-TV, Lansing, Mich.
CARSTENS, AL.
KATE, Albert Lea, Minn.
CARTER, BILL
WIRJ, Humbolt, Tenn.
CARTER, MARK
KVOR, Colorado Springs, Colo.
CARTER, ROGER
After Dark
WGAR, Cleveland, Ohio

CARUSO, CARL

Father Knows Best, O.S.S., It's Fun to Travel

CARVER, JOHNNY
KFAB, Omaha, Neb.
CARY, TOM
KMTV, Omaha, Neb.
CASE, LEE
WCBM, Baltimore, Md.

CASE, NELSON

Wide Wide World, Sid Caesar, Jane Wyman, NBC-TV; Baseball and Football, CBS-TV; Celebrity Playhouse, State Trooper, Syndicated

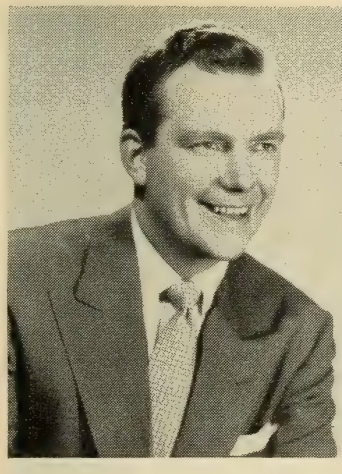
CASSIDY, TED
WCOA, Pensacola, Fla.
CAUDILL, CARL
Quiz Club
WRC-TV, Washington, D. C.
CAUSEY, CAP'N. BID
KNDE-TV, Monroe, La.
CEDRIC, BILL
WNLK, Norwalk, Conn.
CHAMPENESS, HAL
Chic Adams Show
KENI-TV, Anchorage, Alaska
CHARLES, BRUCE
Party Line
WHK, Cleveland, Ohio
CHENAUSKY, WALTER
Midday Matinee
WCAT, Orange, Mass.
CHILDS, JACK
Bumper to Bumper
WCOA, Pensacola, Fla.
CHANCELLOR, GREGG
KSTR, Grand Junction, Colo.
CHASTEEN, BOB
WEBC, Duluth, Minn.
CHEVILLAT, DON
The Tunesmith
WNDU, WNDU-TV,
South Bend, Ind.
CLARK, DICK
American Bandstand
WFIL, Philadelphia, Pa.
CLARK, JEFF
Big Movie
KFSD-TV, San Diego, Calif.
CLARK, PAUL
WHAS-TV, Louisville, Ky.
CLAY, TOM
Jack the Bellboy
WJBK, WJBK-TV,
Detroit, Mich.
CLAYTON, BOB
Movie 7
WCKT, Miami, Fla.

CLEARY, BILL
In Town Today
KREX-TV, Grand Junction, Colo.
CLEARY, ED
WELO, Tupelo, Miss.
COBB, DAVID
Jim Reeves Show
ABN
COBB, WALLY
WAPO, Chatanooga, Tenn.
COLDWELL, TOM
WBOW, Terre Haute, Ind.
COLE, BIFF
WTVW, Evansville, Ind.
COLE, CANE
WLOK, Memphis, Tenn.
COLE, LYNN
Teen Time
KCAR, Clarksville, Tex.
COLE, PETER
WEAT, West Palm Beach, Fla.
COLEMAN, BOB
Merry-go-round
WJPA, Washington, Pa.
COLLINS, DOUG
WKST-TV, New Castle, Pa.
COLLINS, FRED
Five Start Matinee
NBC
COLLINS, JERRY
WNOX, Knoxville, Tenn.
COLLINS, KEN
KONE, Reno, Nev.
COLLINS, TOM
WKBZ, Muskegon, Mich.

COLLYER, BUD

Beat the Clock, To Tell the Truth, CBS-TV

COMLEY, JACK
WKNB, New Britain, Conn.



RALPH PAUL

— MANAGEMENT —
GEORGE F. FOLEY

730 Fifth Ave. JUdson 6-4312



RALPH CAMARGO
RADIO—TV
ACTOR—ANNOUNCER
NARRATOR
JU 2-8800

COMO, HUNTER
KDAL, KDAL-TV, Duluth, Minn.
CONNOR, BURT
Music for a Sunday
WALK, Patchogue, N. Y.
CONRAD, SAUL
Tops in Pops
WPAC, Patchogue, N. Y.

CONTE, JOHN

B. Sept. 15, Palmer, Mass.; Matinee Theater, NBC-TV

CONWAY, JIM
WBBM-TV, Chicago, Ill.
COOK, ALLAN
WKZO-TV, Kalamazoo, Mich.
COOK, JIM
WHBU, Anderson, Ind.
COOKE, ALISTAIR
Omnibus
NBC-TV
COOPER, BOB
KONO, San Antonio, Tex.
COOPER, JOE
KOLN-TV, Lincoln, Neb.
COOPER, JOHN
Johnny Mountain
Clarksburg, W. Va.
CORBETT, JOHN
Car and Kitchen
WBEN, WBEN-TV, Buffalo, N.Y.
CORCORAN, BILL
King-Tv, Seattle, Wash.
COREY, DAVID J.
WHWB, Rutland, Vt.
CORRIGAN, JOHN
Say it with Music
WMOD, Moundsville, W. Va.
COSTA, FRANK
Sunrise Serenade
WKIT, Garden City, N. Y.
COSTABILE, AL
Polka Time
WRJN, Racine, Wis.
COTTLE, BOB
WHDH-TV, Boston, Mass.
COUGHLAN, DICK
Bugs Bunny Show
WGN-TV, Chicago, Ill.

COY, JIM

B. October 5, 1916, Kansas City, Mo.; Playhouse 90, Doug Edwards News, CBS-TV; Summer Serenade, NBC; Nat King Cole Show, NBC-TV; Radio New York, WOR; Code Three, WRCA-TV, WPIX

CRAIG, CHUCK
KPIN, Casa Grande, Ariz.
CRAIG, GEORGE
KSYD, KSYD-TV, Wichita Falls, Tex.
CRAIG, VERN
WKAP, Allentown, Pa.
CRANE, BOB
KNX, Los Angeles, Calif.
CREWS, JAMES
WATM, Atmore, Ala.
CRISSY, DON
WBNY, Buffalo, N. Y.
CROCKER, SID
Million Dollar Premiere
WAFB-TV, Baton Rouge, La.
CROUCHET, GEORGE
KPAC, Port Arthur, Tex.
CULLEN, BILL
Pulse, NBC
Price Is Right, NBC-TV
CULVER, CAL
Keyboard Kapers,
Mike Dosch Show,
Saturday Circus
KFYR-TV, Bismarck, N. D.
CURRIE, BILL
Tempus Fugit
WRAL, WRAL-TV, Raleigh, N. C.
CUTTING, ROBERT J.
This, That & The Other
KGMC, Englewood, Colo.

— D —

DALE, BOB
The Early Show
KFMB-TV, San Diego, Calif.
DALE, CURLEY
KFNF, Shenandoah, Iowa
DALE, JACK
KFYO, Lubbock, Tex.
DALE, JEFF
Ark-La-Tex Jubilee
KWKH, Shreveport, La.

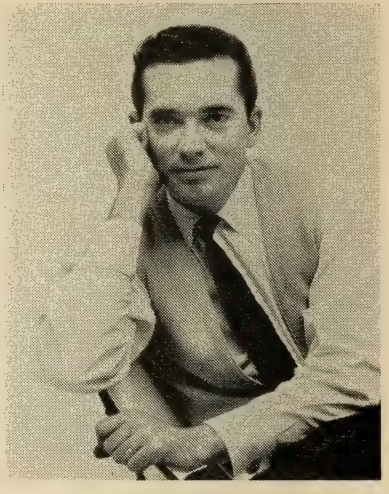
DAMON, JERRY

B. Orange, N. J.; NBC-TV Opera Theatre, Hy Gardner Calling, NBC-TV; Marathon, NBC Network News on the Hour, Monitor, NBC

DANIEL, DAN
WDGY, Minneapolis, Minn.
DANIELS, ED
WVMI, Biloxi, Miss.
D'ARCY, MIKE
KBON, Omaha, Neb.
DARIEN, FRANK
KSJO, San Jose, Calif.
DARY, ALAN
WBZ-TV, Boston, Mass.
DAVID, RUSS
Playhouse Party
KSD, KSD-TV, St. Louis, Mo.
DAVIES, BOB
KOOL-TV, Phoenix, Ariz.



BILL ROGERS
—Management—
George F. Foley
730 Fifth Ave. JUdson 6-4312



DON MORROW
ANNOUNCER-HOST-ACTOR
JU 2-8800

DAVIES, BUD
Dance Party
CKLW-TV, Detroit, Mich.
DAVIS, BILL
KSYD, KSYD-TV,
Wichita Falls, Tex.
DAVIS, BRUCE
WDZ, Decatur, Ill.
DAVIS, CHUCK
Money for Music
KTOK, Oklahoma City, Okla.
DAVIS, ED
Rebel Reveille
WRBL, WRBL-TV,
Columbus, Ga.
DAVIS, GENE
Melody Matinee
KNGS, Hanford, Calif.
DAVIS, GENE
Melody Matinee
KNGS, Hanford, Calif.
DAVIS, GEOFF
WROW, WTEN, Albany, N. Y.
DAVIS, RAY
WBMD, Baltimore, Md.
DAY, BOB
WOKZ, Alton, Ill.
DAY, GEORGE
KERO-TV, Bakersfield, Calif.
DEAL, FRANK
Looney Tunes
WCYB-TV, Bristol, Va.
DEAL, JACK
WHCU, Ithaca, N. Y.
DEANE, BUDDY
WJZ-TV, Baltimore, Md.
DEANE, JERRY
WISC-TV, Madison, Wisc.
DEBEAU, LARRY
Home ward Bound
WTOL, Toledo, Ohio
de CARO-SKANDERBEG, PAUL
Continental Music
WRLB, Providence, R. I.

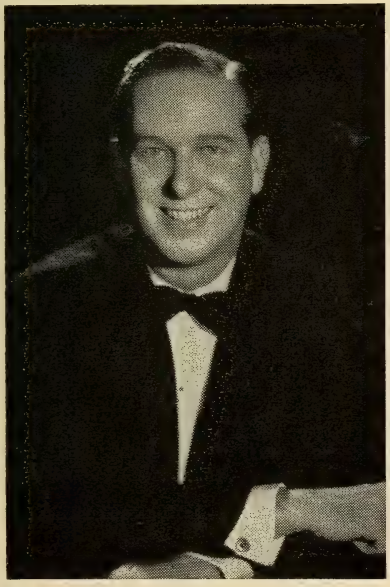
DEE, TOMMY
WSBT-TV, South Bend, Ind.
DeHAVEN, BOB
Good Neighbor Time
WCCO, WCCO-TV,
Minneapolis, Minn.
DELL, FRANK
Polka Party
WJAC, WJAC-TV,
Johnstown, Pa.
DELLINGER, JAN
KGFW, Kearney, Neb.
del RIO, JOSE PEREZ
Buenos Dias
KIWW, San Antonio, Tex.
DeMARCO, JOHN
KULU, KULU-TV,
Honolulu, Hawaii
DeMOSS, LYLE
WOW, WOW-TV,
Omaha, Neb.
DENNIS, BILL
Downbeat
WEAM, Arlington, Va.
DEVINE, ANDY
Andy's Gang
NBC-TV
DEWAR, ROD
CJAD, Montreal, Quebec
DeWITT, JOHN
Moods in Music
WCDL, Carbondale, Pa.
DeYOUNG, JOHN
WGL, Fort Wayne, Ind.
DILL, FRANK
Mid-Day Matinee
WGR-TV, Buffalo, N. Y.
DILLINBECK, DICK
The Clock
WGUY, Bangor, Me.
DILLINGHAM, ALEX
WOOD-TV,
Grand Rapids, Mich.

DIXON, BOB
The Edge of Night
CBS-TV
DIXON, JOHN
WALA-TV, Mobile, Ala.
DIXON, PAUL
WLW-T, Cincinnati, Ohio
DOCKINS, KEN
Chest of Silver
WHPB, Belton, S. C.
DODD, FRANK
WPAR, Parkersburg, W. Va.
DODEL, BILL
Rooster Reveille
KRLC, Lewiston, Idaho
DONAHOO, DEL
WOW-TV, Omaha, Neb.
DOOLEY, PETE
Popeye & Pete
WSEE, Erie, Pa.
DOUGLAS, JAMES K.
WKDL, Clarksdale, Miss.
DOUGLAS, PAUL
Adventure Theatre
NBC-TV
DOW, BOB
Bat Cave
WGUY, Bangor, Me.
DOW, DEWEY
WCSH-TV, Portladn, Me.
DOWIE, PAUL
WJEJ, Hagerstown, Md.

DOWNS, HUGH M.

B. Feb. 14, 1921, Akron, Ohio; Jack Paar Show, Monitor, Caesar's Hour, Home, Arlene Francis Show, NBC; Sin Caesar Invites You, ABC

DRAGIN, TED
Tops of the Morning
WSAV, WSAV-TV,
Savannah, Ga.



DEL SHARBUTT

Personal Mgr. - Kal Ross



REX MARSHALL

—MANAGEMENT—
GEORGE F. FOLEY

730 Fifth Ave. JUdson 6-4312

DRUM, DEWEY
Early Risers Club
WSOC, WSOC-TV,
Charlotte, N. C.
DUGDALE, CHARLIE
This Morning
KPIX, San Francisco, Calif.
DUMAS, ROLAND
Music Box
WMAS, Springfield, Mass.
DUNAWAY, AL
WIBR, Baton Rouge, La.
DUNCAN, DOPEY
WKAP, Allentown, Pa.
DUNN, DICK
WLOB, Portland, Me.
DUNN, EDDIE
KATR, Corpus Christi, Tex.
DUNPHY, DON
Calvalcade of Sports
NBC
DuPUY, MONTY
World Tonight
WFBC-TV, Greenville, S. C.
DURAND, G. THOMSON
WTTM, Trenton, N. J.

— E —

EARLE, GEORGE
Breakfast at Heer's
KWTO, Springfield, Mo.
EDWARDS, DOUGLAS
Armstrong Circle Theatre
CBS-TV
EDWARDS, HERB
WDBO-TV, Orlando, Fla.
EDWARDS, JEFFREY
WEAT,
West Palm Beach, Fla.
EDWARDS, JOE
WSAC, Ft. Knox, Ky.
EDWARDS, RICK
WROK, Rockford, Ill.
EDWARDS, TOM
WERE-TV, Cleveland, Ohio
EGGERS, BILL
KVOR,
Colorado Springs, Colo.
EHLE, BOB
Fun Time
WHEN-TV, Syracuse, N. Y.
EIGEN, JACK
WNBQ, Chicago, Ill.
ELLIOT, WIN
Cavalcade of Sports
NBC
ELLIOTT, HANK
WORL, Boston, Mass.
ELLISON, MAX
KECK, Odessa, Tex.
ELLSWORTH, BOB
WTIC-TV, Hartford, Conn.
ELLSWORTH, LEO
KSRV, Ontario, Ore.

EMERICK, BOB

B. Dec. 9, 1915, Tacoma, Wash.; Father Knows Best, Telephone Hour, Peoples Choice, WNBC; Zane Grey Theatre, Cheyenne, Roy Rogers, WCBS

EMERY, BOB
Big Brother
WBZ-TV, Boston, Mass.
ENO, JACK
WEBR, Buffalo, N. Y.
ERWIN, GEORGE
KFJZ, Fort Worth, Tex.
ESSEX, LOU
WCOS, Columbia, S. C.
EVANS, HAL
WDDT, Greenville, Miss.
EVANS, MARK
Sunrise Salute
WTOP, WTOP-TV,
Washington, D. C.
EVANS, MILTON
Disc 'n Data
KNET, Palestine, Tex.
EVERHART, SLIM
Breakfast Bell
KFNF, Shenandoah, Iowa
EYRICH, DICK
WSIR, Winter Haven, Fla.

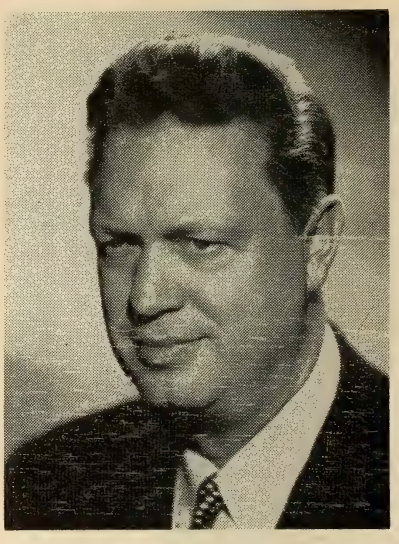
— F —

FAGAN, PAT
TV Dance Party
WGR-TV, Buffalo, N. Y.
FARNSWORTH, BRUCE
WTYM, Springfield, Mass .
FARRINGTON, GLEN
Music Box Revue
WTAX, Springfield, Ill.
FASSETT, JIM
The New York Philharmonic
CBS
FATKIN, MARSHALL
Scan the Weather
WSTV-TV, Steubenville, Ohio
FAYE, MARTY
WBKB, Chicago, Ill.
FENNEMAN, GEORGE
You Bet Your Life
NBC-TV
FERGUSON, DON
Jump Town
WNOK-TV, Columbia, S. C.
FERGUSON, SCOTT
The Music Box
WZOK, Jacksonville, Fla.
FERLISI, UNCLE GARY
Fun Club
KSBW-TV,
Salinas-Monterey, Calif.
FESPERMAN, JAMES
KFSA, KFSA-TV,
Fort Smith, Ark.
FINDLEY, BOB
Especially for You
WSLI, WJTV, Jackson, Miss.



PHIL TONKEN

JU 2-8800



GENE HAMILTON

NBC — WRCA-TV

FINLEY, ART
Tooney Town
KOVR-TV,
Stockton-Sacramento, Calif.
FINLEY, STUART
Other Two Billion,
25th Semester
WRC-TV, Washington, D. C.
FISHER, DON
Talent Trends
WLBR-TV, Lebanon, Pa.
FISHER, ED
WHIZ-TV, Zanesville, Ohio
FISHER, HAL
WSJV,
South Bend-Elkhart, Ind.
FISHER, HOWIE
Fisherman's Wharf
KFMA, Davenport, Iowa
FISHER, JOHN
WCRB, Boston, Mass.
FISHER, JOHN
WCLT, Newark, Ohio
FISHER, TRUMAN
KSET, El Paso, Tex.
FISKE, FRED
WWDC, Washington, D. C.
FITTS, LEW
KSVP, Artesia, N. M.
FITZGERALD, JIM
WGAN-TV, Portland, Me.
FITZGERALD, PAT
WNDU-TV, South Bend, Ind.

FITZMAURICE, MICHAEL

B. April 28, 1918, Chicago, Ill.

FLANNAGAN, BOB
The Timekeeper
WMBG, Richmond, Va.
FLEMING, ARNAULD
Musical Notebook
WCLT, Newark, Ohio
FLETCHER, TOM
Magazine of the Air
WHK, Cleveland, Ohio
FLETCHER, WARREN
KSL-TV, Salt Lake City, Utah
FLYNN, CHARLES
WFBG-TV, Altoona, Pa.
FOLEY, JACK
Musical Caravan
WIZE, Springfield, Ohio
FOLEY, RED
The Red Foley Show
NBC
FOLLIS, WOODY
KSST, Sulphur Springs, Tex.
FORD, JAMES
Easy Listening
WOKO, Albany, N. Y.
FORD, MARK
KDAY, Hollywood, Calif.
FORD, ROZ
All Nite Show
WITH, Baltimore, Md.
FOREMAN, DON
KXLR, N. Little Rock, Ark.
FORREST, RAY
Children's Theatre
WRCA-TV, New York, N. Y.
FORSTER, ROGER
Let's Find Out
WKOW-TV, Madison, Wis.
FOSTER, WALTON
KWFR, San Angelo, Tex.
FOX, LES
WMMW, Meriden, Conn.
FRANKLIN, ALLEN
WKOW-TV, Madison, Wis.
FRANKLIN, JOE
Memory Lane
WABC-TV, New York, N. Y.
FRASER, GORDON
Monitor
NBC
FRASIER, WILSON
WMOX, Meridian, Miss.
FREDERICKS, JOE
WPDX, Clarksburg, W. Va.
FREELAND, BILL
WRVA, Richmond, Va.
FREEMAN, VERNE
Platter Party
WJQS, Jackson, Miss.
FREIN, DEAN
KXIC, Iowa City, Iowa
FRENCH, RICHARD
WILS, Lansing, Mich.
FROH, DAVE
Club 1320
WILS, Lansing, Mich.
FROLAND, JOHN
Cloud Club
WMC, WMCT,
Memphis, Tenn.
FULLEN, GENE
WTVN-TV, Columbus, Ohio
FUNNELL, BOB
KSBW, KSBW-TV, KSBY-TV,
Salinas, Calif.

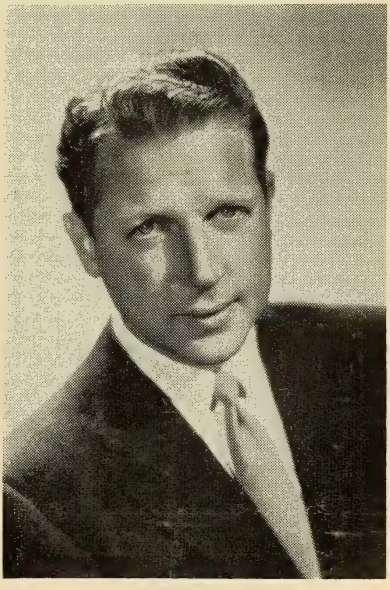
— G —

GAILLARD, MARSHALL
Dawn in Dixie
WAIM, WAIM-TV,
Anderson, S. C.
GAINES, JIM
Record Hop
KALB, KALB-TV,
Alexandria, La.
GALLAHER, EDDIE
Sundial
WTOP, WTOP-TV,
Washington, D. C.
GALLANT, JIM
Bandstand
WNHC-TV, New Haven, Conn.



CARL KING

Management: CARL EASTMAN
80 Park Ave.



BOB EMERICK

GALLOP, FRANK
Monitor,
The Perry Como Show
NBC, NBC-TV
GAMBLING, JOHN A.
Music from Studio X
WOR, WOR-TV,
New York, N. Y.
GANDER, DARREL
KUDZ, Hutchinson, Minn.
GARDNER, REED
WZOK, Jacksonville, Fla.
GARDNER, RUSS
WSVA-TV, Harrisonburg, Va.
GARDNER, WES
Man about the House
WEBJ, Brewton, Ala.
GARRETT, JAMES
Jr. Town Meeting
WJR, Detroit, Mich.
GARROWAY, DAVE
Monitor
NBC
GARTEN, LLOYD
WJIM-TV, Lansing, Mich.
GARVEY, JOSEPH
WHUC, Hudson, N. Y.
GARWOOD, JOHNNY
1240 Club
WNBZ, Saranac Lake, N. Y.
GATZ, DON
KXOA, Sacramento, Calif.
GAVRANOVIC, JOE
American-Czech Hour
KFRD, Rosenberg, Tex.
GAYLORD, WILLIE
WAMS, Wilmington, Del.
GAYNOR, DON
Jimmy Dean Show
CBS-TV
GEERDES, BOB
Dishpan Koncert
KLTI, Longview, Tex.
GENTRY, PAUL
KVIN, Vinita, Okla.
GEORGE, LEE
WMBH, Joplin, Mo.
GERMAIN, BOB
WACR, Columbus, Miss.
GIBBONS, LONNIE
Circle 5 Roundup
KALB-TV, Alexandria, La.
GIBBS, HARRY
Wrangler's Club
KSD-TV, St. Louis, Mo.
GIBSON, ALEC
4-Star Movies
WBBM-TV, Chicago, Ill.
GIBSON, PAUL
WBM-TV, Chicago, Ill.
GILDEMANN, GIL
Coffee Time
KTMS, Santa Barbara, Calif.
GILLESPIE, JOE
Road Show
KNBC, San Francisco, Calif.
GILLIAND, BILL
Saturday Playhouse
CBS-TV
GINDIN, JOSEPH
WHUC, Hudson, N. Y.
GIUFFRE, GUS
KRAM, Las Vegas, Nev.
GLADDEN, BILL
Roadshow
WAVE, WAVE-TV,
Louisville, Ky.
GLEASON, BOB
Pantry Playhouse
KTNT-TV, Tacoma, Wash.
GLOVER, ART
Kitchen Karnival
WDBJ, WDBJ-TV,
Roanoke, Va.
GODFREY, KATHY
Connecticult Life, Meet me at
Maxwell's
WHCT, Hartford, Conn.
GOERNER, BOB
Showtime
KCBS, San Francisco, Calif.
GOLDEN, JERRY
Susan's Show
CBS-TV
GOMEZ, HAROLD
WJBW, New Orleans, La.
GONZALEZ, ED
Clockwatchers
WCMB, Harrisburg, Pa.
GOODING, BOB
KTBC, KTBC-TV,
Austin, Tex.
GOODMAN, EARL
Melody Manor
WVCH, Chester, Pa.
GOODMAN, MAX
The Sheriff Max Show
WDAM-TV,
Hattiesburg, Miss.
GOODWIN, JACK
Platter Parade
WMOU, Berlin, N. H.
GORDON, JOHN
KEX, Portland, Ore.
GORDON, PAUL
800 Radio Row
WLAD, Danbury, Conn.
GOUNDER, JACK
WEEU, Reading, Pa.
GOVE, ELLIOT
Timekeeper
WSYR, Syracuse, N. Y.
GOWDY, CURT
Sports News
NBC-TV
GRAHAM, JERRY
TV Ranch Club
WNBF, Binghamton, N. Y.



BROOKE TAYLOR

Represented by

MARY G. DOOLING

730-5th Ave., N.Y.C. JU 6-6915



Malcolm Richards

Free-lance

TV - Radio

Announcer - Narrator

Registry White Plains 6-8583 (telephone)

GRANGE, RED
Football
NBC-TV

GRANT, ALLEN
Popeye-Bugs Bunny Theatre
KFDA-TV, Amarillo, Tex.

GRANT, JACK
Musical Day
WGMA, Hollywood, Fla.

GRANT, JOE
WAKR-TV, Akron, Ohio

GRANT, MILT
WTTG, Washington, D. C.

GRANT, RAY
KNAL, Victoria, Tex.

GRAUER, BEN
Big Story, Ask Congress
Citizens Searchlight Union, NBC-TV
Monitor, NBC

GRAVES, GENE
WTTM, Trenton, N. J.

GRAY, BARRY
WMCA, New York, N. Y.

GRAY, ED
WTOK-TV, Meridian, Miss.

GRAYDON, JOE
KENO's First 40
KENO, Las Vegas, Nev.

GRAYSON, JAY
WBAL, WBAL-TV, Baltimore, Md.

GRAZAN, JOE
Ranch BVP
WBVP, Beaver Falls, Pa.

GREEN, DON
KFYR, KFYR-TV, Bismarck, N. D.

GREER, CHARLIE
WAKR-TV, Akron, Ohio

GREGG, AL
WNAV, Annapolis, Md.

GREGORY, BILL
Meet Your Neighbor
WNBF-TV, Binghamton, N.Y.

GREY, MITCH
Merry-go-round
WJPA, Washington, Pa.

GRIBBLE, STAN
Wake-Up Club
KWHK, Hutchins, Kan.

GRIFFEN, PETE
Top Ten Dance Party
WDEF-TV, Chattanooga, Tenn.

GRIFFIN, VAN
Musical Clock
KFRU, Columbia, Mo.

GROFF, JERRY
WEHT, Evansville, Ind.

GUNTER, HARDROCK
Saturday Jambore
WWVA, Wheeling, W. Va.

— H —

HADLOCK, JIM
Popeye
KLAS-TV, Las Vegas, Nev.

HAINES, MARLIN
Kartoon Karnival
KROD-TV, El Paso, Tex.

HALE, CECIL
Music Hall
WSAI, Cincinnati, Ohio

HALE, GEORGE
WABI, WABI-TV, Bangor, Me.

HALE, PHIL
WKNB, WNBC, New Britain, Conn.

HALES, JIMMY
WDVH, Gainesville, Fla.

HALEY, BUD
KFSD, San Diego, Calif.

HALL, MONTY
Monitor
NBC

HALL, PHIL
WTOD, Toledo, Ohio

HALL, RUSS
Afternoon Special
WITH, Balitimore, Md.

HALLENBECK, KEN
WRLP, Greenfield, Mass.

HALLORAN, RYAN
Movies at Midday
WAVE-TV, Louisville, Ky.

HALVORSEN, DICK
KGMB, KGMB-TV, KMAU-TV, KHBC-TV. Honolulu, T. H.

HAMILTON, GENE
Operas, Henry J. Taylor, NBC-TV; Monitor, Classical Music for People Who Hate Classical Music, WRCA

HANCOCK, HANK
WINR-TV, Binghamton, N. Y.

HANCOCK, JOHN
Words and Music
WLCX, La Crosse, Wis.

HANDLEN, GEORGE
Radio Clock
KXOA, Sacramento, Calif.

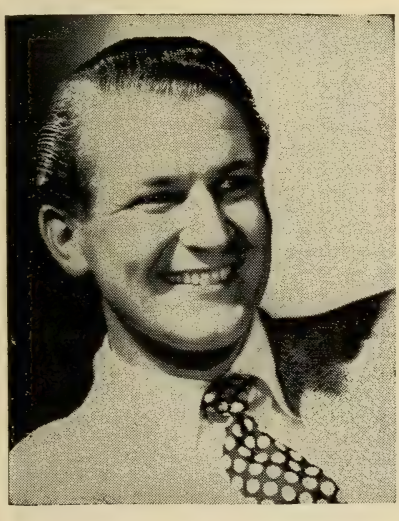
HANNA, ART
Studio One
CBS-TV

HANNES, GARY
WIMS, Michigan City, Md.

HANSEN, BOB
KKOG, Ogden, Utah

HANSON, HARLON
Hi Neighbor
KDMA, Montevideo, Minn.

HARDEN, GENE
WTWA, Thomson, Ga.



BUD COLLYER



FRED SCOTT
ANNOUNCER—MC—HOST

HARDWICK, BOB
WFBM-TV, Indanapolis, Ind.
HARDY, RAY
KGIL, San Francisco, Calif.
HARGIS, DON
KWYO, Sheridan, Wyo.
HARMON, GARY
Bunky the Clown
WEHT, Evansville, Ind.
HARMON, JAY
RFD #1330
KFH, Wichita, Kan.
HARNISH, BOB
WPST-TV, Miami, Fla.
HARPER, JOHN
WWRL, New York, N. Y.

HARRICE, CY

B. Mar. 1, 1915, Chicago, Ill.; Big Story, Cavalcade of America, NBC; John Daly, Lone Ranger, Silver Eagle, Danny Thomas Show, ABC; Brighter Day, CBS

HARRIS, DEAN
Breakfast Bell
WHEN, WHEN-TV
Syracuse, N. Y.
HARRIS, WAYNE
Melodies for Milady
WWIT, Canton, N. C.
HARRISON, ARCH
WFVA, Fredericksburg, Va.
HARRISON, CHARLES
Movie Matinee,
Movietime USA
KTRK-TV, Houston, Tex.
HARRISON, JACK
Van Winkle Show
KRLD-TV, Dallas, Tex.
HART, AL
KTBS-TV, Shreveport, La.
HARVEY, PAT
Pat's Pop Shop
WGEM-TV, Quincy, Ill.
HARVEY, TOM
CKEY, Toronto, Ontario
HASTINGS, DON
WMT-TV, Cedar Rapids, Iowa
HATTEN, TOM
KTLA, Los Angeles, Calif.
HAYCOCK, CLIFF
A Man and His Wife
WCTC, New Brunswick, N. J.
HAYDEN, FRANK
Spins 'n Needles
WORD, Spartanburg, S. C.
HAYDEN, JIM
KBOI, Boise, Idaho
HAYMEN, CLARENCE
Poppa-Stoppa
WJMR-TV, New Orleans, La.
HAYNES, JERRY
Top 10 Dance Party
WFAA-TV, Dallas, Tex.
HAZELTON, BILL
Record Revue
WALK, Patchogue, N. Y.
HEENAN, TOM
WILK, WILK-TV,
Wilkes-Barre, Pa.

HELFER, AL

All Star Baseball Game, World Series, Rose Bowl game, Friday night Fights, NBC's Weekly Coverage of Football, NBC-TV; Dodgers Baseball games, WOR-TV; Jack Benny Show, CBS-TV

HEMMETER, KAN
Name the Year
KVOA, KVOA-TV,
Tucson, Ariz.
HENDERSON, HANK
KGBC, Galveston, Tex.
HENNIG, HAROLD
WEOK, Poughkeepsie, N. Y.
HENRICH, WALT
WERE-TV, Cleveland, Ohio
HENRY, DICK
Music Highlights
WFDF, Flint, Mich.
HENRY, PAT
KROW, Oakland, Calif.
HENSON, DOUGLAS
WJMJ, Philadelphia, Pa.
HEPNER, FRED JR.
KXRO, Aberdeen, Wash.
HERBERT, DON
The General Electric Theatre
CBS-TV
HERING, JIM
Rise N' Shine
WMOD, Moundsville, W. Va.

HERLIHY, ED

My True Story, Monitor NBC

HERNANDEZ, JOE
Progreso Latino
KFRD, Rosenberg, Tex.
HICKS, GEORGE
U. N. in Action
CBS-TV
HILEMAN, MAJORIE
Kaffee Klatch & Swap Shop
KVOC, Casper, Wyo.
HILL, AL
WPTZ, Plattsburgh, N. Y.
HILL, BILL
WTVW, Evansville, Ind.
HILL, BILL
WJIG, Tullahoma, Tenn.
HILL, DEAN
KWCB, Searcy, Ark.
HILL, JACK
TV Weatherman,
Coke Club House
KNDE-TV, Monroe, La.



CARL CARUSO
ANNOUNCER - MC
JU 2-8800



NELSON CASE
EXCLUSIVE MANAGEMENT
CARL EASTMAN
80 Park Ave. MU 2-4986

HILLIARD, JOHN
KONA-TV, Honolulu, Hawaii
HILLS, HAL
KTNT, Tacoma, Wash.
HINKLE, ED
WINR-TV, Binghamton, N. Y.
HINSON, GENE
WEGO, Concord, N. C.
HINTON, JIM
KSVP, Artesia, N. M.
HIPPS, TOM
Million Dollars
WTVM, Columbus, Ga.
HOBART, CHARLES
WENY, Elmira, N. Y.
HODGSON, JAY
KTBC-TV, Austin, Tex.
HOLIDAY, JOHNNY
WRVM, Rochester, N. Y.
HOLLAND, BILL
KLZ-TV, Denver, Colo.
HOLLIDAY, BOB
WPBC, Minneapolis, Minn.
HOLMES, DICK
WILM, Wilmington, Del.
HOLTMAN, JOHN
WFAM-TV, Lafayette, Ind.
HOOD, JOHN
WMTS, Murfreesboro, Tenn.
HOPKINS, HAPPY
Night Beat
WSAI, Cincinnati, Ohio
HOWARD, PAUL
WCUE, Akron, Ohio
HOWARD, TOBE
WLOU, Louisville, Ky.
HOWE, CHARLES
KRGI, Grand Island, Neb.
HOWELL, BILL
Panorama
WSAC, Ft. Knox, Ky.
HOYLE, STOWE
Circle B Ranch
WFBC-TV, Greenville, S. C.
HUDSON, BOB
Groovin with Groovy
WMRY, New Orleans, La.
HUGGINS, FRED
WPBB, Jackson, Ala.
HUGH, IVOR
Music Room
WCCC, Hartford, Conn.
HUME, PAUL
Good Music Time
WOL, Washington, D. C.
HUNTER, BEN
KFI, Los Angeles, Calif.

HUNTER, DEAN
Best Sellers, WMGM, Walter Winchell Show, Mutual

HURLBUT, JIM
Zoo Parade
NBC-TV
HURST, JACK
WLEE, Richmond, Va.
HUTTON, WILLIAM
KNOX-TV, Grand Forks, N.D.
HYDEN, BILL
KVOO, Tulsa, Okla.

— I —

IRVIN, JOHN
First Run Movie
KETV, Omaha, Neb.
IRVING, ROBERT
Coffee Time
WHIY, Orlando, Fla.
IVES, ROBERT
Big Spin
WFBL, Syracuse, N. Y.

— J —

JACK, HARRY
WKIT, Garden City, N. Y.
JACKSON, BOB
Bandstand
KGNC, KGNC-TV,
Amarillo, Tex.
JAEGER, BILL
Carnival of Music
WFBR, Baltimore, Md.
JAMES, CURTIS
KAFY, Bakersfield, Calif.

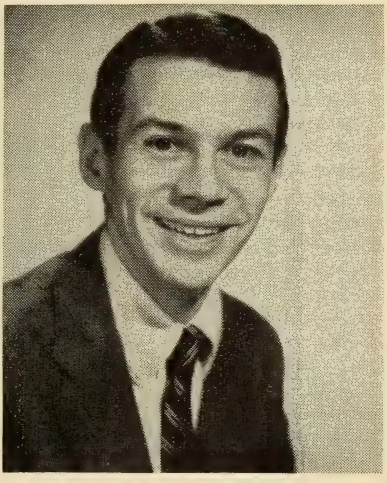
JAMES, DENNIS
B. Aug. 24, 1917, Jersey City, N. J.; Club 60, NBC; Big Record, High Finance, Chance of Lifetime, On Your Account, CBS-TV

JAMES, HUGH
Voice of Firestone
ABC-TV
JAMOND, WALT
KROW, Oakland, Calif.
JAY, ALAN
WPTR, Albany, N. Y.
JAY, BILL
Popeye
WLAC-TV, Nashville, Tenn.
JENSEN, LEE
Big Four Bandstand
KBIF, Fresno, Calif.
JENSEN, LEIF
WDRC, Hartford, Conn.
JENSEN, VAL
WLOX, Biloxi, Miss.
JOHNSON, BILL
Time for Everybody
WLAC, WLAC-TV,
Nashville, Tenn.
JOHNSON, CLAY
KSCB, Liberal, Kan.
JOHNSON, HARRY
Beachcomber's Almanac
WNDB, Daytona Beach, Fla.



FRED PARSONS

JU 2-8800



DEAN HUNTER

Mgt: Carl Eastman

80 Park Ave. MU 2-4986

JOHNSON, JACKIE
Burger Show
WRMA, Montgomery, Ala.
JOHNSON, TOM
WHJB, Greensburg, Pa.
JOHNSTON, W. R. "Doc"
WBIR, Knoxville, Tenn.
JOLLEY, BUSS
KWIL, Albany, Ga.
JOLLIMORE, KENNETH
WFGM, Fitchburg, Mass.
JONES, ART
WISN-TV, Milwaukee, Wis.
JONES, BOB
KFAB, Omaha, Neb.
JONES, CARL
WILM, Wilmington, Del.
JONES, DON
KBMY, Billings, Mont.
JONES, GARY
Platter Party
WJZM, Clarksville, Tenn.
JONES, HASKELL
Video Varieties
KCMC-TV, Texarkana, Tex.
JONES, HOWARD
KWBB, Wichita, Kan.
JONES, JAY
KSTN, Stockton, Calif.
JONES, JAY
KTUL, KTUL-TV,
Tulsa, Okla.
JONES, JIM
Music of the Southland
WETO, Gadsden, Ala.
JONES, LARRY
WBBC, Flint, Mich.

— K —

KALLAY, ED
Funny Flickers
WAVE-TV, Louisville, Ky.
KARAS, STAN
Downbeat
WEAM, Arlington, Va.
KARRENBAR, BILL
3 T's
WHBC, Canton, Ohio
KAY, DONNA
Home Maker Harmonies
KFIR, North Bend, Ore.
KEARNEY, GERRY
WMUR-TV, Manchester, N.H.
KEATHLEY, HAMPTON
KTRE, KTRE-TV,
Lufkin, Tex.
KEENER, PHIL
Sunny Side Up
KDWT, Stamford, Tex.
KEITH, BOB
WLOF-TV, Orlando, Fla.
KELLY, DAN
1400 Club
WRDO, Augusta, Me.
KELLY, DON
WDGY, Minneapolis, Minn.
KELLY, LEON
WKTY, La Crosse, Wis.
KELLY, PHIL
WKTY, La Crosse, Wis .
KELPE, HENRY
KMTV, Omaha, Neb.
KENNEDY, BILL
CKLW-TV, Detroit, Mich.
KENNEDY, HAL
Petticoat Party
KKTV,
Colorado Springs, Colo.
KENNEDY, HAL
WPFA, Pensacola, Fla.
KENNEDY, JOE
KSO, Des Moines, Iowa
KENNGOTT, AL
WLAC-TV, Nashville, Tenn.
KERN, BRUCE
Notes and Quotes
WTIC-TV, Hartford, Conn.
KERR, JOHN
WKGN, Knoxville, Tenn.
KERSTING, DICK
WHTC, Holland, Mich.
KERWOOD, ORIE
KMMJ, Grand Island, Neb.
KEY, IRVIN
Musical Journey
WGOV, Valdosta, Ga.
KIERNAN, WALTER
Monitor
NBC
KILBURN, LARRY
KFBI, Wichita, Kan.
KILGORE, MERLE
KENT, Shreveport, La.
KIMBLE, BILL
WNBF-TV, Binghamton, N.Y.

KING, CARL

B. Dec. 30, 1921, St. Louis, Mo.; Democratic and Republican Conventions, Miss America Contest, ABC-TV; Two for the Money, CBS-TV; King's Crossroad, Syndicated Film Series

KING, ED
Party Line
KDKA, KDKA-TV,
Pittsburgh, Pa.
KING, ERNIE
Sunday Matine
WJAK, Jackson, Tenn.
KING, HAL
WLBJ, Bowling Green, Ky.
KING, HAL
Man of the Plaza
KYTV, Springfield, Mo.
KING, RICHARD
KCOG, Centerville, Iowa.



Jack Brand

Represented by
MARY DOOLING
730-5th Ave., N.Y.C. JU. 6-6915

KINSELLA, WALTER

B. New York City, N. Y.; Martin Kane Private Eye, NBC Spectacular, Kraft, Montgomery Presents, Armstrong Circle Theatre, NBC-TV; Mama, CBS-TV

KIRBY, DURWARD
The Garry Moore Show
CBS-TV

KIRCHNER, CLAUDE

Terrytoon Circus, WOR-TV; Mighty Mouse Theatre, Lassie, CBS; Roy Rogers Show, General Electric Theatre, NBC; Wild Bill Hickok, CBS-TV

KIRWIN, JIM
Signpost
WNLK, Norwalk, Conn.
KLINNER, JOE
The Night Owl
WSGN, Birmingham, Ala.
KNIGHT, ED
Party Line
KGFW, Kearney, Neb.
KNIGHT, GUY
KCMJ, Palm Springs, Calif.
KNIGHT, JOE
Nightbeat
WAVE, WAVE-TV,
Louisville, Ky.
KOHLMEYER, BOB
WKXY, Sarasota, Fla.
KOSTER, HERB
WGY, Schenectady, N. Y.
KRAUSE, CHARLES
Jolly Cholly
WCMI, Ashland, Ky.
KRONSCHNABLE, GEORGE
Sheriff George
KDIX-TV, Dickinson, N. D.
KVALE, BERNIE
WBIZ, Eau Claire, Wis.

— L —

LACY, JACK
WINS, New York, N. Y.
LADD, ED
MBS
LAFLIN, JACK
WCHS-TV, Charleston, W. Va.
LAMBERT, KEN
WLDS, Jacksonville, Ill.
LAMBERT, LARRY
WPET, Greensboro, N. C.
LAMOND, DON
KFOX, Long Beach, Calif.
LAMONT, ROY
Teen Age Party
WRVA-TV, Richmond, Va.
LAMPSON, LES
Hollywood Showtime
KOTV, Tulsa, Okla.
LANCOUR, HOWARD
WCAX-TV, Burlington, Vt.
LANDRY, JAMES
WBAT, Marion, Ind.
LANE, DICK
KTLA, Los Angeles, Calif.
LANE, RICHARD
WSBC, Chicago, Ill.
LANIER, DON
WLAP, WKXP-TV,
Lexington, Ky.
LANIER, RAY
Early Birds
KUJ, Walla Walla, Wash.
LaVERNE, GENE
WFEA, Manchester, N. H.
LAWRENCE, G. W.
KFAL, Fulton, Mo.
LAWRENCE, MORT
Big Payoff
CBS-TV
LAWSON, JESTER
Wake up Show
WRMA, Montgomery, Ala.
LAWSON, RALPH
KWWL-TV, Waterloo, Iowa
LEDBETTER, BILL
Koffee Klutch Klub
KHEP, Phoeniz, Ariz.
LEE, BOB
WCOM, Parkersburg, W. Va.
LEIBERT, AL
WGBS, Miami, Fla.
LEONARD, ED
WSAN, Allentown, Pa.

LESCOULIE, JACK

B. Nov. 17, 1917; Today, Meet the Champions, NBC-TV; Jackie Gleason, CBS-TV

LEWIS, DICK
KLZ-TV, Denver, Colo.
LEWIS, EARL
Favorite Stars
WRNB, New Bern, N. C.
LEWIS, JOHN
Supper Club
KPTV, Portland, Ore.
LEWIS, RICHARD E.
Alarm Clock Club
WJLK, Asbury Park, N. J.
LEYDEN, BILL
It Could Be You
NBC-TV
LEZOTTE, GEORGE
WAVZ, New Haven, Conn.
LILLY, BOB
Open House
KOA, Denver, Colo.
LINCOLN, ED
WSBA, WSBA-TV, York, Pa.
LINDY, JAY
Lunch at Hereford House
KBTN, Neosho, Mo.
LINN, SAM
KULA-TV, Honolulu, Hawaii
LITE, EMILY
Kitchen Kapers
WFBC-TV, Greensville, S. C.
LIVINGSTON, DAVE
KRIC, Beaumont, Tex.
LOCKNER, ART
Tune Shop
WVEC, WVEC-TV,
Hampton, Va.
LOCKWOOD, BOB
Mr. Morning
WENE, Binghamton, N. Y.
LOFLIN, BOB
Teen Time
WCBI-TV, Columbus, Miss.
LOFTESNESS, RAY
KSOO, KSOO-TV,
Sioux Falls, S. D.
LONERGAN, STAN
WEEK-TV, Peoria, Ill.
LONG, THOMAS E. S.
WHKY, Hickory, N. C.
LONGFELLOW, TOM
Teen Time Jamboree
KARK-TV, Little Rock, Ark.
LONGWORTH, BILL
WGBI, WDAU-TV,
Scranton, Wilkes-Barre, Pa.
LOONEY, TOM
Coffee Capers
KOSA, KOSA-TV,
Odessa, Tex.
LOWELL, DON
KIBH, Seward, Alaska
LUBER, FRANK
WIPA, Annapolis, Md.
LUCEY, SKY
Jr. Auction
WTVN-TV, Columbus, Ohio
LUCHT, JOHN
WIBA, Madison, Wis.
LUKE, HARRY
Lunch at the Star
WNAB, Bridgeport, Conn.
LUNDBOM, DEL
Hometown Reporter
KIDO-TV, Boise, Idaho
LYNN, MEL
Time to Smile
KARK, KARK-TV,
Little Rock, Ark.
LYON, JOHN
WBBQ, Augusta, Ga.
LYONS, JIMMIE
WINE, Buffalo, N. Y.

— Mc —

McAULIFFE, TOM
WEIM, Fitchburg, Mass.
McBRIDE, FOREST
Cas Walker Farm & Home Hour
WBIR-TV, Knoxville, Tenn.
McCANN, DICK
KBON, Omaha, Neb.
McCANN, LARRY
Charm Theatre
WXYZ-TV, Detroit, Mich.
McCAULEY, JOE
Start the Day Right
WIP, Philadelphia, Pa.
McCAY, RAY
Skipper Ray
WLW-A, Atlanta, Ga.
McCLURE, DANNY
WMSJ, Sylva, N. C.
McCOY, ROBERT
KOB-TV, Albuquerque, N. M.
McCULLOUGH, DAN
As the World turns
CBS-TV
McDONALD, AL
The Morning Men
KOTA, KOTA-TV,
Rapid City, S. D.
McDONALD, DICK
KMNS, Sioux City, Iowa
McDOWELL, JOHNNY
Breakfast at Radio Ranch
WFPA, Fort Payne, Ala.
McFARLAND, JOE
KDAL, KDAL-TV,
Duluth, Minn.
McGEHEE, GENE
WXEX-TV,
Petersburg-Richmond, Va.
McKOWAN, JAMES
WSGW, Saginaw, Mich.
McGOWAN, JOHN
KOSA-TV, Odessa, Tex.
McILVAIN, MERT
Tops in Pops
WREN, Topeka, Kan.
McKAY, TED
WKRC-TV, Cincinnati, Ohio
McKEEHEN, DONALD
KREM-TV, Spokane, Wash.
McKINLEY, LARRY
WMRY, New Orleans, La.
McKINNEY, JIM
WCVS, Springfield, Ill.
McLEAN, CLYDE
Corner Store
WBT, Charlotte, N. C.
McLENDON, RAY
Noon Express
WAVU, Albertville, Ala.
McLEOD, DON
McLeodsville, U. S. A.
WJBK, WJBK-TV,
Detroit, Mich.

McNULTY, BOB
Musical Breakfast
KUEQ, Phoenix, Ariz.
McPHERSON, CLYDE
WROB, West Point, Miss.
McQUAY, CARL
WHOZ, Harrison, Ark.

— M —

MABRY, HARRY
WMCT, Memphis, Tenn.
MacDONALD, ROD
Looney Tunes
WREX, Rockford, Ill.
MACE, MAX
Music in the Night
WMRB, Greenville, S. C.
MACK, WAYNE
Candlelight Concert
WDOK, Cleveland, Ohio
MACK, WAYNE
WFAA-TV, Dallas, Tex.
MAHER, BILL
MBS
MAHONEY, GEORGE
KOB, KOB-TV,
Albuquerque, N. M.
MAL, ENO
WALA-TV, Mobile, Ala.
MALONEY, JERRY
WSJV,
South Bend-Elkhart, Ind.
MANNING, HALL
Music in the Air
WSKN, Saugerties, N. Y.
MANSFIELD, BILL
Merry-go-round
WGGG, Gainesville, Fla.
MANSFIELD, CHARLIE
Hits for Mrs.
WHAV, Haverhill, Mass.
MARCH, ROBERT
Hey Kids!
KERO-TV, Bakersfield, Calif.
MARCK, TIM
Heart Beat
KVOD, Denver, Colo.
MARKLE, TINY
WAVZ, New Haven, Conn.

MARSHALL, REX

B. Jan. 9, 1919, New Jersey; Disneyland, ABC-TV; December Bride, Doug Edwards News, Zane Grey Theatre, CBS-TV; Loretta Young Show, The Line-Up, NBC-TV

MARSHALL, SANFORD
MBS
MARTIN, JIM
WISR, Butler, Pa.
MARTIN, JOE
Calling all Cars
KOSA, KOSA-TV,
Odessa, Tex.
MARTIN, KEN
WHLI, Hempstead, N. Y.
MARTIN, STEVE
KTTV, Hollywood, Calif.
MARTINEZ, DORA
Latin American Hour
KPSO, Falfurrias, Tex.
MARZOA, EDWARD
Sussex County Quiz
WJWL, Georgetown, Del.
MASON, JERRY
HiFi Highway
WIZE, Springfield, Ohio
MASSEY, BOB
WJNO,
West Palm Beach, Fla.
MASSINGALE, LUTHER
WDEF-TV,
Chattanooga, Tenn.
MATHENY, HOLLIW
Uncle Bud
WMRB, Greenville, S. C.
MATHEWS, HOLLY
Popeye & His Pals
KSLA-TV, Shreveport, La.
MATHIS, RALPH C.
Wake up Dixie
WCPC, Houston, Miss.
MATHIS, ROBIN H.
Open House
WCPC, Houston, Miss.
MATTHEWS, PAT
Sunrise Serenade
WKOP, Binghamton, N. Y.
MAUGHAN, GENE
Sunshine Smith
WACR, Columbus, Miss.
MAYES, DOUG
WBTV, Charlotte, N. C.
MEARIAN, MIKE
Statler Luncheon Club
WBEN, WBEN-TV,
Buffalo, N. Y.
MEEHAN, DICK
KCLW, Hamilton, Tex.
MELTON, JIM
Western Hit Parade
KSIL, Silver City, N. M.
MENDES, JIM
WICE, Providence, R. I.
MENEFREE, BOB
Heading Home
WIP, Philadelphia, Pa.
MENTZER, EARL
WJEJ, Hagerstown, Md.
MERCEIN, TOM
WMAQ, WNBQ, Chicago, Ill.
MERGNER, ROY
Music in Afternoon
WNBZ Saranac Lake, N. Y.
MERTZ, CHARLES
WMRN, Marion, Ohio
MEYERS, DON
WSPD-TV, Toledo, Ohio
MICHAEL, BOB
In the Mood
WELM, Elmira, N. Y.
MICHAELS, ALAN
WING, Dayton, Ohio
MICHELMAN, ED
KGMB, KGMB-TV,
KMAU-TV, KHBC-TV
Honolulu, T. H.
MIELENZ, JERRY
WJAG, Norfolk, Neb.
MILLER, BOB
WLW-I, Indianapolis, Ind.
MILLER, BRUCE
WLOW, Norfolk, Va.
MILLER, HOWARD
WNBQ, Chicago, Ill.
MILLS, FRANK
WBAP, WBAP-TV,
Fort Worth, Tex.
MILNER, ART
KWDN, KWDN-TV,
Camden, N. J.
MITCHELL, EVERETT
National Farm & Home Hour
NBC
MITCHELL, RAY
KOCS, Ontario, Calif.
MITCHELL, REX
KVSO-TV, Ardmore, Okla.
MOELLER, ARLON E. JR.
KGNB, New Brunfels, Tex.
MOLINARO, LARRY
Polka Party
WNAR, Norristown, Pa.
MOLLISON, GRAIG V.
Matinee Concert
KWHO, Salt Lake City, Utah
MOLLOY, TOM
1260 Club
WERC, Erie, Pa.
MONK, MARION
Teen Tempos
WRBL, WRBL-TV,
Columbus, Ga.
MOONEY, FRANK
Rise and Shine
WHUM, WHUM-TV,
Reading, Pa.
MOONEY, JACK
Academy Theatre
KOA-TV, Denver, Colo.
MOORE, CARL
Beantown Matinee
WEEI, Boston, Mass.
MOORE, VERN
Shell News
KIDO-TV, Boise, Idaho
MORRELL, LARRY
WBAP, WBAP-TV,
Fort Worth, Tex.
MORRIS, JACK
WINR-TV, Binghamton, N. Y.

MORROW, DON

B. Jan. 29, 1927, Stamford, Conn.; Rin-Tin-Tin, ABC-TV; Wide Wide World, Dragnet, This is Your Life, NBC-TV; Vic Damone Show, Gunsmoke, CBS-TV

MORROW, JACK
WIBC, Indianapolis, Ind.
MORSON, LES
WNLC, New London, Conn.
MOUNTEER, JOHN
Timekeeper
WTRY, Troy, N. Y.
MOWERS, BOB
Spinners' Sanctum
WPOR, Portland, Maine
MUELLER, JERRY
WEBC, Duluth, Minn.
MULCAHY, JOHN F.
WRIV, Riverhead, N. Y.
MULLIGAN, RAY
WSAN, Allentown, Pa.
MURPHY, BILL
KXOX, St. Louis, Mo.
MURPHY, ED
WSYR, Syracuse, N. Y.
MURPHY, JOHNNY
Musical Clock
CKOY, Ottawa, Ontario

— N —

NASH, BOB
KFYO, Lubbock, Tex.
NEAL, JIM
WSLI, WJTV, Jackson, Miss.
NEALE, TOM
Traffic Jam
WCOM, Parkersburg, W. Va.
NEDIN, DICK
Musical Showcase
WEOK, Poughkeepsie, N. Y.
NEILL, EVERETT
Piano Shows
WMCK, McKeesport, Pa.
NELSON, LINDSEY
Sports
NBC-TV
NELSON, MIKE
WJAG, Norfolk, Neb.
NELSON, STANLEY
Musical Clock
KITE, San Antonio, Tex.
NESBITT, BARRY
CKFH, Toronto, Ontario
NEWCOMB, ALAN
Southern Hospitality
WBTV, Charlotte, N. C.
NEWHOUSE, HAROLD L.
KRMW, The Dalles, Ore.
NEWMAN, JIMMY
1290 Club
WFIG, Sumter, S. C.
NICHOLLS, BOB
Nicholodeon
KLCB, Libby, Mont.
NICHOLS, J. STEVE
KBLO, Hot Springs, Ark.

NICHOLSON, NICK
Take it Easy
WISR, Butler, Pa.
NICKUM, BILL
Journey into Melody
WBRK, Pittsfield, Mass.
NIELSEN, WARREN
KMA, KMTV,
Shenandoah, Iowa
NIEMI, TED
Magazine of the Air
WKBN, WKBN-TV,
Youngstown, Ohio
NOBLE, MARK
KGUL-TV, Galveston, Tex.
NOLEN, GEORGE
KFJZ-TV, Fort Worth, Tex.
NORMAN, CHUCK
KSTL, St. Louis, Mo.
NORMAN, HERB
WWRL, New York, N. Y.
NORTON, MIKE
WPOR, Portland, Me.
NORWOOD, BILL
Camera 9, Shoppers Guide
WNCT, Greenville, N. C.
NOWAK, LLOYD
WSWW, Platteville, Wis.
NUGENT, ART
Record Go Round
KAGR, Yuba City, Calif.
NUSS, TOM
The Big Break
KHOL-TV, Kearney, Neb.

— O —

O'BRIEN, DAVE
Dixie Weather News
WDXI-TV, Jackson, Tenn.
O'BRIEN, ELLIS
WCSH-TV, Portland, Me.

O'BRIEN, TOM

B. April 3, 1925, New York, N. Y.; Man to Man, WOR-TV; Monitor, NBC; Night Patrol, WINS; Big Story, WABD

ODOM, HOMER
WACO, Waco, Tex.
ODOM, RAY
Old Cowhand Show
KMOP, Tucson, Ariz.
O'DONNELL, LEW
Panorama
WHEN-TV, Syracuse, N. Y.
O'KEEFE, DENNIS
Suspicion
NBC-TV
O'KEEFE, WALTER
Nightline
NBC
OLIN, JERRY
WMOU, Berlin, N. H.

OLSEN, JOHNNY

B. Windom, Minn.; Name that Tune, CBS-TV; Olsen Rumpus Room, MBS-Radio, Masquerade Party, NBC-TV; Keep it in the Family, ABC-TV; Startime, Du-mont-TV

OLSON, CHUCK
KSO, Des Moines, Iowa
OLSON, HARVEY
Music Box
WDRC, Hartford, Conn.
O'NEIL, DAVE
KFH, Wichita, Kan.
O'NEILL, JOHN
WMFR, High Point, N. C.
O'NEILL, KEVIN
Popeye Cartoon Theatre
Junior Auction
WKRG-TV, Mobile, Ala.
O'REILLY, MIKE
Ten Gallon Mike,
Popeye Theatre
WJTV, Jackson, Miss.
OSTEN, DICK
KNOX-TV, Grand Forks, N.D.
OVERTON, DAVE
Your Big Day
WSM-TV, Nashville, Tenn.
OWENS, BRAD
WMIX, Mt. Vernon, Ill.
OWENS, GARY
KIMN, Denver, Colo.
OZINGA, TOM
Smiling Time
WFUR, Grand Rapids, Mich.

— P —

PAGE, DAVID
KREM-TV, Spokane, Wash.
PAGE, LARRY
Merry-go-round
WTOC, WTOC-TV,
Savannah, Ga.
PALMA, LARRY
KEVT, Tucson, Ariz.
PALMER, BUD
The Big Moment
NBC-TV
PALMER, DUKE
Good Earth
KBOR, Brownsville, Tex.
PALMER, JOHNNY
WNBC, New Britain, Conn.
PARK, CHARLES
Time out for Music
WJR, Detroit, Mich.
PARKER, BILL
WINR-TV, Binghamton, N. Y.
PARKER, LARRY
KSYL, Alexandria, La.
PARKER, LOU
WWHG, Hornell, N. Y.
PARKER, TONY
KMGM-TV,
Minneapolis, Minn.
PARKS, BERT
Bandstand, NBC;
Hold that Note, NBC-TV
PARKS, LARRY
Coffee Time
WMAG, Forest, Miss.
PARMELEE, CHARLES
WSPD-TV, Toledo, Ohio
PARR, JACK
WDZ, Decatur, Ill.

PARSONS, FRED

B. June 13, 1920, Huntington, W. Va.; Beat the Clock, 20th Century Fox Hour, To Tell the Truth, CBS-TV; Monitor, NBC; Meet the Press, Steve Allen Show, NBC-TV

PATRICK, GEORGE
KXEL, Waterloo, Iowa
PAUL, JIM
Melody Mailman
WNOK, WNOK-TV,
Columbia, S. C.

PAUL, RALPH

Strike it Rich, "Dotto," The Millionaire, CBS-TV; Goodyear Playhouse, The Big Payoff, NBC-TV

PAUL, VINCE
KWNO, Winona, Minn.
PAYE, DON
Wake-Up Show
WICY, Malone, N. Y.
PEACH, FRED
WHYN, WHYN-TV,
Springfield, Mass.
PENDELL, GEORGE
Platter Parade
KTOW, Oklahoma City, Okla.
PERALTA, GILBERT
Fiesta Time (Spanish)
KOFA, Yuma, Ariz.
PERRIN, KEYES
WPTR, Albany, N. Y.
PERRIN, VIC
Sergeant Preston of the
Yukon
CBS-TV
PERRY, BLANDE
Town and Country Jamboree
KLRA, Little Rock, Ark.
PETERS, BOB
Musical Clock
KGVO, KMSO,
Missoula, Mont.
PETERS, CHARLOTTE
KSD-TV, St. Louis, Mo.
PETERSON, RODNEY
740 Spotlight
KBOE, Oskaloosa, Iowa
PETERSON, ART
Big Time Revue
WFBL, Syracuse, N. Y.
PETERSON, DAN
Man around the House
CBS
PETERSON, JIM
Trail Tales
WREX-TV, Rockford, Ill.
PETRICH, LEE
Movie Date
KONO, San Antonio, Tex.
PHELPS, ROBERT
Premiere Playhouse
WLOS-TV, Asheville, N. C.
PHILLIPPE, GENE
KVFD, KQTV,
Fort Dodge, Iowa
PHILLIPS, DON
WEW, St. Louis, Mo.
PHILLIPS, HARRY
WAYE, Baltimore, Md.
PHILLIPS, WALTER
Teen Club
WGN-TV, Chicago, Ill.
PIASTRO, MISHEL
Longines Symphonette
CBS
PIFER, DON
KDAC, Fort Bragg, Calif.
PIKE, DICK
WNOP, Newport, Ky.
PITCAITHLEY, AL
Coffee Club
KPBM, Carlsbad, N. M.
PITTS, BILL
Music from Studio X
KTSM, El Paso, Tex.
PLAISANCE, LOU
KFYR, KFYR-TV,
Bismarck, N. D.
PLATIS, GEORGE
KBTV, Denver, Colo.
PLEASANT, JOHN
WBRM, Marion, N. C.
POLSON, MELVIN
Club 71 Request
KLMX, Clayton, N. M.
POTTER, WES
Adventure Club
WFIE-TV, Evansville, Ind.
POTTS, DAVID MICHAEL
WGBB, Freeport, N. Y.
POWELL, GLENN
KOTA, KOTA-TV,
Rapid City, S. D.
POWELL, JACK
Cactus Jack
WANE-TV, Fort Wayne, Ind.
POWERS, JIMMY
Cavalcade of Sports
NBC-TV

PRENTICE, ED
Trackdown
CBS-TV
PRESCOTT, GEORGE
WLEE, Richmond, Va.
PRESCOTT, NORM
WBZ, WBZA, WBZ-TV,
Boston-Springfield, Mass.
PRESTON, ART
Sunday Showcase
WLOB, Portland, Me.
PREVITTI, BILL
Teenage Canteen
KGGM-TV,
Albuquerque, N. M.
PRICE, E. V.
WGOA, Winter Garden, Fla.
PRICE, NATHAN
WGOA, Winter Garden, Fla.
PRICE, PRESTON
KOMO, KOMO-TV,
Seattle, Wash.
PRIDDY, AL
KEX, Portland, Ore.
PRINGLE, DAVID
WPAG-TV, Ann Arbor, Mich.
PRITCHARD, WAYNE
KSOO, KSOO-TV,
Sioux Falls, S. D.
PRYOR, CACTUS
KTBC, KTBC-TV,
Austin, Tex.
PUCKETT, DENNY
Discs & Denny
KIKS, Sulphur, La.
PUGH, CHUCK
WMBG, Richmond, Va.

— R —

RAMAY, JOE
K-LYN, Amarillo, Tex.
RAMSEY, RAY
KREM, Spokane, Wash.
RANDOLPH, BOB
Sunday foreign language
WBOS, Boston, Mass.
RANEY, REX
WBIR-TV, Knoxville, Tenn.
RAPCHAK, MIKE
On Mike
WAAF, Chicago, Ill.
RAPER, JIMMY
Kitchen Kapers
WCNC, Elizabeth City, N. C.
RASH, LES
WKAM, Goshen, Ind.
RASSBACH, JIM
WEAW, Evanston, Ill.
RAST, MIKE
WCOS, Columbia, S. C.
RAYMOND, SAM
Ridin' Easy
WWOD, Lynchburg, Va.
RAYMOND, WARREN
As You Like It
WTNJ, Trenton, N. J.
RAYNER, RAY
WBBM-TV, Chicago, Ill.
REED, WARREN
All Star Movie
KTNT-TV, Tacoma, Wash.
REEDER, TOM
Sunday Hoedown
WARL, Arlington, Va.
REIG, HOWARD
WRCA, WRCA-TV,
New York, N. Y.
NBC
REIGHARD, RICH
WCUE, Akron, Ohio
REILLY, ED
WBRY, Waterbury, Conn.

REIMERS, EDWIN W.

B. Oct. 26, Moline, Ill.; Playhouse 90, CBS-TV; Maverick, ABC-TV

REMINGTON, JACK
WKRC-TV, Cincinnati, Ohio
RENGERS, LEE
WKMH,
Dearborn-Detroit, Mich.
RENWICK, CHUCK
WKNX-TV, Saginaw, Mich.
REYNEK, BOB
Music to Remember
WBYS, Canton, Ill.
REYNOLDS, CLIF
WCSH-TV, Portland, Me.
REYNOLDS, DON
KGNC, KGNC-TV,
Amarillo, Tex.
REYNOLDS, LEE
Grandpa's Place
WTTG, Washington, D. C.
REYNOLDS, RALPH
WROK, Rockford, Ill.
RHOADS, JERRY
WJNO,
West Palm Beach, Fla.
RICHARDS, BILL
WCHS-TV, Charleston, W. V.

RICHARDS, MALCOLM

Commercials, NBC Spectaculars; Commercials, CBS 'Amos & Andy Show'; Announcer for Restless Gun, NBC-TV Malcolm Richards Show, TV & Radio

RICHARDSON, EARL
Late Date
WRVA-TV, Richmond, Va.
RICHARDSON, SARL
Curly Myers Show
WFAM-TV, Lafayette, Ind.
RICHARDSON, JIM
WSIC-TV, Madison, Wis.
RICHARDSON, PORTER
KVMC, Colorado City, Tex.
RICHESON, DON
The Hermits Cave
WADS, Ansonia-Derby, Conn.
RICHMOND, BOB
Marlingaires
WREN, Topeka, Kan.
RIGGS, GLENN
Herb Oscar Anderson Show
ABN
RING, BILL
People-Places-Things
KOVR-TV,
Stockton-Sacramento, Calif.
RIPPE, BILL
WRCA, WRCA-TV,
New York, N. Y.
ROBBINS, FRED
Monitor
NBC
ROBBINS, JOHN
Music for You
WHDL, Olean, N. Y.
ROBERTS, BILL
KGYW, Vallejo, Calif.
ROBERTS, BILL
WBOW, Terre Haute, Ind.
ROBERTS, DON
WCOU,, Lewiston, Me.
ROBERTS, FORD
Hawkeye Hits
WMT-TV, Cedar Rapids, Iowa
ROBERTS, HOWDY
Musical Clock
WMT-TV, Cedar Rapids, Iowa
ROBERTS, JERRY
The Road Show
WHJB, Greensburg, Pa.
ROBERTS, JIM
Homeward Bound
WHBC, Canton, Ohio
ROBERTS, PETER
Monitor
NBC
ROBERTS, ROY
The Big Clock
WSMB, New Orleans, La.
ROBERTS, WALT
WHHH, Warren, Ohio
ROBERTSON, DON
Apron Seranade
WNOK, Columbia, S. C.
ROBERTSON, TRAFTON
Sunrise & Sunset Serenade
WTAR, WTAR-TV,
Norfolk, Va.
ROBIN, JERRY
WKLX, Paris, Ky.
ROBINSON, DAVE
WFBR, Baltimore, Md.
ROBINSON, DAVE
KOMO, KOMO-TV,
Seattle, Wash.
ROBINSON, EDWARD
WCRE, Cheraw, S. C.
ROBINSON, HERB
Spirituals
KATZ, St. Louis, Mo.
ROBISON, HERMAN
KAST, Astoria, Ore.
ROCHE, HAL
KBOR, Brownsville, Tex.
ROCKEFELLER, JACK
KNOX, KNOX-TV,
Grand Forks, N. D.
ROEDEL, JOHN
KSD, KSD-TV, St. Louis, Mo.

ROGERS, BILL

$64,000 Question, $64,000 Challenge, G. E. Theatre, CBS-TV; Texaco Command Performance, NBC-TV; Walter Winchell File, ABC-TV

ROGERS, BILL
WEBQ, Harrisburg, Ill.
ROGERS, BILL
Academy Theatre
WMFD-TV, Wilmington, N. C.
ROGERS, CHET
WDOE, Dunkirk, N. Y.
ROGERS, DAVE
Club 970
WJMX, Florence, S. C.
ROGERS, LEW
Breakfast Club
WPCT, Putnam, Conn.
ROSSE, COLIN
1260 Club
WCHV, Charlottesville, Va.
ROUSSEAU, EUGENE
WWON, Woonsocket, R. I.
ROWE, PAUL
WFDR, Manchester, Ga.
ROWE, RED
Panorama Pacific
KNXT, Los Angeles, Calif.
ROWE, TED
WBBZ, Ponca City, Okla.
ROWELL, GLENN
Hillz-A-Poppin
KOTA-TV, Rapid City, S. D.
ROWLAND, KEN
Teen DJ Contest
WOW, WOW-TV,
Omaha, Neb.
RUBIN, ROBERT
This, That & The Other
KGMC, Englewood, Colo.
RUDD, BILL
KVOA, KVOA-TV,
Tuscon, Ariz.
RUDD, BOB
Rise 'n Shine
KMON, Great Falls, Mont.
RUETZ, EDWARD J. JR.
WRAC, Racine, Wis.

RUGGLES, DON
Fun
KFEQ-TV, St. Joseph, Mo.
RUSSELL, DON
Monitor
NBC
RUSSELL, DON
WSTC, Stamford, Conn.
RUSSELL, JIM
Fig Garden Hillbilly
KGST, Fresno, Calif.
RYAN, JACK
WAKR-TV, Akron, Ohio
RYAN, JOHNNY
KVOO, Tulsa, Okla.
RYAN, MEL
KTMS, Santa Barbara, Calif.
RYBICKI, RICHARD
WBBC, Flint, Mich.
RYLE, GLENN
Hi Kids
WKRC-TV, Cincinnati, Ohio

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SABO, LES
KFGO, Fargo, N. D.
SAFFORD, TED
Musical Clock
WREB, Holyoke, Mass.
SAGGESE, BOB
T.N.T.
WMBL, Macon, Ga.
SAMS, B. J.
WKGN, Knoxville, Tenn.

SANDERS, GEORGE R.

B. Feb. 11, 1924, Utica, N. Y.; Sanders Meanders, (243 independent stations); Sanders Meanders in Hi Fi, KMLA, Los Angeles; Starviews, Syndicated TV Program

SANDERS, GORDON
Amlico
KRLD-TV, Dallas, Tex.
SANDS, GEORGE
Rise and Shine
WMAS, Springfield, Mass.
SANFORD, CHUCK
WGAN, Portland, Me.
SARAGUSA, JOE
KWTX, Waco, Tex.
SARGENT, NEIL
Musical Snax
KTAR, KVAR,
Phoenix, Ariz.
SAUNDERS, AL
WSBA, WSBA-TV, York, Pa.
SAUNDERS, BRUCE
Hoosier Favorite
WSBT-TV, South Bend, Ind.
SCHEELE, PAUL
Music til Nine
KLMS, Lincoln, Neb.
SCHENCK, BUD
Popeye Playhouse
WTRF-TV, Wheeling, W. Va.
SCHIERMEYER, JIM
Wonderful Music
KCBD, KCBD-TV,
Lubbock, Tex.
SCHMITT, DON
Weather
WMTV, Madison, Wis.
SCHNECK, LeROY
WNAE, Warren, Pa.
SCHOCH, BOB
WSBA-TV, York, Pa.
SCHOLL, DUTCH
Barbershoppers
WNOP, Newport, Ky.
SCHOLZ, BOB
WBEL, Beloit, Wis.
SCHUETT, PAUL
KTNT, Tacoma, Wash.
SCHULTE, MIKE
Comic Strip
KOMU-TV, Columbia, Mo.
SCHULTZ, DICK
Platter Party Parade
WLOX, Biloxi, Miss.
SCHOFIELD, CARTER
WDBO-TV, Orlando, Fla.
SCOTT, BOB
WOOD, Grand Rapids, Mich.
SCOTT, BOB
WBLT, Bedford, Va.
SCOTT, CHUCK
WLAC, WLAC-TV,
Nashville, Tenn.
SCOTT, DAVE
KQV, Pittsburgh, Pa.

SCOTT, FRED

B. June 25, Dayton, Ohio; Bugs Bunny Presents, Liberace-Host, WABD

SCOTT, JANET
Starlight Theatre
WEAT,
West Palm Beach, Fla.
SCOTT, LES
WMAK, Nashville, Tenn.
SHAFFER, GARY
Wake up to Music
WHDL, Olean, N. Y.
SHALLCROSS, BILL
WRIV, Riverhead, N. Y.
SHANNON, BILL
KONO, San Antonio, Tex.

SHARBUTT, DEL

B. Feb. 16, 1912, Cleburne, Tex.; Jim Backus, Radio, ABN, Your Hit Parade, NBC-TV

SHARLAND, EARL
WWSC, Glens Falls, N. Y.
SHARP, ELI
Adventures in Music
KAIM, Honolulu, Hawaii
SHARP, IRVING
Daily Dozen
WDBJ, WDBJ-TV,
Roanoke, Va.
SHEA, ROBERT
KXOK, St. Louis, Mo.
SHELTON, JIM
WIBC, Indianapolis, Ind.
SHERIFF, KEITH
Nightbeat
WHHM, Memphis, Tenn.
SHERRY, ROD
Fri. & Sun. Movie
KFSD-TV, San Diego, Calif.
SHIMP, BERT
WSAZ-TV,
Huntington, W. Va.

SHIPLEY, BILL

The Big Story, NBC-TV; You Are There, Jonathan Winters Show, CBS-TV

SHORE, HAL
Sound Off, Shore Patrol
WBCM, Bay City, Mich.
SHRIVER, BOB
Warner Bros. Theatre
KOA-TV, Denver, Colo.
SHUMAN, LYLE
This, That & The Other
KVMC, Colorado City, Tex.
SIMMONS, BARRY
Symphony Hall
KLX, Oakland, Calif.
SIMMS, FRANK
The Garry Moore Show
CBS-TV
SIMMS, HAL
The Big Record
CBS-TV
SIMONDS, RAY
WEIM, Fitchburg, Mass.
SINCLAIR, DICK
Polka Party
KFI, Los Angeles, Calif.
SKAFF, NED
Jockey Club
WCHS, WCHS-TV,
Charleston, W. Va.
SKAGGS, SAM
WPSD-TV, Paducah, Ky.
SKELTON, MANCEL
KTXL, San Angelo, Tex.
SLATTERY, JACK
House Party
CBS-TV
SLOCUM, KENT
KVTV, Sioux City, Iowa
SMEDE, DAN
Club 630
KIDO-TV, Boise, Idaho
SMITH, DON
WBNS-TV, Columbus, Ohio

SMITH, IRVING J.

B. Aug. 30, 1928, Camden, N. J.; Wake Up to Music, WINS, New York; Irv Smith Show, WHB, Kansas City

SMITH, JIM
WING, Dayton, Ohio
SMITH, LEE
WORL, Boston, Mass.
SMITH, SEALY
KOSA-TV, Odessa, Tex.
SMITH, WILLIAM
KTAG-TV, Lake Charles, La.
SMOTHERMAN, ROSS
Channel 8 Presents
WSIX-TV, Nashville, Tenn.
SNODGRASS, DAVE
Companion Show
WGFS, Covington, Ga.
SOLEM, JEFF
KABR, Aberdeen, S. D.
SORKIN, DAN
WCFL, Chicago, Ill.
SOTTILE, AL
Talk of the Town
WHAN, Charleston, S. C.
SPAIN, DON
Top 40
WKRM, Columbus, Tenn.
SPENCER, BILL
WOKJ, Jackson, Miss.
SPENCER, GORDON
Carnival of Music
WOND, Pleasantville, N. J.
SPENGLER, KEN
WCVS, Springfield, Ill.
SPILLMAN, SANDY
Money Tree
KPIX, San Francisco, Calif.
SPOO, EDDIE
KWWL, KWWL-TV,
Waterloo, Iowa
SPOO, EDDIE
WLEA, Hornell, N. Y.
SPRUELL, RAY
KTBS-TV, Shreveport, La.
SPRY, DICK
KEEP, Twin Falls, Idaho
STACKE, PAUL
Hospitality House
KFEQ, St. Joseph, Mo.
STAMBAUGH, HENRY
WJLB, Detroit, Mich.
STAMPS, MACK
Coffee Time
WFNC, Fayetteville, N. C.
STANT, JACK
Polka Party
WDRF, Chester, Pa.

STANTON, ED
WHLI, Hempstead, N. Y.

STARK, DICK

B. Nov. 7, 1911, Grand Rapids, Mich.; Gunsmoke, What's My Line?, Leave it to Beaver, CBS-TV; Patrice Munsel, ABC-TV; Wells Fargo, Comedy Time, NBC-TV

STARLING, DAVID
Perry Mason
CBS-TV

STARLING, FRANK
Toast & Coffee
WWOD, Lynchburg, Va.

STARR, BOB
WJBC, Bloomington, Ill.

STARR, SALLY
Popeye Theatre
WFIL, Philadelphia, Pa.

STEBBINS, ROGER
Music Box
WERC, Erie, Pa.

STEELE, BILL
Top Twenty-Five
WCMB, Harrisburg, Pa.

STEELE, DON
KLIK, Jefferson City, Mo.

STEIN, WALLY
WPAY, Portsmouth, Ohio

STENGER, PETE
Wake up and sing
WSAZ-TV,
Huntington, W. Va.

STEPHENS, CARL
Cartoon Carl
WSFA-TV, Montgomery, Ala.

STEPHENS, MAXIE
Musical Clock
WRJW, Picayune, Miss.

STEPHENS, STEVE
KTHV, Little Rock, Ark.

STERLING, JACK

B. June 24, 1915, Baltimore, Md.; The Jack Sterling Show, WCBS, Radio, New York

STERLING, KEITH
Make Believe Ballroom
CKOY, Ottawa, Ontario

STEVENS, MARK
Here's Your Music
WEEK, WEEK-TV,
Peoria, Ill.

STEVENS, OSCAR
KEVT, Tucson, Ariz.

STEVENS, RALPH
WRAY, Princeton, Ind.

STEWART, JOHN
KDKA, KDKA-TV,
Pitsburgh, Pa.

STIKES, JOHN
WPBB, Jackson, Ala.

STOHL, HANK
Big Adventure
KDKA-TV, Pittsburgh, Pa.

STOKES, DICK
RFD 9, Farm News
WNCT, Greenville, N. C.

STOLL, PAUL
KRDO, KRDO-TV,
Colorado Springs, Colo.

STOLLARD, LEROY
KNAC-TV, Fort Smith, Ark.

STRAND, NORM
Cap'n Sandy
WSAV-TV, Savannah, Ga.

STRASSER, MEL
What's On Your Mind
WABT, Marion, Ind.

STUART, ALLEN
WHLI, Hempstead, N. Y.

STUART, MARVE
WENC, Whiteville, N. C.

STUART, ROGER
Request, Please
WHUM, WHUM-TV,
Reading, Pa.

STUMPO, LOU
Tri County Bandstand
KEY-T,
Santa Barbara, Calif.

STURM, DEAN
WSAZ-TV,
Huntington, W. Va.

SUMMERS, BILL
Gospel Train
WLOU, Louisville, Ky.

SUNDINE, PAT
Especially for You
WOC-TV, Davenport, Iowa

SWAIN, HACK
WSPB, Sarasota, Fla.

SWANEY, HAROLD
WGAN-TV, Portland, Me.

SWAYZE, JOHN CAMERON
Armstrong Circle Theatre,
NBC-TV
Monitor, NBC

SWEET, DEE
WISH-TV, Indianapolis, Ind.

SWENSON, WARD
KNOX, KNOX-TV,
Grand Forks, N. D.

SWIFT, ALLEN

B. New York City, N. Y.; Popeye Show, WPIX, N. Y.; Two for the Money, CBS-TV; Voice Artist for TV and Radio Commercials

SWINSON, ROBERT
Sepiatones
WFMC, Goldsboro, N. C.

SYLVERN, HANK
Keyboard Concerts
CBS

SZELL, GEORGE
The Cleveland Orchestra
CBS

— T —

TALBOT, JOHN
KWWL, KWWL-TV,
Waterloo, Iowa

TANKERSLEY, CECIL
Toast of the Coast
WMOG, Brunswick, Ga.

TANNER, KEN
Yawn Patrol
WROV, Roanoke, Va.

TAPLIN, TAP
WXRA, Buffalo, N. Y.

TAYLOR, BROOKE

B. Nov. 21, Indiana
Alcoa Hour, NBC-TV; Pillsbury, CBS-TV

TAYLOR, BRYON
You Name It
KOZE, Lewiston, Idaho

TAYLOR, DOUG
Tailored for You
KIMN, Denver, Colo.

TAYLOR, GENE
KGYW, Vallejo, Calif.

TAYLOR, HERB
KDAL-TV, Duluth, Minn.

TAYLOR, KEN
WVCG, Coral Gables, Fla.

TAYLOR, TED
Night Shift
KNBC, San Francisco, Calif.

TEDLIE, BUD
KSIM, Sikeston, Mo.

TEDRICK, AUDREY
Back Fence
KWRT, Boonville, Mo.

TEEL, JERRY
KSTN, Stockton, Calif.

TEER, ED
KBTX-TV, Bryan, Tex.

TELLEZ, RUDY
Off the Record
KTSM-TV, El Paso, Tex.

TENNANT, JACK
WAJR, Morgantown, W. Va.

TENNENT, DICK
WJPB-TV, Fairmont, W. Va.

TERMINE, JIM
WAMS, Wilmington, Del.

TERRIL, JIM
KPDN, Pampa, Tex.

TEUBER, RON
WMRP, Flint, Mich.

THALL, WILLIE
WKRC-TV, Cincinnati, Ohio

THIBODEAU, JOHN
WABI-TV, Bangor, Me.

THOMAS, BERNIE
KDEF, Albuquerque, N. M.

THOMAS, EARL
WRSA, Saratoga Springs,
Glens Falls, N. Y.

THOMAS, JERRY
WBIZ, Eau Claire, Wis.

THOMAS, JOHNNY
Looney Tunes
WMFD-TV, Wilmington, N. C.

THOMAS, LAUREL G.
KBRL, McCook, Neb.

THOMAS, VAL
WGAY, Silver Springs, Md.

THOMAS, WAYNE
KTIM, San Rafael, Calif.

THOMPSON, CROCKETT, JR.
WHIS-TV, Bluefield, W. Va.

THOMPSON, DANNY
Highway Patrol
WTIP, Charleston, W. Va.

THOMPSON, DONALD
WPAG-TV, Ann Arbor, Mich.

THOMPSON, ELWOOD
Musical Clock
WPLV, Plainsville, Ohio

THOMPSON, JIM
KSPR-TV, Casper, Wyo.

THOMPSON, OLLIE
KWBW, Hutchinson, Kan.

THORNTON, WILBUR
KBOA, Kennett, Mo.

THORP, WILLIAM
WMXB, Myrtle Beach, S. C.

TIERNEY, GEORGE
WSDR, Sterling, Ill.

TINGLEY, H. IRVING
Toast 'n Tunes
WRRR, Rockford, Ill.

TIPPINS, AL
Popeye Playhouse
WFGA-TV, Jacksonville, Fla.

TISDALE, JERRY
Teen Program
WBLO, Evergreen, Ala.

TITUS, FRANK
WWON, Woonsocket, R. I.

TOBEY, CLIFF
Music Hall
WCAW, Charleston, W. Va.

TOLAND, DON
KOA, Denver, Colo.

TOLAR, RAY
WMPA, Aberdeen, Miss.

TOMBERLIN, RONNIE
Million Dollar Ballroom
WLOS- WLOS-TV,
Asheville, N. C.

TOMPKINS, JACK NEIL
WWNC, Asheville, N. C.

TONEY, HOWARD
WKBV, Richmond, Ind.

TONKEN, PHIL

B. Apr. 13, 1919, Hartford, Conn.; Sid Caesar Presents, ABC-TV; The Big Picture (381 TV Stations); Sunday Radio News, Sunrise Serenade, WOR; 20th Century Fox Hour

TOOTHMAN, BOB
Hit the Road
WBOY, WBOY-TV,
Clarksburg, W. Va.

TOUCHTON, JOHN
Parade of Music
WBIE, Marietta, Ga.

TOWNSEND, DUDLEY
Saturday Session
WDBJ-TV, Roanoke, Va.

TRACY, WILLIAM
Musical Clock
WKRG, Mobile, Ala.

TRANER, DAN
Traveling Music
WYTI, Rocky Mount, Va.

TRAVERS, GUY
WIPA Annapolis, Md.

TRAVERS, REGGIE
KIBH, Seward, Alaska

TRENT, GEORGE
Sincerely Yours
WAGA, WAGA-TV,
Atlanta, Ga.

TRUSSELL, CHARLIE
KXEL, Waterloo, Iowa

TUCKER, DARRELL
KWJB, Globe, Ariz.

TUCKER, DON
Wake up Dixie
WHNY, McComb, Miss.

TUCKER, JACK
WFVA, Fredericksburg, Va.

TUCKER, LINDSAY
WVEC-TV,
Hampton-Norfolk, Va.

TUCKER, TOM
Get Together
WRAL, WRAL-TV,
Raleigh, N. C.

TURNER, DICK
WAAB, Worcester, Mass.

TURNER, RAY
Bandstand, Night Watch
WTAR, WTAR-TV,
Norfolk, Va.

TURNER, ROBERT PAUL
Music for Memories
KVOC, Casper, Wyo.

TYSON, DAVEY
WCAE, Pittsburgh, Pa.

— U —

UNDERWOOD, JIM
KRLD, KRLD-TV,
Dallas, Tex.

UNDSETH, JOHN
WKLK, Cloquet, Minn.

UNIKOW, MEL
WSBC, Chicago, Ill.

UPTON, DON
WIS-TV, Columbus, S. C.

— V —

VAIL, JACK
Musical Day
WGMA, Hollywood, Fla.

VALE, JOE
Night Patrol
WCGC, Belmont, N. C.

VALLE, DAN
WFAS, White Plains, N. Y.

VAN, JOE
WKMH,
Dearborn-Detroit, Mich.

VAN DAM, LEON
WKLZ, Kalamazoo, Mich.

VAN DYKE, JOHN
WIZZ, Streator, Ill.

VAN HOOK, EDDIE
WSFC, Somerset, Ky.

VAN HORN, ARTHUR
WABC, New York, N. Y.

VAN LANDINGHAM, LOUIS
KXRJ, Russellville, Ark.

VAN NESTE, BOB
Favorite 50
KODY, North Platte, Neb.

VAN'T HUL, BERNIE
WHTC, Holland, Mich.

VAN VOORHIS, H. P.
WLBR, Lebanon, Pa.

VAUGHAN, BOB
Nitecap
WSPA, WSPA-TV,
Spartanburg, S. C.

VAUSE, ALLEN
Tobaccoland Timetable
WTSB, Lumberton, N. C.

VELO, DICK
KTAC, Tacoma, Wash.

VERNON, MAC
Penthouse Party
WMSC, Columbia, S. C.

VICKERS, LOYAL
KPUG, Bellingham, Wash.

VILLANUEVA, ERNIE
Spanish Program
KVEN, Ventura, Calif.

VILLANUEVA, ROBERTO
KTXN, Austin, Tex.

VINCENT, SCOTT
Merv Griffin Show
ABN

VINES, CARL
WHPB, Belton, S. C.

VOGEL, C. P. JR.
Trade Arcade
WWNR, Beckley, W. Va.

VOGEL, LEE
WHB, Kansas City, Mo.

VOGT, KEN
WXIX, Milwaukee, Wis.

VOLBERDING, GARRY
KCHA, Charles City, Iowa

VON, TONY
KTAE, Taylor, Tex.

VON PEIN, JOHN
WKBV, Richmond, Ind.

VON SOVOYE, RAY
KROG, Sonora, Calif.

VON ZELL, HARRY
Burns & Allen
CBS-TV

— W —

WADE, OZZIE
WKNE, Keene, N. H.

WAHL, JIM
Alarm Clock Club
KGMS, Sacramento, Calif.

WAHLEN, BERT
KSET, El Paso, Tex.

WAINWRIGHT, HERMAN
710 Record Room
WKRG, Mobile, Ala.

WAITES, JIM
KTFS, Texarkana, Tex.

WALKER, ALYCE
KCMJ, Palm Springs, Calif.

WALKER, FRED
Pop or Flop
WCMT, Martin, Tenn.

WALLACE, GUY
MBS

WALLACE, MIKE

B. May 9, 1918, New York; Mike Wallace Interview, ABC

WALLER, EDMUND W.
WTOR, Torrington, Conn.

WALLER, HARLEY
KLGA, Algona, Iowa

WALTERS, GENE
Great Day in the Morning
KRSN, Los Alamos, N. M.

WALTON, JAMES
Fun Fare
WHAS, WHAS-TV,
Louisville, Ky.

WARD, JIM
WILK, WILK-TV,
Wilkes-Barre, Pa.

WARE, JACK
KOOL-TV, Phoenix, Ariz.

WARNOCK, DON
KWBW, Hutchinson, Kan.

WATERS, GENE
Farm Corner
WSAL, Logansport, Ind.

WEAVER, BILL
KCBS, San Francisco, Calif.

WEAVER, JOE
Kaffee Klatsch
WTOL, Toledo, Ohio

WEAVER, ROBYN
WIRL, Peoria, Ill.

WEBSTER, DOC
WJTN, Jamestown, N. Y.

WEBSTER, KURT
WAVY-TV, Norfolk, Va.

WEHLING, BOB
Zorro
ABC-TV

WELCH, AL
KTRE, KTRE-TV,
Lufkin, Tex.

WELLS, EARL
WSPD-TV, Toledo, Ohio

WELLS, JACQUE
WJZ-TV, Baltimore, Md.

WEST, WAYNE
WMBD, WMBD-TV,
Peoria, Ill.

WESTON, LEE
KDLM, Detroit Lakes, Minn

WESTOVER, JIM
KQV, Pittsburgh, Pa.

WHEAT, RAY
WAAF, Chicago, Ill.

WHEDBEE, BILL
Big 30 Revue
KPOA, Honolulu, Hawaii

WHEELER, WILLIAM
WEEU, Reading, Pa.

WHITAKER, JACK
KALL, Salt Lake City, Utah

WHITE, DAVE
KMCO, Conroe, Tex.

WHITE, HARRY
KNEX, McPherson, Kan.

WHITEHEAD, BRUCE
KBOI, KBOI-TV,
Boise, Idaho

WHITAKER, GENE
WNCA, Silver City, N. C.

WHITMAN, STAN
Melody Matinee
WENE, Binghamton, N. Y.

WHITNEY, BOYD
K-LYN, Amarillo, Tex.

WHITTEN, WILL
Klokwatcher
WRDO, Augusta, Me.

WHITTINGHILL, DICK
KTTV, Hollywood, Calif.

WICKERSHAM, DEAN
WBIA, Augusta, Ga.

WIDITZ, PAUL
WBMD, Baltimore, Md.

WILDS, TED
WAKN, Aiken, S. C.

WILLEFORD, GEORGE
WLW-I, Indianapolis, Ind.

WILLETTE, TOM
WRGP-TV,
Chattanooga, Tenn.

WILLIAMS, JACK
WGBS, Miami, Fla.

WILLIAMS, JIM
Rise & Shine
WNAH, Nashville, Tenn.

WILLIAMS, JOHN
KMED, Medford, Ore.

WILLIAMS, MANNING
Award Theatre
KGUL-TV, Galveston, Tex.

WILLIAMS, VAN
1260 Club
WJOT, Lake City, S. C.

WILLIAMS, WAYNE
Housewife's Holiday
WBGR, Jesup, Ga.

WILLIAMSON, BRUCE L.
WHIM, Providence, R. I.

WILLIS, FORREST
Musical Clock
WTRI, WOKO, Albany, N. Y.

WILLOUGHBY, WINK
WNAH, Nashville, Tenn.

WILLSON, PRESTON
Musicmakers
WSVS, Crewe, Va.

WILSON, ANDY
WLOF-TV, Orlando, Fla.

WILSON, BILL
Quizmaster Quizdown
WJAC-TV, Johnstown, Pa.

WILSON, DANNY
Just Plain Music
WHAV, Haverhill, Mass.

WILSON, DON
KWTX, KWTX-TV, KBTX-TV,
Waco, Tex.

WILSON, EARL
WLBH, Mattoon, Ill.

WILSON, GEORGE
WMRB, Greenville, S. C.

WILSON, GLENN
Motorists Matinee
WPAR, Parkersburg, W. Va.

WILSON, JOHN
620 Matinee
KTAR, KVAR,
Phoeniz, Ariz.

WILSON, JOHN
1280 B'fast Club
WLMJ, Jackson, Ohio

WILSON, JOHN
Musical Clock
WFLO, Farmville, Va.

WILSON, JOHN
KENS-TV, San Antonio, Tex.

WILSON, KEN
KUEQ, Phoeniz, Ariz.

WILSON, LEO
WHOP, Hopkinsville, Ky.

WILSON, READ
WWNC, Asheville, N. C.

WILSON, RON
WAVP, Avon Park, Fla.

WILSON, STU
Are Ya Listenin'?
KBIG, Avalon, Calif.

WILSON, STU
Tri State Almanac
WKBN, WKBN-TV,
Youngstown, Ohio

WILSON, WALTER
Crossroads Inn
WKOA, Hopkinsville, Ky.

WINDER, BERTEL
Wings of Faith
WXOK, Baton Rouge, La.

WINGARD, MIKE
WIRA Fishbowl
WIRA, Fort Pierce, Fla.

WINGATE, JOHN
WOR News; Nightbeat, WABD

WINKLE, POP
Trading Post
WBRZ, Baton Rouge, La.

WINN, BILL
The Milkman
WESB, Bradford, Pa.

WINTER, BILL
Breakfast with the Parson
KHAM, Albuquerque, N. M.

WINTERS, JIM
WABI, Bangor, Me.

WINTERS, MITCH
Dance Time
WSSV, Petersburg, Va.

WIPPEL, BILL
KOZE, Lewiston, Idaho

WOLD, DEE
KEYZ, Williston, N. D.

WOLEVER, JACK
Let's Go Fishing
KWFC, Hot Springs, Ark.

WOLFE, JOHN
WDOS, Oneonta, N. Y.

WOLFE, JOHN
Your Big Day
WSM-TV, Nashville, Tenn.

WOLFENDEN, BOB
Dancing Party
WMEV, Marion, Va.

WOLOSON, LEONARD
Sunny Side
WPTS, Pittston, Pa.

WOOD, BILL
Sunrise Serenade
KODY, North Platte, Neb.

WOOD, BOB
WEBQ, Harrisburg, Ill.

WOOD, DALE
Sounding Board
KOEL, Oelwein, Iowa

WOOD, TRENT
WMCT, Memphis, Tenn.

WOODLEY, DALE
Popeye Clubhouse
WCCO-TV,
Minneapolis,St. Paul, Minn.

WOODS, JOHN
WAAB, Worcester, Mass.

WOODWARD, LEE
Showtime Matinee
KOTV, Tulsa, Okla.

WOODWARD, QUENTIN
KONG, Visalia, Calif.

WOOTEN, DEE
KWFR, San Angelo, Tex.

WORREL, BLAINE
Man in the House
KGB, San Diego, Calif.

WRIGHT, RAY
KGCX, Sidney, Mont.

WYANT, ELDEN
WHAK, Rogers City, Mich.

WYATT, DEWITT
WPDX, Clarksburg, W. Va.

WYLER, BILL
WPST-TV, Miami, Fla.

— XYZ —

YATES, JOHNNY
Weather
KFEQ-TV, St. Joseph, Mo.

YELLAND, STARR
KLZ-TV, Denver, Colo.

YORK, PRESTON
Precious Memories
WAOK, Atlanta, Ga.

YOUNG, AL
WCMA, Corinth, Miss.

YOUNG, BARBARA
Menus 'n Manners
WCTV, Thomasville, Ga.

YOUNG, BILL
WKMT,
Kings Mountain, N. C.

YOUNG, H. PRESTON JR.
WHLF, South Boston, Va.

YOUNG, JERRY
WCEH, Hawkinsville, Ga.

YOUNG, MAC
Mad House
KBHS, Hot Springs, Ark.

YOUNG, O. C.
WHIS, WHIS-TV,
Bluefield, W. Va.

YOUNG, TOMMY
WTOK-TV, Meridian, Miss.

ZACK, ED
WOC, WOC-TV,
Davenport, Iowa

ZAK, BILL
KTRH, Houston, Tex.

ZAKRAJSEK, DICK
WATT, WPBN-TV,
Cadillac, Mich.

ZENTNER, SAM
KCOK, Tulare, Calif.

ZETHMAYR, CAL
Record Room
WHNY, McComb, Miss.

ZIMLICH, WILLIAM A.
Zim Spins, One for the Road
KRDG, Redding, Calif.

ZIMMERS, DON
Backyard Theatre
KENS-TV, San Antonio, Tex.

ZINK, CHUCK
Popeye Playhouse
WTVJ, Miami, Fla.

ZURLO, SAM
Tunetest
WCSS, Amsterdam, N. Y.

ZWEMER, CHUCK
WISN-TV, Milwaukee, Wis.

Country Music Rocks the Country, And Rolls Up Station Incomes



By
CHARLES BERNARD
President
Charles Bernard Co.
and
Founder of
"CAWMBA"

TWO of the greatest success stories in all of radio's history are centered on Country Music programs which have helped to pioneer this unique showmanship into the better than $100 million-a-year business it is today. Almost 35 years ago, when "National Barn Dance" and "Grand Ole Opry" were infants, back in Chicago and Nashville, respectively, no one would have dared predict this phenomenal success over a third of a century later.

Let's look at the record. "The National Barn Dance" was sponsored by Alka Seltzer for 15 years, Keystone Steel & Wire for 25 years, and Phillips Petroleum Co. for 15 years. The "Grand Ole Opry" has expanded to the point where sponsors are on a waiting list to advertise, and many of their advertisers have been pounding away for over a decade. Easily a quarter of a million people see and enjoy their Opry yearly, with similar jamborees springing up all over the country.

✲

"The Ozark Jubilee," or as it is better known, "Red Foley's Country Music Show," emanating from Springfield, Missouri is another lavish network presentation. Others include "The Jimmy Dean Show" out of Washington, D. C., "The Old Dominion Barn Dance" in Richmond, "The Cowtown Hoedown" in Fort Worth, "The Louisiana Hayride" and many more. However, the big switch has been in independent radio throughout the country, where more and more radio stations are switching their programming formats from pop to Country and Western Music.

Practically every major market has a station featuring this specialized programming, and one of the most successful independent pioneers is WARL, which covers the Washington market with solid Country Music, and has, for the past 10 years. In addition to Dow Chemical, which sponsors "The Red Foley Show" on NBC Radio, other national advertisers include Birstol-Myers, Phillips Petroleum, R. J. Reynolds, R. C. Cola, Philip Morris, General Motors, Miles Laboratories, The Ford Motor Co., Life Magazine, Beechnut Gum and Lydia Pinkham.

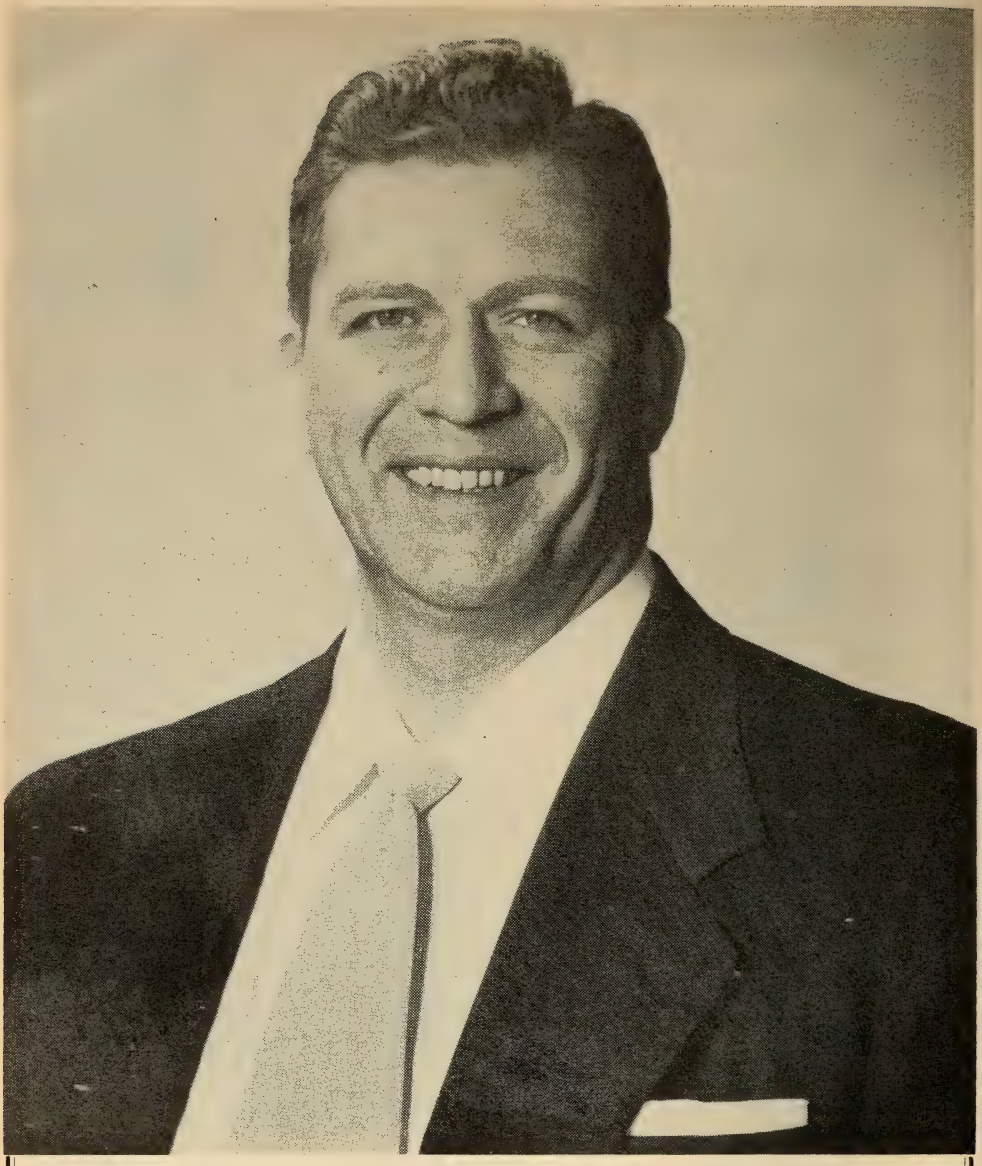
✲

This year more than 50 million country music records will be sold, which is 40 per cent of the total sales of all single popular music records. Eddie Arnold alone has sold over 30 million records in 10 years. Many of the performers of top Country Music shows are in demand to make spot commercials. One artist, Arthur Smith, M-G-M recording star whose "Guitar Boogie" sold more than three million records, has done TV commercials for Bristol-Myers' Sal Hepatica, Lever Brothers, Grove Laboratories, Brown & Williamson Tobacco Company, and many others.

One of the reasons why sponsors like to spot their commercials in Country Music shows is that the music has appeal for all age groups. Grandpas and grade shchoolers often tune in the same program. The music is down-to-earth, and is written and performed with sincere emotion. The people who listen to Country Music are much more faithful, and buy something because they **believe.** The main reason a sponsor gets sales results from Country Music stations is that the listeners are geared to hearing words, not background music. Almost every Country Music song ever written is a story set to music, and when the listeners are trained to hear these musical stories, there is no resentment when a folksy announcer comes in to sell the sponsor's product. They're used to listening to words; consequently, they hear the commercials, and respond.

✲

Country Music is not only sweeping the U. S., but is hungrily consumed throughout the world. When Guy Mitchell's "country" rendition of "Singing the Blues" sold three million copies, it was also big in Canada, Great Britain, Australia, Japan and South Africa. Because Country and Western Music has become so popular, and has had such a tremendous influence on the buying habits of our nation's shoppers, radio stations in major market areas like Los Angeles, Pittsburgh, Minneapolis and Kansas City have converted their programming to C/W, which led to the formation of "CAWMBA" —The Country and Western Music Broadcasters Assn., which is rapidly becoming a network vehicle for national advertising.



AL HELFER

GILLETTE

CAVALCADE OF SPORTS

TELEVISION — RADIO

SPORTS COMMENTATORS

RADIO AND TELEVISION

—their work during 1957

— A —

ABEL, GEORGE
KSD-TV, St. Louis, Mo.
ACKERMAN, AL
WOOD, WOOD-TV, Grand Rapids, Mich.
ADAMS, J. PAUL
WILD, Boston, Mass.
ADAMS, JIM
WKZO-TV, Kalamazoo, Mich.
ADAMS, TONY
WCAX-TV, Burlington, Vt.
ADELL, RAY
WGBB, Freeport, N. Y.
ADELSON, JIM
WINR-TV, Binghamton, N. Y.
AGRESTA, PHIL
WBT, Charlotte, N. C.
AHMANN, MARK
KCIM, Carroll, Iowa
AKERS, DICK
WKBL, Covington, Tenn.
ALAN, STEVE
KICD, Spencer, Iowa
ALARIE, DICK
WPCT, Putnam, Conn.
ALBRIDGE, KEN
KHMO, KHQA, Hannibal, Mo.
ALDRIDGE, MAHLON
KFRU, Columbia, Mo.
ALEBIS, JOHN
KPSO, Falfurrias, Tex.
ALLBRIGHT, NAT
WEAM, Arlington, Va.
ALLEN, HUGH
WRKH, Rockwood, Tenn.
ALLEN, JIM
KLFY-TV, Lafayette, La.
ALLEN, JIM
KSMO, Salem, Mo.

ALLEN, MEL
B. Feb. 14, 1913, Birmingham, Ala.; New York Yankees Baseball, WPIX, WINS; World Series, Rose Bowl Football Game, Major League All-Star Game, NCAA College Football, NBC-TV; White Owl Sports Spot, CBS-TV; Sports Daily, NBC; ABC Radio, NBC Radio

AMBROSE, JOHN V.
WTAG, Worcester, Mass.
ANDERSON, ALLEN
WASA, Havre De Grace, Md.
ANDERSON, BOB
KVAL-TV, Eugene, Ore.
ANDERSON, CHICK
WEOA, WEHT, Evansville, Ind.
ANDERSON, CHUCK
KTTR, Rolla, Mo.
ANDERSON, KIRK
WFGM, Fitchburg, Mass.
ANDERSON, TOM
WGEZ, Beloit, Wis.
ANDREWS, FRED
WHAK, Rogers City, Mich.
ANTHONY, JOHN
WITI-TV, Milwaukee, Wis.
ARMENDARIZ, JOE
KIFN, Phoenix, Ariz
ARMSTRONG, FRANK
WDIA, Memphis, Tenn.
ARRAGON, JACK
WPET, Greensboro, N. C.
ARTHUR, HARRY
KNDE-TV, Monroe, La.
ASSAF, WOODIE
WJDX, WLBT, Jackson, Miss.
ATWOOD, TED
KWHK, Hutchins, Kan.
AUSLEY, WALLY
WTIK, Durham, N. C.
AXELSON, JOE
WWNS, Statesboro, Ga.

— B —

BAGLI, GUY
WTVT, Tampa, Fla.
BAILEY, CHARLEY
WEBR, Buffalo, N. Y.
BAILEY, ED
KNLR, N. Little Rock, Ark.
BAILEY, JIM
KBIF, Fresno, Calif.
BAKER, DICK
WSAI, Cincinnati, Ohio
BAKER, GEORGE
WESA, Charleroi, Pa.
BAKER, ROGER
WGR-TV, Buffalo, N. Y.
BALCH, FRANK
WJOY, Burlington, Vt.
BALLARD, CHUCK
WKRG-TV, Mobile, Ala.
BALTER, SAM
KTLA, Los Angeles, Calif.
BARBA, DICK
WIDE, Biddeford, Me.
BARBER, PHIL
KTRB, Modesto, Calif.
BARKER, EDDIE
KRLD-TV, Dallas, Tex.
BARNETT, BOB
KVBC, Farmington, N. M.
BARRETT, DENNY
WKBN, WKBN-TV, Youngstown, Ohio
BARRETT, TONY
KENT, Shreveport, La.
BARRON, BILL
WCSS, Amsterdam, N. Y.
BARROWS, ED
WICE, Providence, R. I.
BARRUS, GABBY
KODI, Cody, Wyo.
BARRY, BOB
KNOR, Norman, Okla.
BARRY, GUY
WLAN, WLAN-TV, Lancaster, Pa.
BARRY, NORMAN
WNBQ, Chicago, Ill.
BASNIK, BOB
WELY, Ely, Minn.
BATES, MARVIN
WGBF, Evansville, Ind.
BAUMGARTEN, BILL
KBLF, Red Bluff, Calif.
BAUMHOL, ART
WLAP, WKXP-TV, Lexington, Ky.
BAXTER, BOB
WCOS, Columbia, S. C.
BEAL, CLYDE
WCPM, Cumberland, Ky.
BEATTY, ROSS
KCSJ, KCSJ-TV, Pueblo, Colo.
BECK, DICK
WGUY, Bangor, Me.
BECK, WILLIAM H.
Football Time
KDZA, Pueblo, Colo.
BECKER, GUS
KBOM, Mandan, N. D.
BEGLEY, JIM
WACE, Springfield-Chicopee, Mass.
BELCHER, ROD
KOL, Seattle, Wash.
BELL, ALLEN
KREW, Sunnyside, Wash.
BELLOWS, CLINT
KSRV, Ontario, Ore.
BENDER, BOB
WTRL, Bradenton, Fla.
BENDER, TOM
KDKA, KDKA-TV, Pittsburgh, Pa.
BENNETT, BOB
WIPA, Annapolis, Md.
BENNETT, DEAN
KSL, KSL-TV, Salt Lake City, Utah
BENSON, RUSS
WOKZ, Alton, Ill.
BENTON, BILL
WMAP, Monroe, N. C.
BERGER, BOB
KTWO-TV, Casper, Wyo.
BERRY, TOM
KATL, Miles City, Mont.
BEVERAGE, JACK
KOOL-TV, Phoenix, Ariz.
BEYER, HAL
KLOO, Corvallis, Ore.
BILLINGSLEY, BLADEN
WFVA, Fredericksburg, Va.
BLACK, JOHN
WTNJ, Trenton, N. J.
BLACKBURN, BOB
KEX, Portland, Ore.
BLAND, CHARLES
KDEX, Dexter, Mo.
BLUE, IRA
KNBC, San Francisco, Calif.
BOARDMAN, EARL
WLAP, WKXP-TV, Lexington, Ky.
BOGGS, OTIS
WRUF, Gainesville, Fla.
BOHNHOFF, ED
KILO, Grand Forks, N. D.
BOLAND, JOE
WSBT-TV, South Bend, Ind.
BONASSO, RUSSELL
WHAR, Clarksburg, W. Va.
BONE, BILL
WNOK, WNOK-TV, Columbia, S. C.
BONNER, JIM
WRCV-TV, Philadelphia, Pa.
BONNETT, JACK T.
WTIV, Titusville, Pa.
BOONE, EVERETT
WMMH, Marshall, N. C.
BORBRIDGE, JOHN
KSEW, Sitka, Alaska
BOWER, BOB
WTIP, Charleston, W. Va.
BOYD, RAY
KHUZ, Borger, Tex.
BOYER, JOHNNY
WCAE, Pittsburgh, Pa.
BRACHER, BERNIE
KROD-TV, El Paso, Tex.
BRACKNEY, TOM
KSPT, Sandpoint, Idaho

BRADLEY, WES
KVOR, Colorado Springs, Colo.
BRADWAY, HARRY
WFAM, WFAM-TV, Lafayette, Ind.
BRATTIN, DICK
WKPT, Kingsport, Tenn.
BRICKHOUSE, JACK
WGN-TV, Chicago, Ill.
BRIGHT, HARRY
WETZ, New Martinsville, W. Va.
BRITT, JIM
All Star Golf
ABC-TV
BROCK, ART
KPHO, KPHO-TV, Phoenix, Ariz.
BRODERS, F. M.
KXIC, Iowa City, Ia.
BRODY, STEVE
KBZY, Salem, Ore.
BROOKS, BILL
KCKT-TV, Great Bend, Kan.
BROOKS, BOB
KCRG-TV, Cedar Rapids, Iowa
BROWN, BO
KETX, Livingston, Tex.
BROWN, HANK
WLFH, Little Falls, N. Y.
BROWN, R. FRED JR.
WLOS, WLOS-TV, Asheville, N. C.
BROWN, RAYMOND
WHUB, Cookeville, Tenn.
BROWN, TERRY K.
WMAN, Mansfield, Ohio
BROWN, THOMAS
WESX, Salem, Mass.
BROWN, TRAVIS
WYMB, Manning, S. C.
BROWNE, ART
WCTC, New Brunswick, N. J.
BRUBAKER, BILL
KRHD, Duncan, Okla.
BRUNDIGE, BILL
KHJ, KHJ-TV, Los Angeles, Calif.
BRYAN, BILL
KTOK, Oklahoma City, Okla.
BRYAN, L. L.
KXRJ, Russellville, Ark.
BUHL, DALE
WQUA, Moline, Ill.
BUNN, NEAL
WORM, Savannah, Tenn.
BUNNELL, BOB
KACE, Riverside, Calif.
BURNETTE, DAL
WHBG, Richmond, Va.
BYRUM, BUCK
WIRJ, Humboldt, Tenn.

— C —

CAHILL, AL
WPTZ, Plattsburgh, N. Y.
CAMERON, GEORGE
WEAV, Plattsburgh, N. Y.
CAMERON, HOWARD
WHWB, Rutland, Vt.
CAMERON, JIM
WREN, Topeka, Kan.
CAMPANA, VINCE
WLYC, Williamsport, Pa.
CAMPBELL, BILL
WCAU-TV, Philadelphia, Pa.
CAMPBELL, BUD
KARK, KARK-TV, Little Rock, Ark.
CAMPBELL, DAVE
WBRC, WBRC-TV, Birmingham, Ala.
CAMPBELL, JOHN T.
KXLL, Missoula, Mont.
CAMPBELL, NEENIE
WMCK, McKeesport, Pa.
CANTON, AMY
WCVI, Connellsville, Pa.
CAPPELL, L. D.
KVPI, Ville Platte, La.
CARLSON, BOB
KIRX, Kirksville, Mo.
CARLSON, TED
KSLM, Salem, Ore.
CARLTON, BOB
WJRI, Lenoir, N. C.
CARNEGIE, TOM
WFBM-TV, Indianapolis, Ind.
CARSON, TOM
WJW, WJW-TV, Cleveland, Ohio
CARTER, LEW
WMOG, Brunswick, Ga.
CASE, JOHN G.
WCNY-TV, Carthage, N. Y.
CASEY, AL
KGEK, Sterling, Colo.
CASEY, DAN
WAMS, Wilmington, Del.
CASEY, JAMES
WALM, Albion, Mich.
CAULEY, AL
CJAD, Montreal, Quebec
CELANIA, JOE
WTVW, Evansville, Ind.
CHAFIN, ALBEA
WHPE, High Point, N. C.
CHALDY, BUD
KXGN, KXGN-TV, Glendive, Mont.
CHALMERS, JAMES
WFGM, Fitchburg, Mass.
CHAMBERLAIN, GUS
WAPO, Chattanooga, Tenn.
CHAPMAN, ARCH
KWWL, KWWL-TV, Waterloo, Iowa

Chris Schenkel

Sports Announcer



AL 4-7981

CHARLES, BERT
WVKO, Columbus, Ohio
CHASE, BOB
WOWO, Fort Wayne, Ind.
CHILDS, LELAND
WBRC, WBRC-TV, Birmingham, Ala.
CHOMEL, FRANCIS E.
WCNB, Connersville, Ind.
CIRALDO, AL
WGST, Atlanta, Ga.
CLAPPER, KEN
WRTA, Altoona, Pa.
CLARK, KEITH
KIFI, Idaho Falls, Idaho
CLARK, RALPH L.
WIBV, Belleville, Ill.
CLARKE, HERB
WRVA-TV, Richmond, Va.
CLAUSSEN, GENE
KXIC, Iowa City, Iowa
CLAWSON, LEW
WWVA, Wheeling, W. Va.
CLAY, RANDY
WOAI-TV, San Antonio, Tex.
CLEARY, BILL
KREX, KREX-TV, Grand Junction, Colo.
CLEARY, TOM
WCLT, Newark, Ohio
CLEMENT, TOM
KNDC, Hettinger, N. D.
CLEVELAND, ACE
WBKH, Hattiesburg, Miss.
CLIFTON, CHARLES
KRKD, Los Angeles, Calif.
COFFMAN, CLARE
KVOA, KVOA-TV, Tucson, Ariz.
COHEN, DR. HARRY
WJPA, Washington, Pa.
COKER, WHITEY
KWIL, Albany, Ore.
COLBY, LEN
WKZO-TV, Kalamazoo, Mich.
COLE, CLIFTON
KERG, Eugene, Ore.
COLE, DON
KGCX, Sidney, Mont.
COLE, PETER
WEAT, West Palm Beach, Fla.
COLEMAN, BILL
WJDA, Quincy, Mass.
COLEMAN, KEN
WHK, Cleveland, Ohio
COLLIER, ART
WLW-I, Indianapolis, Ind.
COLLINS, SID
WIBC, Indianapolis, Ind.
COMLEY, JACK
WNBC, New Britain, Conn.
CONWAY, ED
WVOT, Wilson, N. C.
COOK, BOB
WRJN, Racine, Wis.
COOK, DAN
KENS-TV, San Antonio, Tex.
COOLEY, BILL
KORC, Mineral Wells, Tex.
COPP, EARL
WFVA, Fredericksburg, Va.
CORBETT, CARL
KCOG, Centerville, Iowa
CORBIN, BOB
WLOI, Laporte, Ind.
CORDELL, SAM
WBMC, McMinnville, Tenn.
CORLEY, BILL
WBNS-TV, Columbus, Ohio
CORNELIUS, GLENN
WJRD, Tuscaloosa, Ala.
CORRICK, DAN
KLGA, Algona, Iowa
COSELL, HOWARD
Sports Focus (local); Speaking of Sports (net); All League Clubhouse (net) ABN, WABC, New York, N. Y.
COTE, DOC
WTWN, St. Johnsbury, Vt.
COX, ORVAL
WSAT, Salisbury, N. C.
COYLE, ERNIE
WWKY, Winchester, Ky.
CRADDOCK, JACK
WKDL, Clarksdale, Miss.
CRAIG, BILL
WHAP, Hopewell, Va.
CRAMER, CHRIS
WCHV, Charlottesville, Va.
CREAGER, MACK
KRMG, Tulsa, Okla.
CREWS, BILL
KTVI, St. Louis, Mo.
CRISP, JACK
WAIP, Mobile, Ala.
CRISTIL, JACK
WELO, Tupelo, Miss.
CROCKETT, HUDLEY
WSIX-TV, Nashville, Tenn.
CROGHAN, JOE
WBAL, WBAL-TV, Baltimore, Md.
CROWE, JOHN
WJAC, WJAC-TV, Johnstown, Pa.
CRUMBLEY, CHARLIE
WLAU, Laurel, Miss.
CRYAN, WALLY
WARA, Attleboro, Mass.
CRYSDALE, JOE
CKEY, Toronto, Ontario
CULLINANE, JOE
KWIK, Pocatello, Idaho
CULP, JOHN
WAVU, Albertville, Ala.
CUMMINS, CHARLIE
WAVP, Avon Park, Fla.
CUMMINS, JACK
WTVJ, Miami, Fla.
CUMMINS, TAIT
WMT-TV, Cedar Rapids, Iowa
CUNIO, GENE
WLEU, Erie, Pa.
CUNNINGHAM, DON
WBEN, WBEN-TV, Buffalo, N. Y.
CURRY, BUTCH
WMRY, New Orleans, La.
CURTIS, BILL
WRAP, Norfolk, Va.
CUSICK, FRED
WEEI, Boston, Mass.

— D —

DAHL, DON
KDAL, KDAL-TV, Duluth, Minn.
DALY, JACK
CBOT, CKOY, Ottawa, Ont.
DANIELS, DAN
WTOP, WTOP-TV, Washington, D. C.
DARDANO, NICK
WTLB, Utica, N. Y.
DARLAND, BILL
KVCL, Winnfield, La.
DATSIS, JIM
WTVL, Waterville, Me.
DAVENPORT, JOE
WANS, Anderson, S. C.
DAVID, JEFF
KVOL, Lafayette, La.
DAVIS, BILL
WETO, Gadsden, Ala.
DAVIS, DICK
WKNX-TV, Saginaw, Mich.
DAVIS, EARL
KPAT, Pampa, Tex.
DAVIS, LEN
WGL, Fort Wayne, Ind.
DAVIS, LES
KVTV, Sioux City, Iowa
DAVIS, LES
WNAX, Yankton, S. D.
DAVISON, BOBBY
WVOP, Vidalia, Ga.
DEAN, ROBERT
KPUG, Bellingham, Wash.
DEINES, NAY
KMMJ, Grand Island, Neb.
DELANEY, BOB
WCTV, Thomasville, Ga.
DEMAREE, L. P.
KWRF, Warren, Ark.
DEMING, BUD
KIBS, Bishop, Calif.
DENT, GARY
WWNR, Beckley, W. Va.
DENT, JACK
WBOF, Virginia Beach, Va.
DE VICTOR, MARTY
WBNS-TV, Columbus, Ohio
DE WITT, DEWEY
WABI-TV, Bangor, Me.
DEWITT, DEWEY
WAGM, WAGM-TV, Presque Isle, Me.
DEXTER, LUIN K.
KORT, Grangeville, Idaho
DIFFEE, BILL
WFNS, Burlington, N. C.
DILLON, LENNY
WFAS, White Plains, N. Y.
DI NATALE, JOE
KODY, North Platte, Neb.
DITMER, BOB
WHGR, Houghton Lake, Mich.
DITTERT, ED
KRIC, Beaumont, Tex.
DOBBINS, JOE
WLNH, Laconia, N. H.
DOCKENEY, EDWARD
WEPM, Martinsburg, W. Va.
DOEBLER, SHERM
WITT, Lewisburg, Pa.
DOHL, PAUL
WCHN, Norwich, N. M.
DOMMER, BILL
WBEL, Beloit, Wis.
DONLEY, RED
WSTV-TV, Steubenville, Ohio
DOUGLAS, WAYNE
KEEP, Twin Falls, Idaho
DOW, BOB
WGUY, Bangor, Me.
DOYLE, VINCE
WSJV, South Bend-Elkhart, Ind.
DRAPER, LARY
WAFC, Staunton, Va.
DREES, JACK
WBKB, Chicago, Ill.
DROELLE, GEORGE
WCLI, Corning, N. Y.
DROZD, JOHN D.
WEED, Rocky Mount, N. C.
DUANE, JACK
KGHF, Pueblo, Colo.
DUDLEY, BILL
WLVA-TV, Lynchburg, Va.
DUDLEY, JIMMY
WERE-TV, Cleveland, Ohio
DUFFY, RAY
WMTS, Murfreesboro, Tenn.
DULL, JIM
WDAU-TV, Scranton, Pa.
DUNBAR, WALT
WFGA-TV, Jacksonville, Fla.
DUNPHY, DON
Cavalcade of Sports
NBC, MBS
DUNPHY, JERRY
CBS Sports
WBBM-TV, Chicago, Ill.
DUPONT, JOE
KMRS, Morris, Minn.

— E —

EDGAR, GEORGE
KLAN, Renton, Wash.

EDWARDS, GLENN
KSBW-TV, Salinas-Monterey, Calif.
EDWARDS, JOE
WAMW, Washington, Ind.
EGAN, LEO
WBZ-TV, Boston, Mass.
ELIAS, BOB
KPMC, Bakersfield, Calif.
ELIAS, EDDIE
WAKR-TV, Akron, Ohio
ELIASON, ERIC
WCMY, Ottawa, Ill.
ELLIOTT, JIM
WWWR, Russellville, Ala.
ELLIOTT, MIKE
WESX, Salem, Mass.
ELLIOTT, WIN
Cavalcade of Sports
NBC
ELLIS, STEVE
WPST-TV, Miami, Fla.
ELLISON, BILL
WHCU, Ithaca, N. Y.
ELSON, BOB
WCFL, Chicago, Ill.
EMERY, TED
WTSL, Hanover, N. H.
ENGSTROM, NORM
KDLM, Detroit Lakes, Minn.
ENROTH, DICK
WCCO, WCCO-TV, Minneapolis, Minn.
ERCK, LOU
KSST, Sulphur Springs, Tex.
ERDMANN, JACOB J.
WRAC, Racine, Wis.
ERDOSSY, BILL
WHP-TV, Harrisburg, Pa.
ERICKSON, BERT
WAPG, Arcadia, Fla.
ERP, JOHNNY
WMAQ, WNBQ, Chicago, Ill.
ERWIN, JIM
WSTV-TV, Steubenville, Ohio
ERWIN, SKIP
WIL, St. Louis, Mo.
ERWIN, TOMMY
KALB-TV, Alexandria, La.
ETHERTON, WILLIAM
WNDU, WNDU-TV, South Bend, Ind.
EUBANKS, BLAIR
WTAR, WTAR-TV, Norfolk, Va.
EVANS, JOHN
WIS, WIS-TV, Columbia, S. C.
EVANS, JONES
WBAX, Wilkes-Barre, Pa.

— F —

FABRE, N. B.
WVVW, WJPB-TV, Grafton, W. Va.
FAKIER, THEO.
KTIB, Thibodaux, La.
FALKENSTEIN, MAX
WREN, Topeka, Kan.
FALLON, FRANK
WBOS, Boston, Mass.
FALLON, FRANK
KWTX, KWTX-TV, KBTX-TV, Waco, Tex.
FARIS, CLINT
WGTM, Wilson, N. C.
FARRAR, WAYNE
WTON, Staunton, Va.
FARRELL, PETE
WITT, Lewisburg, Pa.
FAY, HAINES
KVOS, Bellingham, Wash.
FENSLER, DICK
KMAN, Manhattan, Kan.
FENTON, EDDIE
WCBM, Baltimore, Md.
FERDON, WIN
WOBS, Jacksonville, Fla.
FERGUSON, JOHN
WBRZ, Baton Rouge, La.
FIDLER, DOC
WISL, Shamokin, Pa.
FIELDING, LEONARD
WDXI-TV, Jackson, Tenn.
FIELDS, AL
WTOR, Torrington, Conn.
FILESI, FRANK
WNAE, Warren, Pa.
FILLINGHAM, BILL W.
WNAV, Annapolis, Md.
FINCANNON, BOB
WMRI, Marion, Ind.
FINCH, HOWARD
WJIM, WJIM-TV, Lansing, Mich.
FINDLAY, JIM
KOBE, Las Cruces, N. M.
FINLAYSON, JACK
KRDO, KRDO-TV, Colorado Springs, Colo.
FINNERTY, HUGH
KOTV, Tulsa, Okla.
FISHER, FRAN
WHJB, Greensburg, Pa.
FISHER, HANK
WEEK, WEEK-TV, Peoria, Ill.
FISHER, LEE
KOMU-TV, Columbia, Mo.
FISHER, WALDO
WEAW, Evanston, Ill.
FITTERER, LEO
KUJ, Walla Walla, Wash.
FITZPATRICK, WILLARD
WLMJ, Jackson, Ohio
FLEET, TOM
KANN, Sinton, Tex.
FLEMING, PAT
WDBQ, Dubuque, Iowa
FLEMMING, BILL
WWJ-TV, Detroit, Mich.
FLORA, EARL
WBNS-TV, Columbus, Ohio
FLOWERS, CHARLIE
KMHT, Marshall, Tex.
FLYNN, JOHN
WICY, Malone, N. Y.
FLYNN, TONY
WISN, WISN-TV, Milwaukee, Wis.
FORBES, ROBERT
WTHI, Terre Haute, Ind.
FOSTER, BUD
KLX, Oakland, Calif.
FOWLE, R. A.
WHED, Washington, N. C.
FOWLER, WILLIAM
WBAT, Marion, Ind.
FOX, RUFE
KAGT, Anacortes, Wash.
FOX, WILLIAM F. JR.
WIBC, Indianapolis, Ind.
FRANCIS, LES
WHOP, Hopkinsville, Ky.
FRANK, MORRIS
KTRK-TV, Houston, Tex.
FREEDMAN, BERT
WVMC, Mt. Carmel, Ill.
FRENCH, BOB
WHSY, Hattiesburg, Miss.
FRENCH, JACK
KNOX, KNOX-TV, Grand Forks, N. D.
FRINK, BILL
WIMA, WIMA-TV, Lima, Ohio
FRISCH, FRANKIE
MBS
FULLER, KEN
WRBL, WRBL-TV, Columbus, Ga.
FULMER, DALE
WHLM, Bloomsburg, Pa.
FULTON, BOB
WIS-TV, Columbia, S. C.
FUNDERBURK, FRANK
WMAP, Monroe, N. C.
FYFFE, PAUL G.
WSIP, Paintsville, Ky.

— G —

GAGE, FRED
WLAM, Lewiston, Me.
GAGE, FRED
WIBA, Madison, Wis.
GAINES, AL
WLFH, Little Falls, N. Y.
GAIR, WALLY
WICS, Springfield, Ill.
GALLAGHER, BOB
WNEB, Worcester, Mass.
GALLIVAN, DANNY
CJAD, Montreal, Quebec
GALVIN, DAN
KSRO, Santa Rosa, Calif.
GANTT, EBB
WCGC, Belmont, N. C.
GARCIA, RUDY
KWKW, Pasadena, Calif.
GARDNER, BILL
WFBG-TV, Altoona, Pa.
GARDNER, DON
WKBN, WKBN-TV, Youngstown, Ohio
GARRETT, FRED
WAMM, Flint, Mich.
GARRITY, BILL
KCBS, San Francisco, Calif.
GARRITY, VINCE
WAAF, Chicago, Ill.
GAUCHET, GORDON
WNLK, Norwalk, Conn.
GAVIN, MICHAEL
WCCM, Lawrence, Mass.
GEDDES, BILL
KACE, Riverside, Calif.
GEMAR, WILLIAM
KWHW, Altus, Okla.
GEORGE, STEVE
KGMS, Sacramento, Calif.
GERARD, BILL
WSPB, Sarasota, Fla.
GHEZA, BOB
WVEC-TV, Hampton-Norfolk, Va.
GIBBONS, JIM
WRC-TV, Washington, D. C.
GIBBS, FRANK
KEXO, Grand Junction, Colo.
GIFFORD, FRANK
KERO-TV, Bakersfield, Calif.
GIFT, HARRY
KENL, Arcata, Calif.
GILBERT, GARY
KNGS, Hanford, Calif.
GILBERT, RAY
WMBH, Joplin, Mo.
GILCHRIST, KEN
WKOP, Binghamton, N. Y.
GILLESPIE, J. W.
KALM, Thayer, Mo.
GILMARTIN, STEVE
WHCT, Hartford, Conn.
GILROY, JERRY
WPTS, Pittston, Pa.
GISMONDI, JIMMY
WMBS, Uniontown, Pa.
GLICKMAN, MARTY
WMGM, New York, N. Y.
GOBEN, BOB
WJOL, Joliet, Ill.
GODFREY, DICK
KCBS, San Francisco, Calif.
GOLDEN, RAY
KSTN, Stockton, Calif.
GOLDEN, TOM
KATE, Albert Lea, Minn.
GOLLEHON, JOE
WMEV, Marion, Va.
GOOD, BERNARD
WIPS, Ticonderoga, N. Y.

GOODMAN, KEN
WXEX-TV, Petersburg-Richmond, Va.
GOODRICH, BILL
WSPA, WSPA-TV, Spartanburg, S. C.
GOODRICH, WARD
WHYS, Ocala, Fla.
GORDON, JIM
N. Y. Yankees
WMGM, New York, N. Y.
GORDON, LARRY
KWIL, Albany, Ore.
GOUGH, GLENN H.
WMSA, Massena, N. Y.
GOVAN, EATON P. JR.
WEPG, South Pittsburgh, Tenn.
GOWDY, CURT
WHDH-TV, Boston, Mass.
GRAMMER, JOE
WFDR, Manchester, Ga.
GRANGER, JERRY
KHOL-TV, Kearney, Neb.
GRANT, HAL
WDBJ-TV, Roanoke, Va.
GRASER, WELDON
CFCF, Montreal, Quebec
GRAY, JAMES
WTVR, Richmond, Va.
GREBE, GUS
KWIZ, Santa Ana, Calif.
GREEN, DON
KFYR-TV, Bismarck, N. D.
GREEN, HOWARD
WOND, Pleasantville, N. J.
GREENE, DICK
WOI-TV, Ames, Iowa
GREENE, DON
WCYB, WCYB-TV, Bristol, Va.
GREENWAY, ELLIS T.
WKHY, Hickory, N. C.
GREGSON, AL
WPAM, Pottsville, Pa.
GRIEVE, STAN
KLIK, Jefferson City, Mo.
GRIFFIN, JERRY
WDAU-TV, Scranton, Pa.
GRIFFITHS, BILL
WELM, Elmira, N. Y.
GRIFFITHS, DAVE
WSCR, Scranton, Pa.
GRIMBERG, WARREN
KAST, Astoria, Ore.
GRISWOLD, ROGER
WBMD, Baltimore, Md.
GRIZZARD, HERMAN
WLAC, WLAC-TV, Nashville, Tenn.
GROSS, DON
KFSB, Joplin, Mo.
GROSS, RAY
WRKD, Rockland, Me.
GUNDAKER, ED
WHP, WHP-TV, Harrisburg, Pa.
GUOKAS, MATT
WPEN, Philadelphia, Pa.

— *H* —

HACKMAN, JACK
WDLB, Marshfield, Wis.
HAGEN, BOB
WHKK, Akron, Ohio
HAGERICH,, GARY
WCRO, Johnstown, Pa.
HALEY, DOC
KLMX, Clayton, N. M.
HALL, HALSEY
WCCO, WCCO-TV, Minneapolis, Minn.
HALYARD, O. C.
WEKY, Richmond, Ky.
HAMILTON, KEN
WEBQ, Harrisburg, Ill.
HAMPTON, BING
WNGO, Mayfield, Ky.
HANCOCK, AL
KBYE, Oklahoma City, Okla.
HANEY, BILL
WKBJ, Milan, Tenn.
HANEY, BOB
WSFC, Somerset, Ky.
HANFY, CHUCK
KCHI, Chillicothe, Mo.
HANLEY, DON
WMAY, WMAY-TV, Springfield, Ill.
HANNA, BUD
KHSL-TV, Chico, Calif.
HANNA, ERLE
WKRG, Mobile, Ala.
HANSEN, BILL
KCOL, Fort Collins, Colo.
HANSEN, HARLAN
KHAS-TV, Hastings, Neb.
HANSON, HARLEY
KOTA, KOTA-TV, Rapid City, S. D.
HANSSON, PETE
KBOL, Boulder, Colo.
HARBISON, S. T.
WTAX, Springfield, Ill.
HARDAWAY, JOHN
KSEI, Pocatello, Idaho
HARMON, JOHN
WMAZ, WMAZ-TV, Macon, Ga.
HARMON, TOM
KNX, Los Angeles, Calif.
HARPER, WAYNE
KELD, El Dorado, Ark.
HARRINGTON, JOHN
WBBM-TV, Chicago, Ill.
HART, HAL
WOC, WOC-TV, Davenport, Iowa
HARVISON, FATS
WLAU, Laurel, Miss.
HASSE, WARREN
KPDN, Pampa, Tex.
HATCHER, WILSON
WKLO, Louisville, Ky.
HAWKINS, VERN
KWTO, Springfield, Mo.
HAYDEN, JIM
KBOI, KBOI-TV, Boise, Idaho
HAYS, JOHN
KLOO, Corvallis, Ore.
HEALY, CHUCK
WBEN-TV, Buffalo, N. Y.
HEALY, DAN
WBRK, Pittsfield, Mass.
HEALY, JIM
KBIG, Avalon, Calif.
HEARN, CHICK
All American Games of the Week
ABC-TV
HEARN, CHICK
KRCA, Los Angeles, Calif.
HEBERT, ROY
KTRH, Houston, Tex.
HEILBRONER, LEW
WJQS, Jackson, Miss.

HELFER, AL

All Star Baseball Game, World Series, Rose Bowl Game, Friday Night Fights, NBC's Weekly Coverage of Football, NBC-TV; Dodgers Baseball Games, WOR-TV; Jack Benny Show, CBS-TV

HELLAMS, LYMAN
WSLI, WJTV, Jackson, Miss.
HENRIKSON, LES
WAGA, WAGA-TV, Atlanta, Ga.
HENRY, EARL
WHUM, WHUM-TV, Reading, Pa.
HENRY, JOHN
KOA, Denver, Colo.
HENSKE, ROBERT
KGFL, Roswell, N. M.
HERING, JIM
WMOD, Moundsville, W. Va.
HERRINGTON, JIM
WJIM, WJIM-TV, Lansing, Mich.
HESSLER, FRED
KTTV, Hollywood, Calif.
HEWEY, IRA I.
WHAI, Greenfield, Mass.
HEWITT, BILL
CKFH, Toronto, Ontario
HEWITT, FOSTER
CKFH, Toronto, Ontario
HEWITT, JACK
WENY, Elmira, N. Y.
HICKEY, BILL
WCBS-TV, New York, N. Y.
HICKMAN, HERMAN
Sports Time
CBS
HICKOK, BILL
WHIS-TV, Bluefield, W. Va.
HICKS, CHARLES
WWIT, Canton, N. C.
HIGGINS, BILL
KVFD, KQTV, Fort Dodge, Iowa
HIGHT, BILL
KBIM, Roswell, N. M.
HILL, ART, JR.
WSWW, Platteville, Wis.
HILL, BOB
WTVH, Peoria, Ill.
HILL, CLAYTON
KMAC, San Antonio, Tex.
HILL, DAVE
KMAN, Manhattan, Kan.
HILL, EDDIE
WRR, Dallas, Tex.
HILL, JOE
WTVN, WTVN-TV, Columbus, Ohio
HILL, PAUL
WWTV, Cadillac, Mich.
HILL, WALTER
WJBO, Baton Rouge, La.
HINNERS, ROBERT
WLEC, Sandusky, Ohio
HODGE, TED
WENY, Elmira, N. Y.
HOFFMAN, BILL
WNLC, New London, Conn.
HOGAN, BILL
WLBG, Laurens, S. C.
HOLBROOK, DEL
KLOG, Kelso, Wash.
HOLDEN, JODY
KYTV, Springfield, Mo.
HOLMES, JOHNNY
KODE-TV, Joplin, Mo.
HOOKER, KEN
KCKY, Coolidge, Ariz.
HOONAN, BOB
KXRO, Aberdeen, Wash.
HOOVER, CORKY
WKSR, Pulaski, Tenn.
HOOVER, DON
KWBB, Wichita, Kan.
HORNE, C. R.
KXRJ, Russellville, Ark.
HOSKINS, JACK
WHLN, Harlan, Ky.
HOUCK, JOHN
WSSO, Starkville, Miss.
HOURIGAN, TERRY
WARK, Hagerstown, Md.
HOWARD, BILL
WFMD, Frederick, Md.
HOWARD, BILL
WJPG, Green Bay, Wis.
HOWARD, BOB
KCAP, Helena, Mont.
HOWARD, BOB
WBRX, Berwick, Pa.
HUBBELL, RALPH
WBEN, WBEN-TV, Buffalo, N. Y.

HUDDLESTON, DEE
WIEL, Elizabethtown, Ky.
HUGHES, CHUCK
KOSA, KOSA-TV, Odessa, Tex.
HULL, CHUCK
KLAS-TV, Las Vegas, Nev.
HULL, DICK
WFRP, Savannah, Ga.
HUNT, BILL
WDXI-TV, Jackson, Tenn.
HUNTER, AL
WESB, Bradford, Pa.
HUNTER, DAN
WFDF, Flint, Mich.
HUNTER, HARRY
KCIL, Houma, La.
HUNTINGTON, CLAY
KMO, Tacoma, Wash.
HYDE, WARREN G.
WJBB, Haleyville, Ala.
HYMAN, ED
KONO, San Antonio, Tex.

— I —

INGALLS, WALLIE
KGRH, Fayetteville, Ark.
INGHAM, BOB
KSD, KSD-TV, St. Louis, Mo.
INGLES, ED
WGAU, Athens, Ga.
IRONS, LYLE
KGYN, Guymon, Okla.
IRWIN, PUSS
KCUL, Ft. Worth, Tex.
ISAACS, FRED
WBOF, Virginia Beach, Va.
ISON, HAPPY
WKIS, Orlando, Fla.

— J —

JACKSON, DICK
WSAL, Logansport, Ind.
JACKSON, LEVI
WCHB, Inkster, Mich.
JACKSON, WAYNE
WMFD-TV, Wilmington, N. C.
JACOBS, DAVE
WWNC, Asheville, N. C.
JACOBS, ROLAND
WWLP, Springfield, Mass.
JAFFEE, SYD
WNHC-TV, New Haven, Conn.
JAMES, JACK
KVFC, Cortez, Colo.
JAMES, JOHN
WEDO, McKeesport, Pa.
JANSSEN, WIFF
KIDO-TV, Boise, Idaho
JARSTAD, JOHN
KTUW, Seattle-Tacoma, Wash.
JENKINS, BOB
KGFW, Kearney, Neb.
JOHNSON, AL
WJAK, Jackson, Tenn.
JOHNSON, BOB
WAKU, Latrobe, Pa.
JOHNSON, ED
WHAV, Haverhill, Mass.
JOHNSON, JAMES
KBTX-TV, Bryan, Tex.
JOHNSON, LEE
WGAF, Valdosta, Ga.
JOHNSON, NEAL
WCEN, Mt. Pleasant, Mich.
JOHNSON, OZZIE
KTOW, Oklahoma City, Okla.
JOHNSON, ROLLIE
WCCO-TV, Minneapolis-St. Paul, Minn.
JOHNSTON, JOHNNY
WWPA, Williamsport, Pa.
JOHNSTON, RICHARD
KIST, Santa Barbara, Calif.
JONES, BOB
KTRK-TV, Houston, Tex.
JONES, LARRY
KFJI, Klamath, Falls, Ore.
JONES, PAUL
WTKC, Bogalusa, La.
JOYCE, FRANK
KOB, KOB-TV, Albuquerque, N. M.
JOYCE, JOHNNY
WFNC, Fayetteville, N. C.
JOYNES, JERRY
WROV, Roanoke, Va.

— K —

KAHN, AL
WAGR, Lumberton, N. C.
KALLAY, ED
WAVE, WAVE-TV, Louisville, Ky.
KAMINSKI, CHESTER
WAAB, Worcester, Mass.
KANE, MICHAEL J.
WKOK, Sunbury, Pa.
KASSERA, L. G.
WBIZ, Eau Claire, Wis.
KATH, KERM
KGOS, Torrington, Wyo.
KAUFMAN, EDWIN L.
WIZE, Springfield, Ohio
KAUFMAN, SAM
WOL, Washington, D. C.
KEARNS, CHARLIE
WKTY, La Crosse, Wis.
KEATING, WILLIAM
WHYN, WHYN-TV, Springfield, Mass.
KEHL, BILL
WING, Dayton, Ohio
KEHL, TONY
KOLT, Scottsbluff, Neb.
KEITER, LES
WINS, WABC-TV, New York, N. Y.
KELLER, BOB
WLBR, Lebanon, Pa.
KELLER, ROGER
WSAZ-TV, Huntington, W. Va.
KELLY, BILL
WIKB, Iron River, Mich.
KELLY, DAN
CKOY, Ottawa, Ontario
KELLY, GENE
WIP, Philadelphia, Pa.
KELLY, HAL
CKEY, Toronto, Ontario
KELLY, STEVE
WLIP, Kenosha, Wis.
KELLY, THOMAS
WMBD-TV, Peoria, Ill.
KEMBERLING, CLIFFORD
WCME, Brunswick, Me.
KEMPER, KEN
WPAD, Paducah, Ky.
KEMPER, WARREN
KPQ, Wenatchee, Wash.
KENNEDY, ED
WKRC-TV, Cincinnati, Ohio
KENT, BOB
WOAY-TV, Oak Hill, W. Va.
KERCHER, DICK
WKAM, Goshen, Ind.
KERSHIN, CAL
KMTV, Omaha, Neb.
KESLER, STEVE
WKMT, Kings Mountain, N. C.
KETTERSON, WILL
WTRI, Albany, N. Y.
KEYS, DICK
WHIZ, WHIZ-TV, Zanesville, Ohio
KIMBROUGH, BILL
WALB-TV, Albany, Ga.
KING, BILL
KOLN-TV, Lincoln, Neb.
KING, BILL
WENK, Union City, Tenn.
KING, JACK
WROB, West Point, Miss.
KING, LARRY
WAHR, Miami Beach, Fla.
KINGMAN, J. E.
WGAC, Augusta, Ga.
KINSINGER, VERN
KTEL, Walla Walla, Wash.
KIRBY, TED
WGIG, Brunswick, Ga.
KIRKSEY, PAUL
WBAC, Cleveland, Tenn.
KIRMEYER, MIKE
KCOK, Tulare, Calif.
KIRWAN, DENNIS
KJOY, Stockton, Calif.
KISER, JIMMY
WSOC, WSOC-TV, Charlotte, N. C.
KLAGES, KARL
KVNU, Logan, Utah
KLEIN, DON
KCBS, San Francisco, Calif.
KLEMP, LLOYD
KUBA, Yuba City, Calif.
KLINE, JACK
KBMO, Benson, Minn.
KLINKERMAN, DALE
KWFT, Wichita Falls, Tex.
KLISE, RODERICK
KQTY, Everett, Wash.
KNIGHT, JAMES
WTRF-TV, Wheeling, W. Va.
KORZELIUS, GENE
WBNY, Buffalo, N. Y.
KRAHLING, ED
WFAH, Alliance, Ohio
KRAUSE, ED
WNDU-TV, South Bend, Ind.
KREMER, DON
WKNX-TV, Saginaw, Mich.
KRESAL, E. W.
WKLK, Cloquet, Minn.

— L —

LACKAFF, SAM
KENE, Toppenish, Wash.
LADAS, DON
WJOL, Joliet, Ill.
LaFRANCHISE, CHARLES
KPTV, Portland, Ore.
LAHM, BILL
WCOW, Sparta, Wis.
LaMEAR, DOUG
KGW, KGW-TV, Portland, Ore.
LAMEY, BOB
KNAL, Victoria, Tex.
LANE, EDDIE
WKST-TV, New Castle, Pa.
LANE, VAN
WDOK, Cleveland, Ohio
LANG, RAY
KXRA, Alexandria, Minn.
LANGE, BEL
KOVR-TV, Stockton-Sacramento, Calif.
LANKFORD, RICHARD
WRAY, Princeton, Ind.
LASHLEY, DON
WBIW, Beford, Ind.
LATCHS, GUS
WDUX, Waupaca, Wis.
LAUDERDALE, BILL
KVSO-TV, Ardmore, Okla.
LAURIE, BEN
KONO, San Antonio, Tex.
LAUZE, BOB
WKXL, Concord, N. H.
LAVONG, REGGIE
WHAT, Philadelphia, Pa.
LAWS, BILL
KLX, Oakland, Calif.
LAWSON, BUZ
WGEE, Indianapolis, Ind.
LAWSON, TEX
KCSB, San Bernardino, Calif

LEAMING, JIM
WIP, Philadelphia, Pa.
LEBHAR, BERTRAM JR.
WEAT, West Palm Beach, Fla.
LeBLANK, CHUCK
WEIM, Fitchburg, Mass.
LEDFORD, CAWOOD
WHAS, WHAS-TV, Louisville, Ky.
LEE, ALLEN
WRGP-TV, Chattanooga, Tenn.
LEE, BARNEY
WJBK, WJBK-TV, Detroit, Mich.
LEIGEOIS, BILL
WMBV-TV, Marinette, Wis.
LEIGHTON, ALVER
KLIZ, Brainerd, Minn.
LEMME, JOHN H.
KLTF, Little Falls, Minn.
LEO, FRED
KDEN, KBTV, Denver, Colo.
LEONARD, JIM
WBUY, Lexington, N. C.

LESCOULIE, JACK

B. Nov. 17, 1917; Today, Meet the Champions, NBC-TV; Jackie Gleason, CBS-TV

LEVIN, HERB
WSOO, Sault Ste. Marie, Mich.
LEWIS, AUDREY
KTRM, Beaumont, Tex.
LEWIS, BARNEY
WLDS, Jacksonville, Ill.
LEWIS, ED
KIT, Yakima, Wash.
LEWIS, EVAN
WBIA, Augusta, Ga.
LIBBY, ED
WCAW, Charleston, W. Va.
LIEGEOIS, BILL
WMAM, Marinette, Wis.
LIND, ELLIS
KSTN, Stockton, Calif.
LISTER, BILL
WMTV, Madison, Wis.
LITCHFIELD, EDWARD
WPEP, Taunton, Mass.
LLOYD, VINCE
WGN-TV, Chicago, Ill.
LOCHMAN, WALT
WHB, Kansas City, Mo.
LOCKETT, PAUL
WNAG, Grenada, Miss.
LOMAX, STAN
WOR, WOR-TV, New York, N. Y.
LOMBARDI, LOUIS R.
WKNE, Keene, N. H.
LORD, BILL
KJBC, Midland, Tex.
LOVE, DAN
KTBC, KTBC-TV, Austin, Tex.
LOZANO, GUILLERMO
KCOR, KCOR-TV, San Antonio, Tex.
LUMAN, ROYCE
KSFA, Nacogdoches, Tex.
LUNDQUIST, ELDY
WTRC, Elkhart, Ind.
LUNDQUIST, JIM
KDHL, Faribault, Minn.
LURIE, AL
KTUC, Tucson, Ariz.
LUTHER, RAY
WVKO, Columbus, Ohio
LUZMOOR, BILL
KOVE, Lander, Wyo.
LYDLE, BILL
WSVA-TV, Harrisonburg, Va.
LYLES, OBY
WHSC, Hartsville, S. C.
LYNCH, BUD
WWJ, WWJ-TV, Detroit, Mich.
LYNCH, EDDIE
WBGR, Jesup, Ga.

— Mc —

McADAMS, HARRY
KWEW, Hobbs, N. M.
McALEECE, GERALD
KDTH, Dubuque, Iowa
McALLISTER, DON
WDBO-TV, Orlando, Fla.
McALLISTER, GRADY
WKKO, Cocoa, Fla.
McARTHUR, DOUG
KTAC, Tacoma, Wash.
McCARTNEY, CHARLES
KLTF, Little Falls, Minn.
McCAUGHEY, PAT
WWSR, St. Albans, Vt.
McCOLGAN, BILL
WGAR, Cleveland, Ohio
McCORMICK, CHARLIE
WJEH, Gallipolis, Ohio
McCURRY, BILL
KOBE, Las Cruces, N. M.
McCUTCHEON, MADISON
KONO, San Antonio, Tex.
McDONALD, ARCH
WTOP, WTOP-TV, Washington, D. C.
McDONALD, CHARLES
WKAM, Goshen, Ind.
McDONOUGH, TOM
WENE, Binghamton, N. Y.
McGILL, LAWRENCE
WFTM, Maysville, Ky.
McGOWAN, MAX
WDIG, Dothan, Ala.
McGRATH, NED
WJOC, Jamestown, N. Y.
McHARGUE, CORKY
WBOW, Terre Haute, Ind.
McINTYRE, JIM
WISH, WISH-TV, Indianapolis, Ind.
McKAY, JIM
Saturday Sports Resume, Sunday Sports Resume, CBS
McKEE, DICK
WMOU, Berlin, N. H.
McKEE, GOODSON
WACO, Waco, Tex.
McKELFRESH, AL
WTVW, Evansville, Ind.
McKELLAR, DON
WBLN, Bloomington, Ill.
McKEOWN, GEORGE
WEKZ, Monroe, Wis.
McLEAN, DONALD
WHDL, Olean, N. Y.
McLEAN, JACK
WJPS, WFIE-TV, Evansville, Ind.
McLINDEN, JAY
WJPB-TV, Fairmont, W. Va.
McMULLEN, DICK
WALA-TV, Mobile, Ala.
McNAMEE, JACK
WOKO, Albany, N. Y.

— M —

MacADIE, JACK
WICH, Norwich, Conn.
MACDONALD, GEORGE
WLTC, Gastonia, N. C.
MacDONALD, JOHN
WHEC, WHEC-TV, Rochester, N. Y.
MACK, BOB
WSTN, St. Augustine, Fla.
MacLEAN, JOHN
MBS
MacNEILL, BOB
WSVA-TV, Harrisonburg, Va.
MacRAE, JOHN
WABI, Bangor, Me.
MacWILLIAMS, DON
WCSH-TV, Portland, Me.
MACY, BOB
WATN, Watertown, N. Y.
MADSEN, REED
KSVC, Richfield, Utah
MAHAR, DICK
KAUS, KMMT-TV, Austin, Minn.
MAHONEY, JOHN
KVIN, Vinita, Okla.
MAKER, BOB
KCVL, Colville, Wash.
MAKEY, ROBERT
WEAT, West Palm Beach, Fla.
MALLE, BRUCE
WSAM, Saginaw, Mich.
MANGOLD, FRANK
KWPC, Muscatine, Iowa
MANN, BOB
WGIL, Galesburg, Ill.
MANNERS, DAVE
WAPX, Montgomery, Ala.
MANNING, TOM
KYW-TV, Cleveland, Ohio
MAPES, BILL
WOWL-TV, Florence, Ala.
MAPLES, GRADY FRANKLIN
KGMC, Englewood, Colo.
MARGET, MANNY
KVOX, Fargo, N. D.
MARKEY, PAUL
KGUL-TV, Galveston, Tex.
MARS, LEE
KTBS-TV, Shreveport, La.
MARSH, ROY
KASL, Newcastle, Wyo.
MARSHALL, GRANT
KBUR, Burlington, Iowa
MARTIN, CHUCK
WANS, Anderson, S. C.
MARTIN, DAVE
WHAS, WHAS-TV, Louisville, Ky.
MARTIN, DICK
WCMI, Ashland, Ky.
MARTIN, MURPHY
KTRE, KTRE-TV, Lufkin, Tex.
MARTIN, NED
WCHS, WCHS-TV, Charleston, W. Va.
MARTIN, REGGIE
WSPD-TV, Toledo, Ohio
MARX, ELZER
WITY, Danville, Ill.
MASON, FRANK
WSLB, Ogdensburg, N. Y.
MASON, LUTE
KFMB-TV, San Diego, Calif.
MATTHEWS, NORMAN M.
WDIX, Orangeburg, S. C.
MAXWELL, JOCKO
WNJR, Newark, N. J.
MAYNARD, BILL
KTTS, KTTS-TV, Springfield, Mo.
MAZER, BILL
WGR-TV, Buffalo, N. Y.
MEEKINS, CLAIR
WFIN, Findlay, Ohio
MEHAFFEY, JAY
KOSA-TV, Odessa, Tex.
MELBY, LLOYD
KLTZ, Glasgow, Mont.
MENKE, ED
WBUY, Lexington, N. C.
MERCER, BILL
KRLD, KRLD-TV, Dallas, Tex.
MEREDITH, JIM
KBBS, Buffalo, Wyo.
MERNER, BILL
WHAP, Hopewell, Va.

MERRIMAN, DON
WMNS, Olean, N. Y.
MESSER, FRANK
WRNL, Richmond, Va.
METIVERE, DONALD
WWSC, Glens Falls, N. Y.
MEYERS, CASEY
KCSB, San Bernardino, Calif.
MICHAEL, RAY
WRC, WRC-TV, Washington, D. C.
MILLER, BOB
KEYZ, Williston, N. D.
MILLER, BUD
WISC-TV, Madison, Wis.
MILLER, ERNEST
KOKA Shreveport, La.
MILLER, JACK B.
KHEP, Phoenix, Ariz.
MILLER, JIM
WLAC, WLAC-TV, Nashville, Tenn.
MIMS, BILL
KWBY, Colorado Springs, Colo.
MISTOVICH, MIKE
KVET, Austin, Tex.
MITCHEL, TED
KTIM, San Rafael, Calif.
MITCHELL, BILL
KWFC, Hot Springs, Ark.
MITCHELL, BO
WBSR, Pensacola, Fla.
MITCHELL, BOB
KSIM, Sikeston, Mo.
MITCHELL, JOE
WPSD-TV, Paducah, Ky.
MOLEN, SAM
KMBC, Kansas, City, Mo.
KFRM, Concordia, Kan.
MONROE, BOB
KCHA, Charles City, Iowa
MONSEN, J. SHELDON
KSUB, Cedar City, Utah
MONTEJANO, DICK
KICO, Calexico, Calif.
MOORE, TED
WFRV-TV, Green Bay, Wis.
MOOREHEAD, TOM
WFIL, Philadelphia, Pa.
MORAN, GUSSIE
WMGM, New York, N. Y.
MOREHOUSE, GENE
WFEA, Manchester, N. H.
MORGAN, HANK
WQXI, Atlanta, Ga.
MORGAN, RAY
WTTG, Washington, D. C.
MORISOLI, MIKE
KSBY-TV, San Luis Obispo, Calif.
MORRIS, ROBERT A.
KBRL, McCook, Neb.
MORRIS, TRUMAN A.
WBEX, Chillicothe, Ohio
MORRIS, VANCE
WNCT, Greenville, N. C.
MORRISON, SI
KMCO, Conroe, Tex.
MORROW, BEN
WCBY, Cheboygan, Mich.
MORTON, CONNIE
WRHI, Rock Hill, S. C.
MORTON, ED
WQXI, Atlanta, Ga.
MOSHER, CLURE
WCKT, Miami, Fla.
MOTT, BOBBY
WTVM, Columbus, Ga.
MULHERIN, PAT
WBBQ, Augusta, Ga.
MULLARKEY, TOM
WBAP, WBAP-TV, Fort Worth, Tex.
MULLINAX, WALLY
WESC, Greenville, S. C.
MULLINS, MIKE
KIFN, Phoenix, Ariz.
MUNGER, REX
WAPL, Appleton, Wis.
MUNLEY, JACK
KTVH, Hutchinson, Kan.
MUNSON, LARRY
WSM-TV, Nashville, Tenn.
MURDOCK, CHARLIE
WQAM, Miami, Fla.
MURDOCK, HOWARD
WIMS, Michigan City, Ind.
MURPHY, DENNIS
WEBC, Duluth, Minn.
MURPHY, DWAYNE
KNOC, Natchitoches, La.
MURPHY, ED
WCMB, Harrisburg, Pa.
MURPHY, ROBERT
WATW, Ashland, Wis.
MURRAY, DON
WAZL, Hazleton, Pa.
MURRAY, WILLIAM (RED)
KTVA, KFQD, Anchorage, Alaska
MUZZY, JIM
WHBC, Canton, Ohio

— N —

NACHTWEIH, LES
KING, KING-TV, Seattle, Wash.
NAHAN, STU
KCRA, KCRA-TV, Sacramento, Calif.
NAIMO, JACK
WJOB, Hammond, Ind.
NATION, HERSCHEL
WDEF-TV, Chattanooga, Tenn.
NAUGLE, DAVE
KFJZ-TV, Fort Worth, Tex.
NEAL, BOB
WERE-TV, Cleveland, Ohio
NEINAS, CHUCK
WBEV, Beaver Dam, Wis.
NELSON, DEV
WIBW-TV, Topeka, Kan.
NELSON, JOHNNY
WWHG, Hornell, N. Y.
NELSON, LINDSEY
WRCA, WRCA-TV, New York, N. Y.
NEVINS, ELLIOT
WSKN, Saugerties, N. Y.
NEY, CHUCK
KAYL, Storm Lake, Iowa
NICCERSON, JIM
WLBC-TV, Muncie, Ind.
NICHOLSON, JAMES
WMGW, Meadville, Pa.
NORRIS, BOB
WDVH, Gainesville, Fla.
NORTON, MIKE
WPOR, Portland, Me.
NORTON, RAY
WHHM, Memphis, Tenn.
NOYES, AL
WHAV, Haverhill, Mass.

— O —

O'BLENESS, GENE K.
WATO, Oak Ridge, Tenn.
O'BRIEN, SHERRY
WJMJ, Philadelphia, Pa.
OCHMANSKI, LOU
WFAU, Augusta, Me.
O'HALLORAN, HAL
KVOO, Tulsa, Okla.
OLES, PAUL
WCDL, Carbondale, Pa.
OLSON, DANNY
KSOO, KSOO-TV, Sioux Falls, S. D.
OLSON, HERB
KORE, Eugene, Ore.
O'MALLEY, CHICK
WACE, Springefield,-Chicopee, Mass.
O'MARA, BILL
KING, KING-TV, Seattle, Wash.
O'NEILL, EUGENE
WWON, Woonsocket, R. I.
O'ROURKE, JOHN
KBIZ, KTVO, Ottumwa, Iowa
ORTIZ, AL
KTRC, Santa Fe, N. M.
OSBORN, GENE
KGGM-TV, Albuquerque, N. M.
OSBORNE, WAYNE
WOPA, Oak Park, Ill.
OSTERMAN, LARRY
KCOW, Alliance, Neb.
OVERMAN, JACK
WPAY, Portsmouth, Ohio
OWEN, ROBERT
WHLF, South Boston, Va.
OWENS, MOREY
WROK, Rockford, Ill.

— P —

PAGE, ELIOT
WDEV, Waterbury, Vt.
PALM, JIM
WJUN, Mifflintown, Pa.
PALMER, BILL
WSBB, New Smyrna Beach, Fla.
PALMER, HAP
WJOT, Lake City, S. C.
PARKER, DON
WGBB, Freeport, N. Y.
PARKER, ED
KHSL-TV, Chico, Calif.
PARKER, VIRGIL
KRSN, Los Alamos, N. M.
PARKINSON, RALPH
KHOZ, Harrison, N. J.
PARKS, DARYL
WKRC-TV, Cincinnati, Ohio
PARMET, GUS
WICE, Providence, R. I.
PARSONS, MARSHALL
WCKR, Miami, Fla.
PASEK, CHUCK
KYSM, Mankato, Minn.
PASS, NOEL
WMOX, Meridian, Miss.
PATRICK, JOE
KFAB, Omaha, Neb.
PATRICK, VAN
WHRV, Ann Arbor, Mich.
PAUL, JIM
WNOK-TV, Columbia, S. C.
PAUL, LEROY
WSFA-TV, Montgomery, Ala.
PAULIN, ED
WMRN, Marion, Ohio
PAYNE, JACK
WOW, WOW-TV, Omaha, Neb.
PEAK, JIM
KSET, El Paso, Tex.
PENFIELD, ADD
WBIG, Greensboro, N. C.
PERRY, DICK
KISD, Sioux Falls, S. D.
PERRY, JOHN
WGBI, WDAU-TV, Scranton-Wilkes Barre, Pa.
PETERS, RICHARD
WATH, Athens, Ohio
PETERSEN, KEL
KSUM, Fairmont, Minn.
PETERSON, JOHN
WHHH, Warren, Ohio
PEYTON, JIM
WDSM-TV, Duluth, Minn.
PFEIFAUF, NICK
WTRR, Sanford, Fla.

PHELAN, JOHN
KTSM, KTSM-TV, El Paso, Tex.
PIERRO, LOU
WHUC, Hudson, N. Y.
PINER, JACK
WSOO, Sault Ste. Marie, Mich.
PLATT, BILL
WBBZ, Ponca City, Okla.
PLOC, RUDY
WKOW, WKOW-TV, Madison, Wis.
POPWELL, JAMES D.
WCEH, Hawkinsville, Ga.
PORTER, JIM
WJEH, Gallipolis, Ohio
POUNDER, RAY
KLAN, Renton, Wash.
POWERS, JIMMY
WRCA, WRCA-TV, New York, N. Y.
POWERS, PERCY H. JR.
WRBC, Jackson, Miss.
PRATT, FLOYD
WBCM, Bay City, Mich.
PRIESTER, BILLY
WMIS, Natchez, Miss.
PRIME, HARRY
WCAU-TV, Philadelphia, Pa.
PRINCE, BOB
WCAE, Pittsburgh, Pa.
PROCTOR, BOB
WLBJ, Bowling Green, Ky.
PRUITT, BOB
WRBL-TV, Columbus, Ga.
PYLES, DAVE
WMOA, Marietta, Ohio

— Q —

QUIGLEY, DON D.
KWEI, Weiser, Idaho
QUIHUIS, MIKE
KEVT, Tucson, Ariz.
QUIMBY, LEE
WSBS, Gt. Barrington, Mass
QUINN, JIMMY
WMFC, Monroeville, Ala.

— R —

RAFFERTY, JOHN
WHIT, New Bern, N. C.
RAINS, DOUG
KFDA-TV, Amarillo, Tex.
RAND, FRED
WAZF, Yazoo City, Miss.
RASKIN, RICHARD
WGNY, Newburgh, N. Y.
RATHBUN, JACK
WTVM, Columbus, Ga.
RATHER, DAN
KTRH, Houston, Tex.
RAY, MARVIN
WZRO, Jacksonville Beach, Fla.
RAYBURN, JOHN
WEEK, WEEK-TV, Peoria, Ill.
REDDY, JOHN
WOKY, Milwaukee, Wis.
REDMOND, DON
WPAC, Patchogue, N. Y.
REESE, JIM
KOSA-TV, Odessa, Tex.
REEVE, RAY
WRAL, WRAL-TV, Raleigh, N. C.
REGAN, BOB
KGB, San Diego, Calif.
REID, JIM
WPTF, Raleigh, N. C.
REIGHARD, RICK
WCUE, Akron, Ohio
REIMERS, BOB
KBRK, Brookings, S. D.
RENEHAN, BILL
WLVA, WLVA-TV, Lynchburg, Va.
RENFROW, CHARLIE
WHKP, Hendersonville, N. C.
RESLEY, PAT
WTAW, Bryan, Tex.
REYNOLDS, JOHNNIE
WCNT, Centralia, Ill.
REYNOLDS, PAUL
WTVT, Tampa, Fla.
REYNOLDS, ROBERT
WJR, Detroit, Mich.
RHOADS, JERRY
KSLV, Monte Vista, Colo.
RHOADS, JERRY
WJNO, West Palm Beach, Fla.
RHODES, RICHARD R.
WMON, Montgomery, W. Va.
RICHARDS, FLOYD
WTIC-TV, Hartford, Conn.
RICHARDSON, RICK
KBMI, Henderson, Nev.
RICHARDSON, ROBERT L.
KEYJ, Jamestown, N. D.
RICHMADE, JOHN
KFLJ, Walsenburg, Colo.
RICHY, BOB
KELP, KELP-TV, El Paso, Tex.
RICO, WILLIAM V.
WHOM, New York, N. Y.
RIDER, STUART I.
KUAM, KUAM-TV, Agana, Guam, M. I.
RIFENBURG, DICK
WBEN-TV, Buffalo, N. Y.
RIGGS, JOHN
WRIV, Riverhead, N. Y.
RIGLER, BOB
KCLB, Libby, Mont.
RIMMER, JACK
WGBG, Greensboro, N. C.
RISENHOOVER, DICK
KGNC, KGNC-TV, Amarillo, Tex.
RISER, JIMMIE C.
WGGG, Gainesville, Fla.
RITZERT, ROBERT
WNAB, Bridgport, Conn.
RIVAS, CARLOS
KPOA, Honolulu, Hawaii
RIZZUTO, PHIL
Sports Time
CBS
ROANE, TOM
WDDT, Greenville, Miss.
ROBERTS, BRUCE
WBBM-TV, Chicago, Ill.
ROBERTS, SAM
WHBU, Anderson, Ind.
ROBERTSON, BOB
KTNT, KTNT-TV, Tacoma, Wash.
ROBERTSON, FORD
WFDA, Amarillo, Tex.
ROBINSON, MAX
WJTN, Jamestown, N. Y.
RODIO, JIM
WOND, Pleasantville, N. J.
ROGERS, GEORGE
KAGR, Yuba City, Calif.
ROGERS, KENNETH
KENM, Portales, N. M.
ROMANO, RALPH
WWSC, Glens Falls, N. Y.
ROMINE, ROD
KCJB, KCJB-TV, Minot, N. D.
ROPER, KEITH
WABJ, WNEM-TV, Adrian, Mich.
ROSCOE, PAUL
KSAL, Salina, Kan.
ROSELLE, JIM
WJTN, Jamestown, N. Y.
ROSS, CHARLIE
WMOU, Berlin, N. H.
ROSS, JACK
WBBC, Flint, Mich.
ROSS, PHIL
KTHS, KTHV, Little Rock, Ark.
ROTH, BOB
WTOC-TV, Savannah, Ga.
ROUTH, BILL
WSSC, Sumter, S. C.
ROYER, VIRGIL
WTVB, Coldwater, Mich.
RUBIO, ZATARAIN
KCOR, KCOR-TV, San Antonio, Tex.
RUICK, MELVILLE
City Hospital
CBS
RUNDLES, JAMES
WOKJ, Jackson, Miss.
RUSE, DON
KRMW, The Dalles, Ore.
RUSSELL, EARLE
KSJO, San Jose, Calif.
RUST, ART
WWRL, New York, N. Y.
RUSTONS, RAY
WINA, Charlottesville, Va.
RUTLEDGE, BUDDY
WHMA, Anniston, Ala.
RUTLEDGE, KEN
KRIG, Odessa, Tex.
RYAN, BILL
WNOG, Naples, Fla.

— S —

SADLER, ROBERT
WPAR, Parkersburg, W. Va.
SAMP, PHIL
WMBD, WMBD-TV, Peoria, Ill.
SANDERS, STU
KFOX, Long Beach, Calif.
SANVILLE, LARRY
KPLT, Paris, Tex.
SAUER, JOHNNY
WING, Dayton, Ohio
SAUNDERS, ERNIE
WMUR-TV, Manchester, N. H.
SAUTER, DAVE
WTRI, Albany, N. Y.
SCANNELL, JIM
WMBV-TV, Marinette, Wis.
SCEARCE, BOB
WAFB-TV, Baton Rouge, La.
SCHAPER, HERB
KNUJ, New Ulm, Minn.

SCHENKEL, CHRIS

B. Aug. 21, 1923, Wabash, Ind.; St. Nicks Boxing, DuMont; New York Football Giants, Football Roundup, Horse Racing, CBS-TV; Tele Sports Digest, Tel RA Productions, Milwaukee Braves, Midwest Network; Sports Final, WABC-TV

SCHERMERHORN, JOHN
WKOW-TV, Madison, Wis.
SCHOLEM, RICHARD JAY
WTIG, Massillon, Ohio
SCHORR, RICHARD
WHOK, Lancaster, Ohio
SCHRADER, WALT
WBOY-TV, Clarksburg, W. Va.
SCHRECENGOST, TOM
WACB, Kittanning, Pa.
SCHULZE, DICK
WCWC, Ripon, Wis.
SCHUSSLER, DALE
WKWK, Wheeling, W. Va.
SCHWEDER, JOHN
WGPA, Bethlehem, Pa.
SCHWING, BILL
WBBF, WCBF-TV, Rochester, N. Y.

SCOTT, HAROLD
WJAC-TV, Johnstown, Pa.
SCOTT, RAY
WNOP, Newport, Ky.
SCOTT, RAY
KDKA, KDKA-TV, Pittsburgh, Pa.
SENYCZKO, EDWARD
WTTH, Port Huron, Mich.
SERPICO, DAN
WOCB, West Yarmouth, Mass.
SEVEY, BOB
KULA-TV, Honolulu, Hawaii
SHADBURN, BILL
WSAV, WSAV-TV, Savannah, Ga.
SHAFFER, MAX
WDAN, WDAN-TV, Danville, Ill.
SHANLEY, GIB
WOHO, Toledo, Ohio
SHARP, JACK
KJOE, Shreveport, La.
SHAVER, DANNY
WAGR, Lumberton, N. C.
SHEIL, BILL
WREX-TV, Rockford, Ill.
SHELDON, RUSS
KOLO, Reno, Nev.
SHEPARD, STEVE
KMTV, Omaha, Neb.
SHERMAN, W. C. "BUD"
WBAP, WBAP-TV, Fort Worth, Tex.
SHIPLEY, ROBERT
WJMA, Orange, Va.
SHRIVER, BILL
WTOW, Towson, Md.
SHULL, CHUCK
WRVA-TV, Richmond, Va.
SHUTTS, WILLIAM F.
KVOC, Casper, Wyo.
SIMONDS, RAYMOND
WTSA, Brattleboro, Vt.
SIMPSON, JIM
WRC, WRC-TV, Washington, D. C.
SIMS, FRANK
WKMH,Dearborn-Detroit, Mich.
SKEITH, BILL
KTMC, McAlester, Okla.
SLATER, MANNING
WICC, Bridgeport, Conn.
SLATER, SAM
WCOM, Parkersburg, W. Va.
SLAYTON, GLENN
WFUN, Huntsville, Ala.
SMITH, AL
WFLO, Farmville, Va.
SMITH, ART
WFRX, West Frankfort, Ill.
SMITH, BOB
WRVA, Richmond, Va.
SMITH, BORDEN
WKSB, Milford, Del.
SMITH, BOCKY
WLOF-TV, Orlando, Fla.
SMITH, CAL
WWXL, Manchester, Ky.
SMITH, DALE
WMRF, Lewistown, Pa.
SMITH, HAL
WELP, Easley, S. C.
SMITH, JIM
WHLL, Wheeling, W. Va.
SMITH, ROBERT
KKTV, Colorado Springs, Colo.
SMITH, RUSS
KLPM, Minot, N. D.
SMOTHERS, JIMMY
WZOB, Fort Payne, Ala.
SNOW, SPENCER
KFIR, North Bend, Ore.
SNYDER, DWIGHT
WJAY, Mullins, S. C.
SNYDER, ED
WDAX, McRae, Ga.
SOBEL, BUD
WNOX, Knoxville, Tenn.
SOBOL, JOHNNY
WILK, WILK-TV, Wilkes-Barre, Pa.
SOLIE, GORDON
WTSP, St. Petersburg, Fla.
SOLOMON, JAY
WHRV, Ann Arbor, Mich.
SOMMERVILLE, DAVE
WFYC, Alma, Mich.
SORG, DICK
WFRO, Fremont, Ohio
SOSH, WINKEY
WRUS, Russellville, Ky.
SPECIAL, JOHNNY
WFMD, Frederick, Md.
SPENCER, LESTER G.
WKBV, Richmond, Ind.
SPENCER, MILTON
WFLA, WFLA-TV, Tampa, Fla.
SPIKER, JESS
WEDO, McKeesport, Pa.
SPRACKLIN, JIM
KWYO, Sheridan, Wyo.
SQUIER, KEN
WDEV, Waterbury, Vt.
STANCZYK, DON
KRAL, Rawlins, Wyo.
STANGEL, WOODY
WOMT, Manitowoc, Wis.
STANLEY, BILL
WNOE, New Orleans, La.
STANTON, PETE
WJPA, Washington, Pa.
STARR, BOB
WJBC, Bloomington, Ill.
STEELE, BOB
WTIC-TV, Hartford, Conn.
STEPHENS, MAXIE
WRJW, Picayune, Miss.
STERN, BILL
MBS
STETHMAYR, CAL
KLFT, Colden Meadow, La.
STEWART, LARRY
WDWS, Champaign, Ill.
STIEGLER, ERNIE
WAEB, Allentown, Pa.
STONE, RONNIE
KSWO, KSWO-TV, Lawton, Okla.
STOREY, ROY
KNX, Los Angeles, Calif.
STORY, EDWARD
WGH, Norfolk-Newport News, Va.
STOUT, ALLEN
WLW-T, Cincinnati, Ohio
STRATTON, DICK
WMBR-TV, Jacksonville, Fla.
STRATTON, GIL
KNXT, Los Angeles, Calif.
STRICKLAND, DEAN
WHNY, McComb, Miss.
STRONG, FORD
KSTR, Grand Junction, Colo.
SUCHER, LYNN
KFBI, Wichita, Kan.
SULLIVAN, JIM
WDOG, Marine City, Mich.
SUMMERS, LOUIS
WOIC, Columbia, S. C.
SUTTERFIELD, PHIL
WCSC, WCSC-TV, Charleston, S. C.
SUTTON, DeVON
KOGA, Ogallala, Neb.
SWAN, JOHN
WHAB, Baxley, Ga.
SWEENEY, DICK
WGWR, Asheboro, N. C.
SWEENEY, FRANK
WJJD, Chicago, Ill.
SWINNEY, ED
KCID, Caldwell, Idaho
SWISHER, BOB
WPSD-TV, Paducah, Ky.

— T —

TABNER, DOUG
WTOL, Toledo, Ohio
TAFT, BILL
KCLS, Flagstaff, Ariz.
TASNADY, JOHN
KUGN, Eugene, Ore.
TATE, VERNER
WFBC-TV, Greenville, S. C.
TAYLOR, BOB
WVSC, Somerset, Pa.
TAYLOR, RICHARD
WBTW, Florence, S. C.
TAYLOR, RUSS
CFCF, Montreal, Quebec
TEBBE, DON
KMA, KMTV, Shenandoah, Iowa
TEDDER, HOWIE
WTTM, Trenton, N. J.
TENNANT, BOB
WHEC-TV, Rochester, N. Y.
TENNENT, LINDSAY
WCBI-TV, Columbus, Miss.
TERRY, BOB
KFNF, Shenandoah, Iowa
THACKER, JIM
WSAZ-TV, Huntington, W. Va.
THACKER, TOM
KWKC, Abilene, Tex.
THILENIUS, ED
WRFC, Athens, Ga.
THOMAS, BOBBY
WMEV, Marion, Va.
THOMAS, GLENN
WJEJ, Hagerstown, Md.
THOMAS, ROLLIE
KFI, Los Angeles, Calif.
THOMASSON, HOMER
WDVA, Danville, Va.
THOMPSON, CORLEY
KBTN, Neosho, Mo.
THOMPSON, JIMMY
WJJL, Niagara Falls, N. Y.
THORNLEY, HANK
KBET-TV, Sacramento, Calif.
THURSON, LARRY
KCID, Caldwell, Idaho
TIDWELL, TRAVIS
WSGN, Birmingham, Ala.
TIGHE, RON
KSID, Sidney, Neb.
TOEPPE, JACK
WATT, WPBN-TV, Cadillac, Mich.
TOLBERT, JERRY
KOA-TV, Denver, Colo.
TOLBERT, WINDELL
WBLO, Evergreen, Ala.
TORGERSON, STAN
WMCT, Memphis, Tenn.
TOWNSEND, JAY
KPEL, Lafayette, La.
TRABER, JIMMY
KNAL, Victoria, Tex.
TREWET, BUD
KKOG, Ogden, Utah
TROTTER, HUGH (SKIP)
WSEV, Sevierville, Tenn.
TSCHUMY, GEORGE
KONG, Visalia, Calif.
TUCKER, JOE
WWSW, Pittsburgh, Pa.
TUCKER, TOMMY
WZOK, Jacksonville, Fla.
TURON, ED
WEOL, Elyria, Ohio
TURRENTINE, R. C.
WCRE, Cheraw, S. C.

— U —

UFER, ROBERT
WPAG-TV, Ann Arbor, Mich.
UHLIS, FRAN
KGBX, Springfield, Mo.

ULRICH, MAX
WSJS, WSJS-TV, Winston-Salem, N. C.
UNDERWOOD, RALPH T.
WCNB, Connersville, Ind.
UPRIGHT, GENE
WIS-TV, Columbia, S. C.

— V —

VACHE, ROBERT
KVAR, Mesa, Ariz.
VALENTI, FRANK
KGMB, KGMB-TV, KMAU-TV, KHBC-TV, Honolulu, T. H.
VALICENTI, JOE
WBBW, Youngstown, Ohio
VANDENBERG, ED
WKRZ, Oil City, Pa.
VANDERHEYDEN, ROBERT
WSTC, Stamford, Conn.
VANDER SLOOT, CHUCK
WFUR, Grand Rapids, Mich.
VAN HAGGEN, STAN
KROG, Sonora, Calif.
VAN KUREN, JIM
CKLW, CKLW-TV, Detroit, Mich.
VAN SANT, JOHN T.
WSAN, Allentown, Pa.
VARGO, AL
WAVY-TV, Norfolk, Va.
VARLEY, MAC
KCAR, Clarksville, Tex.
VAUGHN, RICHARD
WARE, Ware, Mass.
VENNER, FRANK
WSPD-TV, Toledo, Ohio
VICK, DICK
KGEZ, KGEZ-TV, Kalispell, Mont.
VILLANI, JOHN
WELC, Welch, W. Va.
VOLKEMA, HAL
WHTC, Holland, Mich.

— W —

WAITE, DAVE
WDAM-TV, Hattiesburg, Miss.
WALDEN, WARREN
WJAR-TV, Providence, R. I.
WALESKI, EDDIE
WSBA-TV, York, Pa.
WALKER, DREW
KWRO, Coquille, Ore.
WALKER, HAL
WXIX, Milwaukee, Wis.
WALKER, JOE
WMBM, Miami Beach, Fla.
WALKER, LLOYD
KFTM, Ft. Morgan, Colo.
WALLACE, ROSS
WACO, Waco, Tex.
WALLIS, DAVE
KCLA, Pine Bluff, Ark.
WALSH, FRANK
WBCM, Bay City, Mich.
WALSHAK, DAVID
KCTI, Gonzales, Tex.
WALTMAN, LAVERNE
WLPO, La Salle, Ill.
WALTON, EARL
WJZM, Clarksville, Tenn.
WALTON, R.
WSPN, Saratoga Springs, N. Y.
WANZER, HAL
WLSI, Pikeville, Ky.
WARD, BILL
WBT, WBTV, Charlotte, N. C.
WARD, JOHN
WKGN, Knoxville, Tenn.
WARREN, ARCHIE
WYCL, York, S. C.
WARREN, MELVIN
WHOE, Leaksville, N. C.
WATERHOUSE, LARRY
WCMR, Elkhart, Ind.
WATSON, CHARLES
KBOA, Kennett, Mo.
WATSON, JIM
WWNS, Statesboro, Ga.
WATTRICK, DON
WXYZ, WXYZ-TV, Detroit, Mich.
WEAVER, BOB
KXO, El Centro, Calif.
WEAVER, HANK
KABC, KABC-TV, Los Angeles, Calif.
WEAVER, RICK
KFH, Wichita, Kan.
WEBB, JIM
WMSR, Manchester, Tenn.
WEEMS, WILLIE
WMAG, Forest, Miss.
WEILER, BOB
KDIX, KDIX-TV, Dickinson, N. D.
WEISER, DAVE
KEYY, Provo, Utah
WELBORNE, CURT
WGBG, Greensboro, N. C.
WELCH, JOE
WSAR, Fall River, Mass.
WELLS, BILL
KWRF, Warren, Ark.
WELLS, DON
WCFL, Chicago, Ill.
WELLS, GEORGE
KFH, Wichita, Kan.
WELLS, LEFTY
KVKM, Monahans, Tex.
WELLS, LINN
WGAN-TV, Portland, Me.
WELSH, BILL
KTTV, Hollywood, Calif.
WENDLANDT, LEW
WGEZ, Beloit, Wis.
WEST, JIM
WBAL, WBAL-TV, Baltimore, Md.
WESTERVELT, R. H.
WJBS, DeLand, Fla.
WHALEN, JOSEPH B.
WVPO, Stroudsburg, Pa.
WHITAKER, BOB
WMIX, Mt .Vernon, Ill.
WHITE, TERRY
WHAW, Weston, W. Va.
WHITLOCK, CHUCK
KROD, KROD-TV, El Paso, Tex.
WHITNEY, PHIL
WINC, Winchester, Va.
WHITSON, BOB
WMAK, Nashville, Tenn.
WHITTED, NORFLEY
WSRC, Durham, N. C.
WHYTE, ROBERT A.
KFEQ, KFEQ-TV, St. Joseph, Mo.
WILLIAMS, CHUCK
KWNO, Winona, Minn.
WILLIAMS, GARNET
WFIW, Fairfield, Ill.
WILLIAMS, LEE
WTVL, Waterville, Me.
WILLIAMS, OMAR
WLWD, Dayton, Ohio
WILLS, MICKEY
WJLD, Birmingham, Ala.
WILNER, RON
WAYE, Baltimore, Md.
WILSON, BERNARD
KAAA, Kingman, Ariz.
WILSON, BOB
KETV, Omaha, Neb.
WILSON, CHUCK
WBVP, Beaver Falls, Pa.
WILSON, JOE
ABC-TV
WILSON, ROY
WJPA, Washington, Pa.
WINGATE, DON
WAAG, Adel, Ga.
WISE, WES
WFAA, WFAA-TV, Dallas, Tex.
WOLF, ART
WNBF-TV, Binghamton, N. Y.
WOLF, C.
WNBF-TV, Binghamton, N. Y.
WOLF, FRED
WXYZ-TV, Detroit, Mich.
WOLF, HAL
KNBC, San Francisco, Calif.
WOLFF, BOB
WWDC, Washington, D. C.
WOOD, EARL
WROC-TV, Rochester, N. Y.
WOOD, GEORGE
KENS-TV, San Antonio, Tex.
WOODMAN, DAVE
KNDE-TV, Monroe, La.
WOODSIDE, SAM
WHCU, Ithaca, N. Y.
WOODWARD, LeROY
WVJS, Owensboro, Ky.
WYATT, GEORGE
WCMA, Corinth, Miss.
WYLIE, BOB
WAKR-TV, Akron, Ohio
WYMAN, MAL
KALL, Salt Lake City, Utah
WYNNE, BILL
WOWL-TV, Florence, Ala.
WYNNE, JIMMY
WAIR, Winston-Salem, N. C.

— Y —

YELLAND, STARR
KLZ-TV, Denver, Colo.
YENTES, GERALD
WMOR, Morehead, Ky.
YORK, TOM
WBRC-TV, Birmingham, Ala.
YOUNG, J. NORMAN
WEGO, Concord, N. C.

— Z —

ZABITKA, MATT
WDRF, Chester, Pa.
ZECCHINI, FRANK
KFMA, Davenport, Iowa
ZELICH, MARK
WSAU-TV, Wausau, Wis.
ZENNER, BOB
KWWL, KWWL-TV, Waterloo, Iowa
ZIMMER, LARRY
KFRU, Columbia, Mo.
ZIMMERMAN, BOB
KRUX, Phoenix, Ariz.
ZOOG, A. HARRY
WEIC, Charleston, Ill.
ZUBER, ED
WYVE, Wytheville, Va.



BEN GRAUER

NBC

Radio TV



GABE PRESSMAN

— • —

WRCA/WRCA-TV
NEWS

NEWS COMMENTATORS

RADIO AND TELEVISION

—their work during 1957

— A —

ABRAMS, AL JR.
WEDO, McKeesport, Pa.
ACHOR, DAVE
WCHI,, Chillicothe, Ohio
ADAMS, CEDRIC
WCCO, WCCO-TV, Minneapolis, Minn.
ADAMS, RON
KVOD, Denver, Colo.
ADAMS, W. CLARENCE
KBTM, Jonesboro, Ark.
AKERS, CARL
KLZ-TV, Denver, Colo.
ALCOTT, CARROLL
KNX, Los Angeles, Calif.
ALDRICH, LES
KICA, Clovis, N. M.
ALLEN, CLARE
WEBR, Buffalo, N. Y.
ALLEN, DON
KIMN, Denver, Colo.
ALLEN, FRANK
KOWH, Omaha, Neb.
ALLEN, FRED
KSRO, Santa Rosa, Calif.
ALLEN, GEORGE
WBVP, Beaver Falls, Pa.
ALVAREZ, GUSTAVO
KCOR, KCOR-TV, San Antonio, Tex.
ANDERSON, AL
KTRH, Houston, Tex.
ANDRIESE, TED
WFUR, Grand Rapids, Mich.
ANTHONY, DICK
KDAL, KDAL-TV, Duluth, Minn.
ANTHONY, JULIAN
John Daly and the News
ABC-TV
AUDREY, BOB
WHAT, Philadelphia, Pa.
ARMSTRONG, BILL
WRAL-TV, Raleigh, N. C.
ARMSTRONG, JOHN
WHDL, Olean, N. Y.
ARTHUR, BOB
WEEK, WEEK-TV, Peoria, Ill.
ASH, MERRILL
KOL, Seattle, Wash.
ASHER, JAMES D.
WJDA, Quincy, Mass.
ASHLEY, CHARLES
WEEI, Boston, Mass.
ATKINS, TOM
WPTA, Fort Wayne, Ind.
ATKINSON, STAN
KCRA-TV, Sacramento, Calif.
AYCRIGG, BEN
WLOF-TV, Orlando, Fla.

— B —

BACK, GUNNAR
WFIL, Philadelphia, Pa.
BACKLIN, JIM
KFYR-TV, Bismarck, N. D.
BACKMAN, LON
WBOF, Virginia Beach, Va.
BADER, HUGH
WHB, Kansas City, Mo.
BAKER, HAROLD
WFGA-TV, Jacksonville, Fla.
BAKER, JOHN
WHBC, Canton, Ohio
BALL, BOB
WDSM-TV, Duluth, Minn.
BALMERT, FRANK
WPAY, Portsmouth, Ohio
BANCROFT, GRIFFING
News, Capitol Cloakroom, The Leading Question
CBS

BANGHART, KENNETH
B. Sept. 11, New Jersey; 8:55 A.M. News, Sunday Eleventh Hour News, WRCA-TV; Ken Banghart Show, 4:05-6:00 P.M., WRCA; 6 P.M. News, NBC

BARATH, RAY
WAIM, WAIM-TV, Anderson, S. C.
BARCLAY, PAUL
WHUM, WHUM-TV, Reading, Pa.
BARENTS, BARRY
WKNB, WNBC, New Britain, Conn.



JOHN WINGATE

WOR News . . . "Night Beat"



KENNETH BANGHART

NBC — WRCA - WRCA-TV

CI 7-8300

BARKER, EDDIE
KRLD, KRLD-TV, Dallas, Tex.
BARNES, CHRIS
WALE, Fall River, Mass.
BARRETT, RICHARD
KREM-TV, Spokane, Wash.
BARRIOS, JOSE
KIWW, San Antonio, Tex.
BARRON, KARL
KTIM, San Rafael, Calif.
BARRY, BOB
WMNS, Olean, N. Y.
BARTHOLOMOW, JOHN
KKTV, Colorado Springs, Colo.
BASS, BERNICE
WHBI, Newark, N. J.
BASSO, NICK
WSAZ-TV, Huntington, W. Va.
BATTS, J. WAYMAN
WPET, Greensboro, N. C.
BEAN, BOB
WBTV, Charlotte, N. C.
BEATTY, MORGAN
News of the World, Monitor
NBC
BEAUCHAMP, DENNIS
WDMJ-TV, Marquette, Mich.
BEDFORD, PAUL
KYW-TV, Cleveland, Ohio
BELL, NICK
WGUY, Bangor, Me.
BELL, RIDLEY
WRBL-TV, Columbus, Ga.
BENTLEY, JULIAN
WBBM-TV, Chicago, Ill.
BENTON, MONROE
WELM, Elmira, N. Y.
BERK, PHIL
KOMU-TV, Columbia, Mo.
BERKLEY, GEORGE
WAAB, Worcester, Mass.
BERRILL, LARRY
KBIG, Avalon, Calif.
BEST, VICTOR
WBZ-TV, Boston, Mass.
BEUHLER, DON
WHFB, Benton Harbor, Mich.
BINGHAM, BOB
WLBS, Birmingham, Ala.
BISHOFF, WALTER
WTUX, Wilmington, Del.
BISHOP, PAT
KFI, Los Angeles, Calif.
BISSETT, FRANK
KRLD-TV, Dallas, Tex.
BISSEY, JAMES
WBLY, Springfield, Ohio
BLAINE, GENE
WAKE, Atlanta, Ga.
BLAIR, FRANK
Today Show, Monitor
NBC, NBC-TV
BLANCHARD, DICK
WEAW, Evanston, Ill.
BLANCHARD, RED
KPOP, Los Angeles, Calif.
BOAZ, BOB
Esso Reporter
WCHS-TV, Charleston, W. Va.
BODDEN, BOB
WSWW, Platteville, Wis.
BOGGS, NEIL
WCHS-TV, Charleston, W. Va.
BOISSEAU, PAT
WKRC-TV, Cincinnati, Ohio
BOLEN, BILL
WSGN, Birmingham, Ala.
BOLTON, LES
KARK, KARK-TV, Little Rock, Ark.
BOLTON, PAUL
KTBC, KTBC-TV, Austin, Tex.
BOND, BUD
KTAC, Tacoma, Wash.
BORDEN, JACK
WHCT, Hartford, Conn.
BOYD, FORREST
WLW-I, Indianapolis, Ind.
BRACH, HENRY
WBNY, Buffalo, N. Y.
BRADFORD, BOB
WRFC, Athens, Ga.
BRADFORD, JOHN
WCCM, Lawrence, Mass.
BRADLEY, JOHN L.
KSL, KSL-TV, Salt Lake City, Utah
BRAND, PAUL
WNBF-TV, Binghamton, N. Y.
BRANT, ROBERT F.
WTIV, Titusville, Pa.
BRANUM, CHARLES
WEBQ, Harrisburg, Ill.
BREEDIN, J. K.
WNOK, WNOK-TV, Columbia, S. C.
BRENDLER, GENE
KPTV, Portland, Ore.
BRINGHAM, DAVE
WJET, Erie, Pa.
BRINKLEY, DAVIE
NBC-TV
BRINKLEY, RUSS
WHP, WHP-TV, Harrisburg, Pa.
BROKAW,, FOREST
KVOO, Tulsa, Okla.
BRONSON, RICHARD B.
WABI, Bangor, Me.
BROOK, PHIL
WDBO-TV, Orlando, Fla.
BROOKS, BILL
KCKT-TV, Great Bend, Kan.
BROOKS, CLIFF
WGBF, Evansville, Ind.



BOB WILSON

NBC — New York

BROOKS, NED
Three Star Extra; Meet the Press
NBC, NBC-TV
BROOKS, WEYMAN
WTVM, Columbus, Ga.
BROUGHMAN, GLEN
WRBL, WRBL-TV, Columbus, Ga.
BROWN, CECIL
ABN
BROWN, GLENN
WDLB, Marshfield, Wis.
BROWN, HOWARD
WCKT, Miami, Fla.
BROWN, HUGH
KXLR, N. Little Rock, Ark.
BROWN, R. FRED JR.
WLOS-TV, Asheville, N. C.
BROWN, ROBERT
WMAY, WMAY-TV, Springfield, Ill.
BROWN, STAN
KLZ-TV Denver, Colo.
BROWNING, BOB
WSKN, Saugerties, N. Y.
BRUNER, BOB
WMT-TV, Cedar Rapids, Iowa
BRYANT, TED
KING-TV, Seattle, Wash.
BRYSON, CONREY
KTSM, KTSM-TV, El Paso, Tex.
BUCK, HERB
WWTB, Tampa, Fla.
BUNDLIE, CHARLES K.
KNOX, KNOX-TV, Grand Forks, N. D.
BURDETT, WINSTON
CBS-TV
BURK, SAM
KIRX, Kirksville, Mo.
BURKE, JAMES
WAVY-TV, Norfolk, Va.
BURKE, TODD
WEOL, Elyria, Ohio
BURNS, BILL
KDKA-TV, Pittsburgh, Pa.
BUTLER, COIT
KONO, San Antonio, Tex.
BUTNER, JOHN
KCLE, Cleburne, Tex.
BUTTERFIELD, R. B.
WLOX, Biloxi, Miss.
BUTZ, BOB
KLZ-TV, Denver, Colo.
BYRON, JAMES A.
WBAP, WBAP-TV, Fort Worth, Tex.

— C —

CAINE, BEN
KDEF, Albuquerque, N. M.
CALDWELL, CHARLES
WJPS, Evansville, Ind.
CALDWELL, HOWARD
WTHI, Terre Haute, Ind.
CALMER, NED
News; The World Tonight
CBS
CAMPBELL, MAL
WAJR, Morgantown, W. Va.
CAMPBELL, REX L.
KSL, KSL-TV, Salt Lake City, Utah
CANHAM, ERWIN D.
ABN, ABC-TV
CARLIN, BOB
WANE, WANE-TV, Ft. Wayne, Ind.
CARLSON, RICHARD
WLYC, Williamsport, Pa.
CARMEN, NEAL
WESO, Southbridge, Mass.
CARRIER, JOHN
WEIM, Fitchburg, Mass.
CARTER, HORACE W.
WMFD-TV, Wilmington, N. C.
CARTER, WINFRED R.
WMFR, High Point, N. C.
CASE, NELSON, JR.
WPST-TV, Miami, Fla.
CASEY, MARY ANN
KEY-T, Santa Barbara, Calif.
CASSELL, CLANCY
KCBS, San Francisco, Calif.
CASSIDY, HENRY
News
NBC
CASTLE, CHARLES C.
WGMA, Hollywood, Fla.
CASTOR, JERRY
WCSI, Columbus, Ind.
CAUDLE, BOB
WTOC-TV, Savannah, Ga.
CAVIN, RODNEY
WEAT, West Palm Beach, Fla.
CAWLEY, TOM
WINR-TV, Binghamton, N. Y.
CEDERBERG, CARL
WWJ, WWJ-TV, Detroit, Mich.
CERULA, PAUL
WAZL, Hazleton, Pa.
CHAMBERS, JIM
WHOL, Allentown, Pa.
CHAMBERS, STAN
KTLA, Los Angeles, Calif.
CHAPA, J. A.
WSBC, Chicago, Ill.
CHAPEL, JOHN K.
KLX, Oakland, Calif.
CHAPLIN, W. W.
News
NBC
CHAPMAN, ARCH
KWWL, KWWL-TV, Waterloo, Iowa
CHAPMAN, TOM
KSON, San Diego, Calif.
CHAPPEL, LOU
WDMJ-TV, Marquette, Mich.
CHARLES, BILL
WSPD-TV, Toledo, Ohio
CHATFIELD, CHARLES J.
WHCU, Ithaca, N. Y.
CHENEY, RAYMOND J.
WMIX, Mt. Vernon, Ill.
CHERRY, HUGH
WSIX-TV, Nashville, Tenn.
CHILSEN, WALTER J.
WSAU-TV, Wausau, Wis.
CHRISTENSEN, RAY
WLOL, Minneapolis, Minn.
CHRISTIE, GEORGE
WTSP, St. Petersburg, Fla.
CHURCH, WELLS
CBS-TV
CLARK, BLAIR
The World Tonight
CBS
CLARK, DALE
WAGA, WAGA-TV, Atlanta, Ga.
CLARK, RAY
WOW, WOW-TV, Omaha, Neb.
CLARK, TYLER
KENI-TV, Anchorage, Alaska
CLEARY, J. M.
WESB, Bradford, Pa.
CLEAVER, JIM
WBCK, Battle Creek, Mich.
CLELAND, BOB
KTNT, Tacoma, Wash.
CLEMENTS, JACK
WRVA, Richmond, Va.
CLIFFORD, KEN
KCOK, Tulare, Calif.
CLYDE, BOB
WREX-TV, Rockford, Ill.
COATES, PAUL
Tonight Show
NBC-TV
COBB, JOE
WCSH-TV, Portland, Me.
COCHRAN, RON
WCBS-TV, New York, N. Y.
COFFIN, TRIS
WWDC, Washington, D. C.
COLLINGWOOD, CHARLES
CBS
COLLINS, JUD
WSM-TV, Nashville, Tenn.
COLLINS, REID
KWTX, Waco, Tex.
COMBS, GEORGE HAMILTON
WABC, New York, N. Y.
COMPTON, DICK
WNAX, Yankton, S. D.
COMPTON, WALTER
MBS (Washington)
CONNOR, TOM
WEEK, WEEK-TV, Peoria, Ill.
CONNORS, DAVE
WNLC, New London, Conn.
CONOWAY, RAY
KTRK-TV, Houston, Tex.
CONRAD, STEVE
WRGP-TV, Chattanooga, Tenn.
CONSIDINE, BOB
Tonight Show, News
NBC, NBC-TV
CONWAY, TOM
WKNB, WNBC, New Britain, Conn.
CORBIN, LOU
WFBR, Baltimore, Md.
CORDRAY, BOB
WPFB, Middletown, Ohio
CORLEY, BOB
WQXI, Atlanta, Ga.
COSTANTINO, JOE
KEY-T, Santa Barbara, Calif.
COSTELLO, BILL
ABN, ABC-TV, Washington, D. C.
COSTELLO, ED
KOSA-TV, Odessa, Tex.
COVAIA, AL
KJBS, San Francisco, Calif.
CRABILL,VON
WAVI, Dayton, Ohio
CRAEGER, JOEL
ABN
CRAIG, CHARLES
WDVA, Danville, Va.
CRANE, DAVID H.
WDEV, Waterbury, Vt.
CREMER, CHARLES
WREX-TV, Rockford, Ill.
CRONKITE, WALTER
Answer, Please! CBS News; The Twentieth Century (narrator) CBS
CROSS, MILTON
ABN
CROUCH, AL
KENT, Shreveport, La.
CUMMISKEY, JOE
WHEN, WHEN-TV, Syracuse, N. Y.
CUNNINGHAM, BILL
MBS
CURTIS, JIM
WSBA-TV, York, Pa.
CURTIS, RAY
WDAM-TV, Hattiesburg, Miss.

— D —

DALE, ALLAN
KEYS, Corpus Christi, Tex.
DALTON, KEN
WEET, Brockton, Mass.
DALY, JOHN
ABN, ABC-TV
DANIELS, BILL
KFWB, Los Angeles, Calif.
DANTZLER, RAY
WFGA-TV, Jacksonville, Fla.
DARY, DAVE
KWFT, Wichita Falls, Tex.
DAVIDSON, W. R.
WAKN, Aiken, S. C.
DAVIES, BOB
KVOD, Denver, Colo.

DAVIS, GARY C.
WHPE, High Point, N. C.
DAVIS, SID
WKBN, WKBN-TV, Youngstown, Ohio
DAVIS, TED
WRAL, WRAL-TV, Raleigh, N. C.
DAVIS, WAYNE
WESC, Greenville, S. C.
DAY, CHARLES
WGAR, Cleveland, Ohio
DAY, JOHN
WHDH-TV, Boston, Mass.
DAYE, ROLAND E.
WAFB-TV, Baton Rouge, La.
DEAN, CAROL
WCOU, Lewiston, Me.
DEBNAM, W. E.
WNCT, Greenville, N. C.
DECKER, BEN
WQXT, Palm Beach, Fla.
DECKER, TOM
WVET-TV, Rochester, N. Y.
DEE, JUNE
KWBB, Wichita, Kan.
DELLA MALVA, JOSEPH
WDGY, Minneapolis, Minn.
DEVERILL, ED
KFSD, San Diego, Calif.
DEWART, JAMES
WERC, Erie, Pa.
DIAMOND, ACE
KACE, Riverside, Calif.
DICKSON, CHUCK
KCUL, Fort Worth, Tex.
DIEHL, BILL
WLOW, Norfolk, Va.
DIETZ, DICK
WAKR-TV, Akron, Ohio
DIXON, LARRY
KYTV, Springfield, Mo.
DIXON, RANDY
WDAS, Philadelphia, Pa.
DOGGETTE, HARRY
WVEC-TV, Hampton-Norfolk, Va.
DOLAN, FRANK
WKOP, Binghamton, N. Y.
DONNELLA, BILL
WSJV, WTRC, South Bend-Elkhart, Ind.
DOOLITTLE, LEWIS
WCMB, Harrisburg, Pa.
DORAIS, BILL
KLX, Oakland, Calif.
DOREMUS, WARREN
WHEC, WHEC-TV, Rochester, N. Y.
DORR, RUSSELL A.
WGAN-TV, Portland, Me.
DORSEY, CLAUDE
KMBC, Kansas City, Mo.
KFRM, Concordia, Kan.
DOWNS, BILL
CBS-TV
DOYLE, GEORGE
KFH, Wichita, Kan.
DOYLE, TOM
KOB, KOB-TV, Albuquerque, N. M.
DRAKE, MYRON
KTAR, KVAR, Phoenix, Ariz.
DREIER, ALEX
News, Man on the Go
NBC
DRYFOOS, LEON
WLEU, Erie, Pa.
DUFFY, ROBERT J.
KFTM, Ft. Morgan, Colo.
DUNBAR, DR. WILLIS F.
WKZO-TV, Kalamazoo, Mich.
DUNLAP, WALLACE
WTAO-TV, Cambridge, Mass.
DUNNIGAN, KEN
KILT, Houston Tex.
DURKIN, JAY
WDEW, Westfield, Mass.

— E —

EARLE, BILL
WIEL, Elizabethtown, Ky.
EARLE, TOM
CBOT, Ottawa, Ontario
EARLY, BOB
KWJB, Globe, Ariz.
EARNHART, MILT
KNAC-TV, Fort Smith, Ark.
EBEL, WALTER
KBLO, Hot Springs, Ark.
ECKDAHL, ART
KHOL-TV, Kearney, Neb.
ECKERT, JOHN
WDAN-TV, Danville, Ill.
EDWARDS, CHARLES
WKDA Nashville, Tenn.
EDWARDS, DOUGLAS
Douglas Edwards with the News
CBS-TV
EDWARDS, JOHN
ABN, ABC-TV, Washington, D. C.
EDWARDS, KENYON
WTTG Washington, D. C.
EDWARDS, ROSS
WCHS, WCHS-TV, Charleston, W. Va.
EDWARDS, TOMMY
WAYX Waycross, Ga.
EGAN, LEO
WBZ, WBZA, WBZ-TV, Boston-Springfield, Mass.
EID, LEIF
NBC
ELLIOTT DOYCE
KOSA-TV, Odessa, Tex.
ELLIOTT, JIM
WNAB, Bridgeport, Conn.
EMERSON, BYRON
WLEA, Hornell, N. Y.
ENGEL, JOHN
WGBS, Miami, Fla.
ENGLE, CLIFF
KHJ, KHJ-TV, Los Angeles, Calif.
ESCHEN, FRANK
KSD, KSD-TV, St. Louis, Mo.
EUBANKS, GEORGE K.
WETZ, New Martinsville, W. Va.
EVANS, JIM
WHLM, Bloomburg, Pa.
EVANS, RONALD
WRBL, WRBL-TV, Columbus, Ga.
EVANS, WALT
KTBB, Tyler, Tex.
EVERITT, TOM
KBOP, Pleasanton, Tex.
EVERSOLE, JACK
WKCT, Bowling Green, Ky.

— F —

FACENDA, JOHN
WCAU-TV, Philadelphia, Pa.
FAHAN, BILL
KAYL, Storm Lake, Iowa
FAIRBURN, TED
WLDS, Jacksonville, Ill.
FALK, VERN
WEKZ, Monroe, Wis.
FARISS, WAYNE
WTVT, Tampa, Fla.
FARNSWORTH, CLYDE
WCPO-TV, Cincinnati, Ohio
FARREN, WILLIAM A.
WPEN, Philadelphia, Pa.
FARSON, ROBERT
WESO, Southbridge, Mass.
FAULCONER, FRANC
WKXP, Lexington, Ky.
FEHLAUER, GARY
KOVE, Lander, Wyo.
FEMMEL, DICK
WXYZ-TV, Detroit, Mich.
FENNER, LYLE
KXL, Portland, Ore.
FENTRESS, STEVE
WGN-TV, Chicago, Ill.
FERN, CHARLES J.
KTOH, Lihue, Kauai, Hawaii
FERNANDEZ, CHARLES
WKXY, Sarasota, Fla.
FERRIS, BOB
KABC, KABC-TV, Los Angeles, Calif.
FIELD, KAY
WISH-TV, Indianapolis, Ind.
FIELD, TOM
WRCV-TV, Philadelphia, Pa.
FINN, TOM
WOHO, Toledo, Ohio
FINNEY, FRED
KTUC, Tucson, Ariz.
FINNING, FRANK
WKNE, Keene, N. H.
FIORINO, VINCE
WGMA, Hollywood, Fla.
FISHER, BUD
WHKK, Akron, Ohio
FISHER, HAL
WALK, Patchogue, N. Y.
FISHER, LEW
WINS, New York, N. Y.
FITCH, JERRY
KGLN, Glenwood Springs, Colo.
FITZGIBBONS, JACK
WAKR-TV, Akron, Ohio
FLEMING, ROBERT
ABN, ABC-TV, Washington, D.C.
FLETCHER, NORM
KNOC, Natchitoches, La.
FLICKINGER, DAREN
KXOA, Sacramento, Calif.
FLORNOY, BOB
WKY, WKY-TV, Oklahoma City, Okla.
FLYNN, ARTHUR
WHAV, Haverhill, Mass.
FLYNN, FAHEY
WBBM-TV, Chicago, Ill.
FLYNN, JOHN T.
MBS
FOGARTY, JACK
WCPO-TV, Cincinnati, Ohio
FONTAINE, HERBERT
WJDA, Quincy, Mass.
FORBES, GILBERT
WFBM-TV, Indianapolis, Ind.
FORD, DICK
WPTZ, Plattsburgh, N. Y.
FORD, JAFFRAY
MBS (Washington)
FORREST, WILLIAM
WGNY, Newburgh, N. Y.
FORSELL, RON
KOL, Seattle, Wash.
FOSTER, CEDRIC
MBS
FOX, GARFIELD L.
WDUX, Waupaca, Wis.
FOX, JOHN
WKKO, Cocoa, Fla.
FRAIM, JOHN
WAVI, Dayton, Ohio
FRANCES, AL
WHBC, Canton, Ohio
FRANK, BILL
WILM, Wilmington, Del.
FRANK, BOB
WOC-TV, Davenport, Iowa
FRANK, MORTON
WTIG, Massillon, Ohio
FRANK, ROBERT
WOC, WOC-TV, Davenport, Iowa
FRAZIER, BOB
WJPB-TV, Fairmont, W. Va.
FREDERICK, CLAIRE
WCBY, Cheboygan, Mich.
FREDERICK, PAULINE
NBC-NBC-TV
FREEDMAN, BERT
WVMC, Mt. Carmel, Ill.

FREEMAN, CLAUDE
WFBC-TV, Greenville, S. C.
FREEMAN, GEORGE
WBBW, Youngstown, Ohio
FRENCH, JIM
KING, KING-TV, Seattle, Wash.
FRENCH, KEN
MBS (Washington)
FRENCH, PETE
KYW-TV, Cleveland, Ohio
FRENETTE, OSCAR
WSOO, Sault Ste. Marie, Mich.
FREUND, GEORGE
KDTH, Dubuque, Iowa
FRICKE, ROGER
WZRO, Jacksonville Beach, Fla.
FRIEND, GEORGE
WPLA, Plant City, Fla.
FRITS, JIM
KAGT, Anacortes, Wash.
FROGGE, JOHN
WKIT, Garden City, N. Y.
FROMME, GALEN
WBAL, WBAL-TV, Baltimore, Md.
FUCHS, DR. LARRY
WCRB, Boston, Mass.
FYFFE, BILL
WJIM, WJIM-TV, Lansing, Mich.

— G —

GAAL, FRANK
WKMH, Dearborn-Detroit, Mich.
GARDINER, DON
ABN
GARR, BILL
KPOP, Los Angeles, Calif.
GARRISON, JOHN
WFUN, Huntsville, Ala.
GARTLAND, JACK
WTTM, Trenton, N. J.
GASMAN, BILL
KREW, Sunnyside, Wash.
GASTON, ROBERT
WAVY-TV, Norfolk, Va.
GATES, ART
WYVE, Wytheville, Va.
GATES, JIM
WFBG-TV, Altoona, Pa.
GAYMAN, L. VAUGHN
WDBQ, Dubuque, Iowa
GEARHART, JIM
WROV, Roanoke, Va.
GEER, STEVE
WHEN, WHEN-TV, Syracuse, N. Y.
GERAGHTY, LARRY
WCSH-TV, Portland, Me.
GERALD, BILL
KTVA, Anchorage, Alaska
GERMAN, BILL
WJWL, Georgetown, Del.
GESSNER, BOB
WNNJ, Newton, N. J.
GIBBON, JIM
WLAU, Laurel, Miss.
GIBSON, CURT
WNLK, Norwalk, Conn.
GIBSON, PHIL
WMBD, WMBD-TV, Peoria, Ill.
GIFFORD, DAVE
WJET, Erie, Pa.
GIGUERE, JON
KCSJ, KCSJ-TV, Pueblo, Colo.
GILBERT, LEE
WHEE, Martinsville, Va.
GILBERT, LIVINGSTON
WAVE-TV, Louisville, Ky.
GILL, BILL
KCMC-TV, Texarkana, Tex.
GILLELAND, JAMES
WGBS, Miami, Fla.
GIROUX, LEE
KRCA, Los Angeles, Calif.
GLADSTONE, HENRY
MBS (New York); It's Fun to Travel, WOR-TV, New York, N. Y.
GLEASON, JOHN H.
WIMS, Michigan, City, Md.
GLEESON, W. L.
KICO, Calexico, Calif.
GLENN, TONY
KSTL, St. Louis, Mo.
GNEISER, BOB
WCBM, Baltimore, Md.
GODDARD, BILL
WGSM, Huntington, N. Y.
GODDARD, DON
John Daly and the News
ABC-TV
GODDARD, TRACE
WDSM-TV, Duluth, Minn.
GODECK, BOB
KVEN, Ventura, Calif.
GODFREY, RICHARD
WJRD, Tuscaloosa, Ala.
GOERG, FRANK
WOWO, Fort Wayne, Ind.
GOETHALS, PHILLIP
KREM, Spokane, Wash.
GOLDER, HARRY
KLAS, Las Vegas, Nev.
GONYER, GEORGE
WABI-TV, Bangor, Me.
GORDON, G. B.
WICS, Springfield, Ill.
GORDON, HENRY
KPAT, Pampa, Tex.
GORDON, LOU
WXYZ-TV, Detroit, Mich.
GOSS, FRANK
KNX, Los Angeles, Calif.
GRAHAM, DON
WCFL, Chicago, Ill.
GRAHAM, GORDON
WIW-I, Indianapolis, Ind.
GRAMER, BILL
WGTO, Cypress Gardens, Fla.
GRANT, AUSTIN
CKLW, CKLW-TV, Detroit, Mich.
GRANT, HAMILTON
CJAD, Montreal, Quebec
GRANT, PETER
WLW, WLW-T, Cincinnati, Ohio
GRANT, TAYLOR
WRCV-TV, Philadephia, Pa.

GRAUER, BEN

B. June 2, 1908, New York, N. Y.; Ask Congress, Citizens Union Searchlight, Discussion, WRCA, WRCA-TV; Monitor — Communicator, Sound of Science, 9P.M.—News on the Hour, NBC Radio Network

GRAY, LYMAN
WALB-TV, Albana, Ga.
GRAYSON, GLENN
WHJB, Greensburg, Pa.
GREEN, EARL
WTVN-TV, Columbus, Ohio
GREEN, JOHN
KPHO, KPHO-TV, Phoenix, Ariz.
GREEP, J. WALTER
WVJS, Owensboro, Ky.
GREER, BOB
KMON, Great Falls, Mont.
GRESHAM, FERRELL
KELD, El Dorado, Ark.
GRIFFIN, BILL
WFIG, Sumter, S. C.
GRIFFIN, DARYL
WTVY, Dothan, Ala.
GRIFFITH, BILL
KMBC, Kansas City, Mo.
KFRM, Concordia, Kan.
GRIFFITH, CHARLIE
WGEM, WGEM-TV, Quincy, Ill.
GRIFFITH, DON
WCOA, Pensacola, Fla.
GRIFFITH, FRED
WTIP, Charleston, W. Va.
GRIFFITH, LES
ABN
GRIMSBY, ROGER
WXIX, Milwaukee, Wis.
GRIMSLEY, JOE
WJOT, Lake City, S. C.
GROVE, WILLIAM
WMBR-TV, Jacksonville, Fla
GUINAN, GREGG
KLOV, Loveland, Col.
GUTHERLESS, ED
KLAN, Renton, Wash.

— H —

HAGEMAN, HAROLD
WCUE, Akron, Ohio
HALE, JIM
WJIM-TV, Lansing, Mich.
HALL, HEDLEY
KUBA, Yuba City, Calif.
HALL, RON
KCUL, Fort Worth, Tex.
HALL, ROY
WJMR-TV, New Orleans, La.
HALLIGAN, JOHN
KBOE, Oskaloosa, Iowa
HALLOCK, MEL
KMON, Great Falls, Mont.
HALPIN, GREG
WCBM, Baltimore, Md.
HALTERMAN, KENNETH
WCUE, Akron, Ohio
HAMLIN, MILES B.
WAMM, Flint, Mich.
HAMLYN, ED
WLWD, Dayton, Ohio
HANCOCK, BOB
WGGG, Gainesville, Fla.
HANCOCK, DENNIS JR.
WAZF, Yazoo City, Miss.
HANCOCK, HAL
WENE, Binghamton, N. Y.
HANGER, ROBERT
WHTN-TV, Huntington, W. Va.
HARDY, ROBERT
WIL, St. Louis, Mo.
HARKNESS, RICHARD
News
NBC
HARKNESS, RICHARD
WRC, WRC-TV, Washington, D. C.
HARPER, JERRY
WMTV, Madison, Wis.
HARPER, JOSEPH
WHP-TV, Harrisburg, Pa.
HARRINGTON, JOHN
KTAR, KVAR, Phoenix, Ariz.
HARRINGTON, JOHN
WBBM-TV, Chicago, Ill.
HARRISON, CHARLES
WMBD-TV, Peoria, Ill.
HARRISON, ROBERT B.
WHNC, Henderson, N. C.
HARSCH, JOSEPH C.
News
NBC
HARTZELL, HOWARD
WJTN, Jamestown, N. Y.
HARVEY, BOYD
WSAM, Saginaw, Mich.
HARVEY, PAUL
ABN, ABC-TV
HARVEY, PAUL
News from ABN
WCFL, Chicago, Ill.
HARVEY, PAUL
WBKB, Chicago, Ill.
HATFIELD, GLEN
KTKT, Tucson, Ariz.

HAWORTH, BILL
KFI, Los Angeles, Calif.
HAYES, GEORGE
ABN
HAYWARD, BRUCE
KTVI, St. Louis, Mo.
HEATTER, GABRIEL
MBS
HECKMAN, FRED
WIBC, Indianapolis, Ind.
HELSBY, H. R.
WHDL, Olean, N. Y.
HEMMERS, LOUIS
WPAG-TV, Ann Arbor, Mich.
HENDRICKSON, GRANT
WMUU, Greenville, S. C.
HENLE, RAY
Three Star Extra
NBC
HENRY, BILL
News
NBC
HENRY, BILL
WSFA-TV, Montgomery, Ala.
HENRY, MIKE
KFWB, Los Angeles, Calif.
HENTON, EARL
KDAL-TV, Duluth, Minn.
HERMAN, DON
WHRV, Ann Arbor, Mich.
HERMAN, GEORGE
News, World News Roundup
CBS
HEROD, HARRY L.
KOKA, Shreveport, La.
HERRING, CHARLES
KING-TV, Seattle, Wash.
HERRON, FRANK
KNEW, Spokane, Wash.
HICKLING, LEE
WNBF-TV, Binghamton, N. Y.
HICKOX, RICHARD
WANE-TV, Fort Wayne, Ind.
HIGBIE, LES
MBS (Washington)
HILBORN, JIM
KTRK-TV, Houston, Tex.
HILDRETH, RICHARD
WIRY, Plattsburg, N. Y.
HILL, J. D.
KWHK, Hutchins, Kan.
HILLE, BOB
KSD, KSD-TV, St. Louis, Mo.
HILLE, DALTON C.
WMOS, Muskegon, Mich.
HILMAN, WILLIAM
MBS
HILMER, GLENN H.
WCME, Brunswick, Me.
HINSHAW, FRED
WLBC-TV, Muncie, Ind.
HIRSCH, WOODY
WNOX, Knoxville, Tenn.
HODGKINSON, BRIAN
WDOK, Cleveland, Ohio
HOGAN, JOE
KRLD, KRLD-TV, Dallas, Tex.
HOLBROOK, JOHN
WPST-TV, Miami, Fla.
HOLCOMB, GRANT
KNXT, Los Angeles, Calif.
HOLM, CAL
WAKR-TV, Akron, Ohio
HONEYMAN, RUSS
WDXI, WDXI-TV, Jackson, Tenn.
HOOD, BILL
KSYD-TV, Wichita Falls, Tex.
HOOLEY, JACK
WROC-TV, Rochester, N. Y.
HOOPER, JACK
WHGB, Harrisburg, Pa.
HOOPER, RAY
WEKY, Richmond, Ky.
HOOPER, WILLIAM
WIVK, Knoxville, Tenn.
HOOVER, RICHARD
KREM, KREM-TV, Spokane, Wash.
HORNER, JACK
KMGM-TV, Minneapolis, Minn.
HORTON, BEN
WLOU, Louisville, Ky
HOTTELET, RICHARD C.
The Morning News
CBS-TV
HOULIHAN, BILL
WEEK-TV, Peoria, Ill.
HOWARD, PETE
KFNF, Shenandoah, Iowa
HOWE, QUINCY
ABN
HOWELL, BOB
KDOK Tyler, Tex.
HOWELL, HENRY
WOAI-TV, San Antonio, Tex.
HOWELL, REX
KREX, KREX-TV, Grand Junction, Colo.
HOWER, HAINES, LT. COL.
KBHS, Hot Springs, Ark.
HOY, PARKER
WLAM, Lewiston, Me.
HOYT, ROBERT M.
WSBT, South Bend, Ind.
HUDDY, BILL
KEY-T, Santa Barbara, Calif.
HUGHES, DICK
WKBZ, Muskegon, Mich.
HUGHES, JIM
WKNX-TV, Saginaw, Mich.
HUNTLEY, CHET
NBC News, Outlook
NBC-TV
HURLBUT, JIM
NBC News
HURLEIGH, ROBERT F.
MBS
HUTCHESON, KEN
KNEW, Spokane, Wash.

— I —

IDE, CARL
KDKA-TV, Pittsburgh, Pa
IHLENFELD, WARREN
WISR, Butler, Pa.
INGSTAD, BOB
KOVC, Valley City, N. D.
IONNE, JOE
WMRN, Marion, Ohio
IRELAND, MILLARD
KOMO, KOMO-TV, Seattle, Wash.
IRWIN, LAW
KPOL, Los Angeles, Calif.
IZZARD, BOB
KGNC, KGNC-TV, Amarillo, Tex.
IZZARD, WES
KGNC, KGNC-TV, Amarillo, Tex.

— J —

JACKSON, ALLAN
CBS
JACKSON, DON
KTBB, Tyler, Tex.
JACKSON, KEITH
KOMO-TV, Seattle, Wash.
JACOBSEN, MARTIN
KHSL-TV, Chico, Calif.
JAMES, STEVEN
WILD, Boston, Mass.
JAMES, TONY
WGBB, Freeport, N. Y.
JARLSON, ALAN
KRAM, Las Vegas, Nev.
JARRELL, W. W.
WKTG, Thomasville, Ga.
JARVEU, IVAN
WTOL, Toledo, Ohio
JEFFREY, ED
KCRA, KCRA-TV, Sacramento, Calif.
JEFFRIES, ALLEN
WISH, WISH-TV, Indianapolis, Ind.
JELINEK, DAWSON
KFTM, Ft. Morgan, Colo.
JERGENSEN, GAIL
KJLT, North Platte, Neb.
JESTER, LEWIS T
WVEC, WVEC-TV, Hampton, Va.
JOHN, DICK
WTVT, Tampa, Fla.
JOHNS, BILL
KFDA-TV, Amarillo, Tex.
JOHNSON, ARV
KFGO, Fargo, N. D.
JOHNSON, BOS
WSAZ-TV, Huntington, W. Va.
JOHNSON, WAYNE
WERE-TV, Cleveland, Ohio
JOLLY, RUSS
KFBI, Wichita, Kan.
JONES, BOB
KNOE, KNOE-TV, Monroe, La.
JONES, DR. BOB SR.
WMUU, Greenville, S. C.
JONES, TOM
WWKY, Winchester, Ky.
JONES, VERN
WHYN-TV, Springfield, Mass
JONZ, TAL
WMRO, Aurora, Ill.
JORGENSEN, BILL
WTVN, WTVN-TV, Columbus Ohio
JOY, DICK
KTTV, Hollywood, Calif.
JOYCE, JOHNNY
WFNC, Fayetteville, N. C

— K —

KALBER, FLOYD
KMTV, Omaha, Neb.
KALLSEN, RICHARD
CBS-TV
KAPLAN, STAN
KTOW, Oklahoma City, Okla
KARNAS, PETER
WRIT, Milwaukee, Wis.
KASSEL, CY
WHIL, Boston, Mass.
KAUFMAN, ROBERT
WISR, Butler, Pa.
KAVANAGH, WALT
KFAB, Omaha, Neb.
KEARNS, FRANK
CBS-TV
KEEN, HAROLD
KFMB-TV, San Diego, Calif.
KELLEY, PAUL
WESX, Salem, Mass.
KELLY, BOB
WMIL, Milwaukee, Wis.
KENDRICK, ALEXANDER
CBS-TV
KENNEDY, ED
WWLP, Springfield, Mass.
KENNEDY, JESS
WMBD, WMBD-TV, Peoria, Ill.
KENNEDY, MICHAEL
KBYE, Oklahoma City, Okla.
KENNEDY, TED
KHAS-TV, Hastings, Neb.
KENNY, H. B.
WCOM, Parkersburg, W. Va.
KENT, GORDON
KRAM, Las Vegas, Nev.
KENT, HAL
WDBO-TV, Orlando, Fla.
KENT, JIMMY
WMAK, Nashville, Tenn.

KEPLER, BILL
WTVW, Evansville, Ind.
KERLIN, J. C.
WGBF, Evansville, Ind.
KERN, EUGENE
U. N. on the Record
CBS
KETNER, BILL
WVAM, Altoona, Pa.
KIDNEY, DICK
WVEC, WVEC-TV, Hampton-Norfolk, Va.
KIERNAN, WALTER
Monitor
NBC
KIETH, JOE
KJOE, Shreveport, La.
KILGORE, GEORGE
KDTH, Dubuque, Iowa
KILGORE, LYLE
KFXM, San Bernardino, Calif.
KING, IVAN
WTTM, Trenton, N. J.
KING, JIM
WAGA, WAGA-TV, Atlanta, Ga.
KIRSCHHEIM, BILL
WBBQ, Augusta, Ga.
KLINE, ERNIE
WBVP, Beaver Falls, Pa.
KNELL, JACK
WBT, Charlotte, N. C.
KNIGHT, KIRK
WWJ-TV, Detroit, Mich.
KNOX, RALPH
WBBF, Rochester, N. Y.
KNUTSON, DON
WKLZ, Kalamazoo, Mich.
KNUTSON, HAL
KBOI, Boise, Idaho
KNUTSON, MILO G.
WKTY, La Crosse, Wis.
KRASNE, BY
KOLN-TV, Lincoln, Neb.
KREGELOH, HUBERT
WSPR, Springfield, Mass.
KRIEGEL, GIL
WITH, Baltimore, Md.
KRISTOF, JOHN
WCHS, WCHS-TV, Charleston, W. Va.
KRUEGER, BILL
KDAL, KDAL-TV, Duluth, Minn.
KUPCINET, IRV
Tonight Show
NBC-TV
KURTZ, KEN
WIS, WIS-TV, Columbia, S. C.
KUTZ, EDWARD C.
WSPD-TV, Toledo, Ohio

— L —

LADD, ED
MBS (New York)
LAFFOON, HAL
KBIS, Bakersfield, Calif.
LA FRANCE, CONRAD
WNAE, Warren, Pa.
LAMANNA, JAMES
WFBL, Syracuse, N. Y.
LAMB, VOLNEY
WBOW, Terre Haute, Ind.
LANE, JOHN
WGIG, Brunswick, Ga.
LANTZ, RICHARD
WTOC-TV, Savannah, Ga.
LAPE, BOB
WICE, Providence, R. I.
LAPIKE, RAY
KACE, Riverside, Calif.
LA PRISE, RAY
WNDB, Daytona Beach, Fla.
LARSEN, GENE
KFGW, Kearney, Neb.
LARSEN, WHITEY
WNAX, Yankton, S. D.
LASCELLE, THATCHER
WSSV, Petersburg, Va.
LATHAM, JACK
KRCA, Los Angeles, Calif.
LAVIGNE, RICHARD O.
WREB, Holyoke, Mass.
LAY, ROBERT C.
WMAF, Madison, Fla.
LAZIER, ED
WCEF, Parkersburg, W. Va.
LEA, ROD
WLVA, WLVA-TV, Lynchburg, Va.
LEAK, SID
KWEM, Memphis, Tenn.
LEHMAN, JACK
KLAS-TV, Las Vegas, Nev.
LEISER, ERNEST
CBS-TV
LEISURE, CLARENCE
KNBC, San Francisco, Calif.
LENHARDT, NORM
WJBK, WJBK-TV, Detroit, Mich.
LEONARD, DICK
KCBS, San Francisco, Calif
LEONARD, ED
WICH, Norwich, Conn.
LEONARD, VINCE
WISH-TV, Indianapolis, Ind.
LEOPOLD, DAVID F.
WEBR, Buffalo, N. Y.
LE SUEUR, LARRY
News, U. N. in Action
CBS, CBS-TV
LEVINE, IRVING R.
NBC
LEWIS, FRANK
WAEB, Allentown, Pa.
LEWIS, FULTON JR.
MBS
LEWIS, GEORGE
WSAZ-TV, Huntington, W. Va.
LEWIS, JOHN F.
WBAL, WBAL-TV, Baltimore, Md.
LIPPOLD, HENRY
WMT-TV, Cedar Rapids, Iowa
LISSER, ALAN
KBIG, Avalon, Calif.
LITTLE, JAMES G.
WTAG, Worcester, Mass.
LLOYD, KEITH
KVOU, Uvalde, Tex.
LONG, CHET
WBNS-TV, Columbus, Ohio
LONG, JOE
KILT, Houston, Tex.
LORD, GEORGE
WCAU-TV, Philadelphia, Pa.
LOTER, RAY V.
WFGM, Fitchburg, Mass.
LOWE, HOLLAND
WCME, Brunswick, Me.
LUOTTO, STEVEN
WSBC, Chicago, Ill.
LUTHER, JOHN
WERC, Erie, Pa.
LYMAN, PETER
WBOY-TV, Clarksburg, W. Va.
LYONS, DON
KPAC, KPAC-TV, Port Arthur, Tex.

— Mc —

McBEE, KEITH
WJZ-TV, Baltimore, Md.
McBRIDE, BOB
WMBH, Joplin, Mo.
McCAFFERY, JOHN K. M.
News
NBC-TV, WRCA-TV, New York, N. Y.
McCAFFREY, JOSEPH
MBS (Washington)
McCALL, TOM
KGW, KGW-TV, Portland, Ore.
McCLEES, RAY
WNCA, Silver City, N. C.
McCORMICK, ROBERT
NBC
McCORMICK, STEVE
MBS (Washington)
McCRARY, EVERETT
WJSB, Crestview, Fla.
McCULLOUGH, RICHARD
WJZM, Clarksville, Tenn.
McDOWELL, ALLISON
KDKA, KDKA-TV, Pittsburgh, Pa.
McEWEN, CHARLES
KTRB, Modesto, Calif.
McGAUGHEY, ROBERT
WKOA, Hopkinsville, Ky.
McGEEHAN, JACK
KEYZ, Williston, N. D.
McGRATH, EDWARD J. JR.
WJOC, Jamestown, N. Y.
McINTOSH, HUGH
KOMO, KOMO-TV, Seattle, Wash.
McINTYRE, DALE
WMIC, Monroe, Mich.
McINTYRE, FRANK C.
KEEP, Twin Falls, Idaho
McINTYRE, W. V.
KNDC, Hettinger, N. D.
McLOUGHLIN, LAMONT
WNDU, WNDU-TV, South Bend, Ind.
McMAHON, JAMES
KSEM, Moses Lake, Wash.
McMURRAY, SCOTT
WSTV-TV, Steubenville, Ohio
McMURTRIE, BURT
KTAC, Tacoma, Wash.

— M —

MACDONALD, ARCH
WBZ-TV, Boston, Mass
MacFARLANE, IVAN ROSS
WAYE, Baltimore, Md.
MACKENZIE, JOHN
KBET-TV, Sacramento, Calif
MACMILLAN, ANDREW
WGAN-TV, Portland, Me.
MacNEILL, DAVID
WCRB, Boston, Mass.
MacVANE, JOHN
United Nations correspondent
ABN, ABC-TV
MAGNUSON, HENRY
WCSH-TV, Portland, Me.
MAHONEY, CLAUDE
Radio Farm News
CBS
MAIZE, JIM
KVOA, KVOA-TV, Tucson, Ariz.
MALDEN, KEN
WILD, Boston, Mass.
MANNING, JOSEPH
WWHG, Hornell, N. Y.
MARANO, TONY
WCTC, New Brunswick, N. J.
MARBLE, HARRY
WGAN, Portland, Me.
MARCHAND, ALEX
KALB, KALB-TV, Alexandria, La.
MARTIN, DON
KTLN, Denver, Colo.
MARTIN, JIM
WGAR, Cleveland, Ohio
MARTIN, R. J.
WCRY, Macon, Ga.
MARTIN, RALPH
WDGY, Minneapolis, Minn.
MASON, WILBUR
WQUA, Moline, Ill.
MATERS, JOHN
WILS, Lansing, Mich.
MATLOCK, STAN
WKRC, Cincinnati, Ohio
MATTHEWS, FRANK
WOAI-TV, San Antonio, Tex.

MAXHAM, GLENN
WEBC, Duluth, Minn.
MAY, ROY
WIL, St. Louis, Mo.
MAYER, KEN
WCAU-TV Philadelphia, Pa.
MAYERS, CAL
WBMC, Bay City, Mich.
MAYES, DOUG
WBTV, Charlotte, N. C.
MAYHEW, TOM
WTVK, Knoxville, Tenn.
MAYO, BEN
WGAC, Augusta, Ga.
MEEKS, FRED
KSPR-TV, Casper, Wyo.
MEIGHAN, PAUL
KSLA-TV, Shreveport, La.
MELIA, WILLIAM F.
WWNC, Asheville, N. C.
MENKE, ED
WBUY, Lexington, N. C.
MERCHANT, STAN
KVTV, Sioux City, Iowa
MERRYMAN, PHILIP
WICC, WICC-TV, Bridgeport, Conn.
METZGER, DON
WRIT, Milwaukee, Wis.
MEYER, EDWARD
WGH, Norfolk-Newport News, Va.
MICHAELS, PAT
KWIZ, Santa Ana, Calif.
MICHELSEN, BILL
KOA-TV, Denver, Colo.
MILLER, BILL
WTAX, Springfield, Ill.
MILLER, BOB
KALB-TV, Alexandria, La.
MILLER, BRUCE
WDSU, WDSU-TV, New Orleans, La.
MILLER, CHESTER
KNAC-TV, Fort Smith, Ark.
MILLER, DAVE
WRVM, Rochester, N. Y.
MILLER, DON
KMNS, Sioux City, Iowa
MILLER, TOM
KWWL-TV, Waterloo, Iowa
MILLER, W. F.
WMAY, WMAY-TV, Springfield, Ill.
MITCHELL, DOUG
KUTV, Salt Lake City, Utah
MITTAN, RAY
WHFB, Benton Harbor, Mich.
MOLL, ALLAN
KALL, Salt Lake City, Utah
MOLL, SAM
KSOP, Salt Lake City, Utah
MONROE, HARRY
WRVA, Richmond, Va.
MOORE, DAVE
WCCO-TV, Minneapolis-St. Paul, Minn.
MOORE, GEORGE
KTHS, KTHV, Little Rock, Ark.
MORGAN, EDWARD P.
ABN
MORGAN, JAMES T.
WHLN, Harlan, Ky.
MORGAN, MURRAY
KMO, Tacoma, Wash.
MORGAN ROY E.
WILK, WILK-TV, Wilkes-Barre, Pa.
MORGAN, STEVE
WOKY, Milwaukee, Wis.
MORISOLI, MIKE
KSBW, KSBW-TV, KSBY-TV, Salinas-Monterey, Calif.
MORPHEW, DICK
WJDX, WLBT, Jackson, Miss.
MORRIS, DUDLEY
KGBX, Springfield, Mo.
MOSENA, DICK
KBUR, Burlington, Iowa
MOSEY, JERRY
KXIC, Iowa City, Iowa
MOSHER SOL
KYTV, Springfield, Mo.
MOZLEY, DON
KCBS, San Francisco, Calif.
MUDD ROGER
WTOP, WTOP-TV, Washington, D. C.
MUELLER, MERRILL
NBC
MULLEN, FRANK
WTRY, Troy, N. Y.
MULLIGAN, KNIGHT
WSTN, St. Augustine, Fla.
MURRAY, LOU
WRTA, Altoona, Pa.
MURROW EDWARD R.
CBS-TV
MUSTIN, HENRY
MBS (Washington)
MYERS, BILL
KVOR, Colorado Springs, Colo.

— N —

NAJAMY, ABE
WLAD, Danbury, Conn.
NAVARRO, AUGIE
KALL, Salt Lake City, Utah
NAVEN, DEAN
KMA, KMTV, Shenandoah, Iowa
NEBLETT, BOB
WJTV, Jackson, Miss.
NEEL, BILL
KTHS, KTHV, Little Rock, Ark.
NEIL, JACK
KTRM, Beaumont, Tex.
NEILDS, JAMES
WLOB, Portland, Me.
NELSON, LES
KFOX, Long Beach, Calif.
NELSON, ROBERT
WSYR, Syracuse, N. Y.
NESTER, ROY
WINC, Winchester, Va.
NEWCOMBE, CHARLES
WSPA, WSPA-TV, Spartanburg, S. C.
NEWMAN, ROBERT
WEEU, Reading, Pa.
NICHOLS, LES
KIMN, Denver, Colo.
NICKERSON, ROY
KTUC, Tucson, Ariz.
NIKITAS, CHRIS
WFEA, Manchester, N. H.
NORDEEN, JOHN
WJAG, Norfolk, Neb.
NORTON, DON
KOTV, Tulsa, Okla.
NORWOOD, CHARLES
WHTC, Hartford, Conn.
NOVINS, STUART
Face the Nation
CBS, CBS-TV
NUNN, R. DOUG
WNOP, Newport, Ky.

— O —

OBERG, ANDY
WRVA-TV, Richmond, Va.
OBLINGER, JACQUE
WHIS-TV, Bluefield, W. Va.
O'BRIEN, JOHN
WDNE, Elkins, W. Va.

O'BRIEN, TOM

B. April 3, 1925, New York, N. Y.; Man to Man, WOR-TV; Monitor, NBC; Night Patrol, WINS; Big Story, WABD

O'CONNOR, DON
WISN-TV, Milwaukee, Wis.
O'CONNOR, LEN
WMAQ, WNBQ, Chicago, Ill.
ODENS, PETER
KOCS, Ontario, Calif.
ODOM, MITCH
KNEA, Jonesboro, Ark.
OGILVIE, JACK
WBEN, KBEN-TV, Buffalo, N. Y.
OLDHAM, JACK
CKEY, Toronto, Quebec
OLIVER, JIM
KIBS, Bishop, Calif.
O'NEAL, GLENN
KWHN, Fort Smith, Ark.
OSGOOD, DICK
WXYZ, WXYZ-TV, Detroit, Mich.
O'SHEA, JOHN
WHUC, Hudson, N. Y.
OWEN, DON
KSLA-TV, Shreveport, La.
OWENS, DON
WARL, Arlington, Va.
OWENS, PAUL
WLBN, Lebanon, Ky.
OWENS, RAY
WHEN-TV, Syracuse, N. Y.

— P —

PALMER, CURTIS
KWDM, Des Moines, Iowa
PALMER, GEORGE
WKRC-TV, Cincinnati, Ohio
PALMER, LOU
WIBC, Indianapolis, Ind.
PASSAGE, GEORGE
WRVA-TV, Richmond, Va.
PATRICK, JOE
KRUX, Phoenix, Ariz.
PATRICK, LARRY
WAIR, Winston-Salem, N. C.
PAUL, RON
WIBR, Baton Rouge, La.
PAULE, VERNE
WJPS, Evansville, Ind.
PEARSON, DREW
KEEN, San Francisco, Calif.
PEARSON, FORT
KPIX, San Francisco, Calif.
PEARSON, LEON
NBC
PENDLETON, CHUCK
KJBS, San Francisco, Calif.
PENZA, RALPH
KWWL, KWWL-TV, Waterloo, Iowa
PEPPER, BILL
WBNS-TV, Columbus, Ohio
PEPPER, FRANK
WCTV, Tallahassee, Fla.
PERRINI, MIKE
WKMH, Dearborn-Detroit, Mich.
PERRY, RICHARD
WFAI, Fayetteville, N. C.
PETERS, ART
WDAS, Philadelphia, Pa.
PETERS, JOHN
WBOY-TV, Clarksburg, W. Va.
PETERSEN, J. K.
KTVH, Hutchinson, Kan.
PETTITT, ED
MBS (New York)
PHILBIN, REGIS
KSON, San Diego, Calif.
PHILLIPS, GEORGE
WAVZ, New Haven, Conn.
PHIPPS, JOE
WWDC, Washington, D. C.
PIEZE, ELLIOTT
WMBM, Miami Beach, Fla.
PINKLEY, VIRGIL
MBS

PITCOCK, BOB
KWBY, Colorado Springs, Colo.
PLASAK, MARTIN
WBOW, Terre Haute, Ind.
PLATT, BILL
KFH, Wichita, Kan.
PLATT, DAVID MILTON
WEAT, West Palm Beach, Fla.
POLLIS, MERLE
WEEP, Pittsburgh, Pa.
POLLOCK, ED
WWVA, Wheeling, W. Va.
PORTER, BEN G. JR.
WCRY, Macon, Ga.
POTTER, DON
WKNX-TV, Saginaw, Mich.
POWELL, CHARLES
KVTV, Sioux City, Iowa
POWELL, RUSSELL
KFRE, KFRE-TV, Fresno, Calif.
POWELL, TOM
WGBI, Scranton-Wilkes Barre, Pa.
POWERS, JACK
WSMB, New Orleans, La.

PRESSMAN, GABE
Shell Local News, WRCA-TV; On the Spot Reports, WRCA, WRCA-TV

PRICE, DAN
WFDF, Flint, Mich.
PRICE, GRANT
KXEL, Waterloo, Iowa
PRICE, JOHN
WHP, WHP-TV, Harrisburg, Pa.
PRICE, RALPH
WJHL-TV, Johnson City, Tenn.
PUMPHREY, HORACE
WSGN, Birmingham, Ala.
PUTNAM, GEORGE
KTTV, Hollywood, Calif.

— R —

RABER, ALAN D.
WKAP, Allentown, Pa.
RALEIGH, JOHN
WRCV-TV, Philadelphia, Pa.
RAMOS, RALPH
KFDM-, KFDM-TV, Beaumont, Tex.
RANDALL, PORTER
KFJZ, Fort Worth, Tex.
RANKIN, DAVE
WHKK, Akron, Ohio
RASH, BRYSON
WRC, WRC-TV, Washington, D. C.
RAUER, MAX
KWDM. Des Moines, Iowa
RAY, GEORGE
WTVH, Peoria, Ill.
RAY, ROBERT L.
WPTV, Palm Beach, Fla.
READ, BROOKS
WBRZ, Baton Rouge, La.
REAMER, DON
WDXB, Chattanooga, Tenn.
REDABAUGH, HAROLD
KRDO, KRDO-TV, Colorado Springs, Colo.
REED, TOM
WMIS, Natchez, Miss.
KENDELL, RICHARD
ABN, ABC-TV, Washington, D. C.
RENICK, RALPH
WTVJ, Miami, Fla.
REX, JOSEPH
WMBD-TV, Peoria, Ill.
RHODES, JOHN
WRRR, Rockford, Ill.
RHYNER, WARREN
WFRV-TV, Green Bay, Wis.
RICE, CONRAD C.
WSPB, Sarasota, Fla.
RICE, CRAWFORD
WSFA-TV, Montgomery, Ala.
RICH, JOHN
NBC
RICHIE, BILL
KYSD, KYSD-TV, Wichita Falls, Tex.
RIDDELL, CORWIN L.
KWFR, San Angelo, Tex.
RIDER, JACK
WELS, Kinston, N. C.
RIEDY, BOB
KODY, North Platte, Neb.
RILEY, DWAYNE X.
WWTV, Cadillac, Mich.
RININGER, RON
WJAC-TV, Johnstown, Pa.
RIPPE, BILL
NBC
RITCHEY, CHARLIE
WFBG-TV, Altoona, Pa.
ROBERTS, BILL
WMT-TV, Cedar Rapids, Iowa
ROBERTS, CLETE
KNXT, Los Angeles, Calif.
ROBERTS, JOHN
WFIL, Philadelphia, Pa.
ROBERTSON, DON
WNOK-TV, Columbia, S. C.
ROBINSON, HERB
KOMO-TV, Seattle, Wash.
ROBINSON, WIP
WSVA-TV, Harrisonburg, Va.
ROGERS, RIK
WJAN, Spartanburg, S. C.
ROLLINGS, JACK
KGKB, Tyler, Tex.
ROLLINS, TOM
KSYD, KSYD-TV, Wichita Falls, Tex.
ROLLISON, FRED
WFIE-TV, Evansville, Ind.
ROMAN, ROY
WTVR, Richmond, Va.
ROPER, TOM
WHHH, Warren, Ohio
ROSE, JOE
KONA-TV, Honolulu, Hawaii
ROSS, BILL
KSLM, Salem, Ore.
ROTHAFEL, ARTHUR
WLNH, Laconia, N. H.
ROTHMAN, MEL
WRIT, Milwaukee, Wis.
ROWLAND, DON
WBSR, Pensacola, Fla.
RUDES, JIM
WSPD-TV, Toledo, Ohio
RUDLOFF, EVERETT
WJLK, Asbury Park, N. J.
RUHLE, PAUL
WGRC, Louisville, Ky.
RUNYON, ROBERT
WKHM, Jackson, Mich.
RUPPERT, TRAVERS
WARK, Hagerstown, Md.
RUSSELL, DON
Monitor
NBC
RUSSELL, LaVERNE
KUJ, Walla Walla, Wash.
RUST, PAUL
WQAM, Miami, Fla.
RYAN, BILL
News
NBC-TV
RYAN, EDWARD
WTOP, WTOP-TV, Washington, D. C.

— S —

SADLON, EARL
WBUT, Butler, Pa.
SAIZAN, THOMAS P.
WJBO, Baton Rouge, La.
SAKS, BERNIE
WISL, Shamokin, Pa.
SALISBURY, JOHN
KPTV, Portland, Ore.
SAMBORN, ALBERT
WPAG-TV, Ann Arbor, Mich.
SANDEFUR, HUGH EDWARD
WSON, Henderson, Ky.
SANDERS, BOB
WAUD, Auburn, Ala.
SANDERS, DICK
WJDX, WLBT, Jackson, Miss.
SARDELLA, CARLOS
WOND, Pleasantville, N. J.
SAUNDERS, C. J.
KCLS, Flagstaff, Ariz.
SAUNDERS, CARL
KXLA, Pasadena, Calif.
SCHAEFFER, MARTIN E.
WSON, Henderson, Ky.
SCHERER, RAY
NBC News
SCHNEIDER, AUSTIN
KETV, Omaha, Neb.
SCHOENBRUN, DAVID
CBS-TV
SCHORR, DANIEL
CBS-TV
SCHOTTELKOTTE, AL
WSAI, Cincinnati, Ohio
SCHREIBER, ART
WHIZ, WHIZ-TV, Zanesville, Ohio
SCHROEDER, DOROTHY JEANE
WSAZ-TV, Huntington, W. Va.
SCOTT, HAROLD
WJAC-TV, Johnstown, Pa.
SCOTT, JOHN
MBS (New York)
SCOTT, JOHN
WMIX, Mt. Vernon, Ill.
SCOTT, JOHN W.
KENS-TV, San Antonio, Tex.
SCOTT, KEN
WHHY, Mongomery, Ala.
SEARLS, GUY
CBS-TV
SECONDARI, JOHN
Open Hearing, Sunday
ABN, ABC-TV, Washington, D. C.
SEFTERS, JIM
KWBB, Wichita, Kan.
SEGAL, ZEKE
WM1E, Miami, Fla.
SEIBERT, RAY
WHHH, Warren, Ohio
SELIKOFF, ARTHUR
KVOX, Fargo, N. D.
SENTER, JACK
KEYS, Corpus Christi, Tex
SEVAREID, ERIC
News Analysis
CBS
SEYMOUR, JIM
WDVH, Gainesville, Fla.
SHANNON, BILL
WBAT, Marion, Ind.
SHANNON, GEORGE
WTOK-TV, Meridan, Miss.
SHARMAN, GEORGE
KONO, San Antonio, Tex.
SHAW, CHARLES
WCAU-TV, Philadelphia, Pa.
SHAW, JOSEPH V.
WTSL, Hanover, N. H.
SHAW, SID
WSAV, WSAV-TV, Savannah, Ga.
SHEEHAN, WILLIAM
WJR, Detroit, Mich.
SHELL, TED
WBNS TV, Columbus, Ohio

SHELLER, LEROY
WDMJ, WDMJ-TV, Marquette, Mich.
SHEPHERD, BILL
WBEL, Beloit, Wis.
SHERLOCK, JACK
KOA-TV, Denver, Colo.
SHERWOOD, BOB
WOKY, Milwaukee, Wis.
SHERWOOD, DON
WIMA, WIMA-TV, Lima, Ohio
SHIELDS, LARRY
KLAS-TV, Las Vegas, Nev.
SHROYER, LAWRENCE
WPRC, Lincoln, Ill.
SHULTZ, JOHN W.
WHEE, Martinsville, Va.
SIDOR, TED
WJOB, Hammond, Ind.
SIMMONS, FRITZ
WFRP, Savannah, Ga.
SINGISER, FRANK
MBS (New York)
SIPHERD, ART JR.
KCMJ, Palm Springs, Calif.
SISSKIND, CARL J.
KGMC, Englewood, Colo.
SIVACK, HELEN
WLFH, Little Falls, N. Y.
SKINNER, DAVE
WMRI, Marion, Ind.
SKINNER, RALPH
WLAM, Lewiston, Me.
SKJELSTAD, JIM
KBLF, Red Bluff, Calif.
SKUBINNA, EVERETT
KTEL, Walla Walla, Wash.
SLATON, BILL
WJQS, Jackson, Miss.
SLAYMAKER, GENE
KYW-TV, Cleveland, Ohio
SMALL, ALAN
CKFH, Toronto, Ontario
SMALL, BILL
WHAS-TV, Louisville, Ky.
SMALL, LEE
KNOE, KNOE-TV, Monroe, La.
SMITH, BURLEIGH
KERO-TV, Bakersfield, Calif.
SMITH, CAROLINE
KGUL-TV, Galveston, Tex.
SMITH, DAVE
KVET Austin, Tex.
SMITH, DAVENPORT
WBRC, WBRC-TV, Birmingham, Ala.
SMITH, DON
KXOA, Sacramento, Calif.
SMITH, FRANK
KFEQ-TV, St. Joseph, Mo.
SMITH, GRAHAM
WBML, Macon, Ga.
SMITH, HARRY
WSGW, Saginaw, Mich.
SMITH, HOWARD K.
CBS-TV
SMITH, JAY
WRRR, Rockford, Ill.
SMITH, JIM
WGEM-TV, Quincy, Ill.
SMITH, JOHN
KTRH, Houston, Tex.
SMITH, LEON
WBTM, Danville, Va.
SMITH, LESTER
MBS (New York)
SMITH, LYNN
WMOU, Berlin, N. H.
SMITH, PAUL
KXIC, Iowa City, Iowa
SMITH, RALPH
WIRL, Peoria, Ill.
SMITH RALPH
WEOA, WEHT, Evansville, Ind.
SMITH, WILLIAM R.
WPEN, Philadelphia, Pa.
SNYDER, JAMES
KDKA, KDKA-TV, Pittsburgh, Pa.
SNYDER, JAMES
WTRF-TV, Wheeling, W. Va.
SNYDER, TOM
WSAV-TV, Savannah, Ga.
SOKOLSKY, GEORGE
ABN
SOMERS, RAY
WRFC, Athens, Ga.
SOWARD, OLAF
WIBW, WIBW-TV, Topeka, Kan.
SOWELL, F. C.
WLAC, WLAC-TV, Nashville, Tenn.
SPEARE, DAN
KAFY, Bakersfield, Calif.
SPRAGG, GRAYDON
WHAI, Greenfield, Mass.
SQUIRES, KEN
WHIL, Boston, Mass.
STAIRS, ROBERT
KIHO, Sioux Falls, S. D.
STARNES, JACK
WFNS, Burlington, N. C.
STARR, RAY
WJAN, Spartanburg, S. C.
STEFFY, BILL
WICE, Providence, R. I.
STEGER, JOHN
WGSM, Huntington, N. Y.
STEMLER NICK
WWTB, Tampa, Fla.
STEPHENS, DR. RUTH
WKGN, Knoxville, Tenn.
STEPHENS, DR. WALDO
KOMA, Oklahoma City, Okla.
STEPHENSON, R. J.
WJAC, WJAC-TV, Johnstown, Pa.
STEVENS, FRANK
WTRF-TV, Wheeling, W. Va.
STEWART, BILL
WPBC, Minneapolis, Minn.
STEWART, JACK
WADK, Newport, R. I.
STEWART LARRY
KXLW, St. Louis, Mo.
STEWART, SAM
KTUL, KTUL-TV, Tulsa, Okla.
STIDSTONE, G. W.
WLEA, Hornell, N. Y.
STILL, BRUCE
WCVS, Springfield, Ill.
STILLE, BERT
WTVN, WTVN-TV, Columbus, Ohio
STONE, BUD
WOWO, Fort Wayne, Ind.
STONER, PETER
WJBK, WJBK-TV, Detroit, Mich.
STOUT, BILL
KNXT, Los Angeles, Calif.
STOUT, NED C.
WCLT, Newark, Ohio
STROHBEHN, DOUG
WSAV-TV, Savannah, Ga.
SUIT, HAL
WALB-TV, Albany, Ga.
SULLIVAN, J. A.
WCAX-TV, Burlington, Vt.
SULLIVAN, PAUL
MBS (Philadelphia)
SUMPF, C. RUSSELL
WBRY, Waterbury, Conn.
SUTTON, SCOTT
WTOP-TV, Washington, D. C.
SWANSON, KEITH
KSRV, Ontario, Ore.
SWAW, TED
KSYD-TV, Wichita Falls, Tex.
SWAYZE, JOHN CAMERON
WABC-TV, New York, N. Y.
SWEENEY, GEORGE
WTRY, Troy, N. Y.

— T —

TABERNER, ORRIS
WTOD, Toledo, Ohio
TALBOT, BILL
KMTV, Omaha, Neb.
TAYLOR, AL
WIP, Philadelphia, Pa.
TAYLOR, BOB
KOLN-TV, Lincoln, Neb.
TAYLOR, CLIFF
WLEU, Erie, Pa.
TAYLOR, DEL
WHLL, Wheeling, W. Va.
TAYLOR, FRANCIS P.
WSTV-TV, Steubenville, Ohio
TAYLOR, FRANK
WMPM, Smithfield, N. C.
TAYLOR, LOUISE
WEIC, Charleston, Ill.
TAYLOR, VESTAL
WMFD-TV, Wilmington, N. C.
TEMBY, BRITTON
WWJ, WWJ-TV, Detroit, Mich.
TEMPLETON, JOE
WTVJ, Miami, Fla.
TERMIN, JONAS
WDAD, Indiana, Pa.
TERRY, GENE
WTAD, KHQA-TV, Quincy, Ill.
TERRY, JOHN
WVKO, Columbus, Ohio
THEMAL, HARRY
WILM, Wilmington, Del.
THOMAS, GIL
WFYC, Alma, Mich.
THOMAS, JOHN G.
WCKB, Dunn, N. C.
THOMAS, WALTER
KLTF, Little Falls, Minn.
THOMPSON, JAMES W.
WJJL, Niagara Falls, N. Y.
THOMPSON, JOHN
KELP, KELP-TV, El Paso, Tex.
THOMPSON, PAUL
KENS-TV, San Antonio, Tex.
THOMPSON, ROBERT
WMXB, Myrtle Beach, S. C.
THOMSEN, JACK
WOC, WOC-TV, Davenport, Iowa
THOMSON, TONY
WEOL, Elyria, Ohio
THORNE, TED
WGN-TV, Chicago, Ill.
THORNE, TED
WLOI, Laporte, Ind.
THORNLEY, HANK
KBET-TV, Sacramento, Calif.
TICKNOR, LYLE
KGHF, Pueblo, Colo.
TIDEMANN, WARNER
WBLN, Bloomington, Ill.
TILLMAN, JOHN
WPIX, New York, N. Y.
TOBIAS, DICK
WCLI, Corning, N. Y.
TOLLEFSON, GENE
KENE, Toppenish, Wash.
TOMLINSON, BILL
WEBC, Duluth, Minn.
TOPINKA, RUDY
WSAU, WSAU-TV, Wausau, Wis.
TOWNES, MILO
KLIK, Jefferson City, Mo.
TOWNSEND, CHET
WJPF, Herrin, Ill.
TOWNSEND, DALLAS
Radio World News Roundup
CBS
TRAVIS, G. EDWARD
WGH, Norfolk-Newport News Va.
TRIPLETT, ED
KPUG Bellingham, Wash.

TRIPPE, JIM
WETO, Gadsden, Ala.
TROUT, ROBERT
CBS, WCBS-TV, New York, N. Y.
TRUERE, BOB
WCOS, Columbia, S. C.
TUCKER, ART
KSVC, Richfield, Utah
TUCKER, NORMAN
WBGR, Jesup, Ga.
TUMA, CY
KOTV, Tulsa, Okla.
TUREK, BOB
WGEM, Quincy, Ill.
TURNER, ULMER
WBKB, Chicago, Ill.
TYLER, WAYNE
WLVA-TV, Lynchburg, Va.
TYSS, TY
WLFH, Little Falls, N. Y.

— U —

UBELL, EARL
MBS (Science)
UEBELHART, JAMES W.
WSPD-TV, Toledo, Ohio
UMPLEBY, ROBERT
WJOB, Hammond, Ind.
UNDERWOOD, JIM
KRLD-TV, Dallas, Tex.
UNTERBORN, RICHARD
KTBS-TV, Shreveport, La.
UTLEY, CLIFTON
WMAQ, WNBQ, Chicago, Ill.

— V —

VAN, LYLE
MBS (New York)
WOR, WOR-TV, New York, N. Y.
VAN DEE, JAMES
WVMI, Biloxi, Miss.
VAN DEERLIN, LIONEL
KFSD, KFSD-TV, San Diego, Calif.
VANDERCOOK, JOHN W.
ABN
VANDER KELEN, DONALD A.
WDUZ, Green Bay, Wis.
VANDEVENTER, BOB
WBAP-TV, Fort Worth, Tex.
VAN HORN, ARTHUR
ABN
VAN SICKLE
WHAS-TV, Louisville, Ky.
VANT HULL, FRED
KMGM-TV, Minneapolis, Minn.
VAN TOL, THOMAS
WGRD, Grand Rapids, Mich.
VAN VOORHIS, WESTBROOK
MBS (New York)
VASTINE, ROY
WPAY, Portsmouth, Ohio
VAUGHN, JOE
WLEC, Sandusky, Ohio
VEIDT, BILL
KCNY, San Marcos, Tex.
VERNON, ROY
KJAY, Topeka, Kan.
VIDNOVIC, SAM
WMCK, McKeesport, Pa.
VINALL, JAMES
WJR, Detroit, Mich.
VOGEL, PHIL
WOAY-TV, Oak Hill, W. Va.
VOLGER, GEORGE J.
KWPC, Muscatine, Iowa
VON FEMD, CHARLES
Radio News of America
CBS, CBS-TV
VOSBURGH, HARRY
WSLB, Ogdensburg, N. Y.

— W —

WABER, TOM
WXYZ, WXYZ-TV, Detroit, Mich.
WADE, STEVE
WAEB, Allentown, Pa.
WAGNER, JOHN
KWBB, Wichita, Kan.
WAGY, NORMAN
WKST-TV, New Castle, Pa.

WALDON, ALAN
WPAC, Patchogue, N. Y.
WALKER, AL
WCAW, Charleston, W. Va.
WALKER, WELDON
WARL, Arlington, Va.

WALLACE, MIKE
B. May 9, 1918, New York, N. Y.; Mike Wallace Interview, ABC

WALSH, GORDON
WINC, Winchester, Va.
WARD, KEITH
KJBC, Midland, Tex.
WARD, L. AUDREY
WHBI, Newark, N. J.
WARD, LARRY
KTVI, St. Louis, Mo.
WARD, MAC
KNDE-TV, Monroe, La.
WARD, RUSS
WRC-TV, Washington, D. C.
WARD-STEINMAN, IRVING
KDBS, Alexandria, La.
WARREN, CHARLES
MBS (Washington)
WARREN, CHUCK
KPHO, KPHO-TV, Phoenix, Ariz.
WARREN, DOUG
WKDN, Camden, N. J.
WARREN, JIM
KGB, San Diego, Calif.
WARREN, MATTHEW
WTTG, Washington, D. C.
WARREN, STEVE
WMC, WMCT, Memphis, Tenn.
WARWICK, STAN
KXLA, Pasadena, Calif.
WATSON, BOB
WQXI, Atlanta, Ga.
WAYMAN, KEN
KTIV, Sioux City, Iowa
WAYNE, MAURY
KTBS-TV, Shreveport, La.
WEBB, BRYAN
WTSP, St. Petersburg, Fla.
WEEKS, ED
KOVC, Valley City, N. D.
WELLS, FRANK
WSGW, Saginaw, Mich.
WESSON, DICK
KABC, KABC-TV, Los Angeles, Calif.
WEST, DICK
WFAA, WFAA-TV, Dallas, Tex.
WESTBROOK, RICHARD
WHOK, Lancaster, Ohio
WESTBROOK, TED
WKBV, Richmond, Ind.
WESTERKAMP, DICK
WWJ-TV, Detroit, Mich.
WHALEN, TOM
WBAP-TV, Fort Worth, Tex.
WHEELER, DICK
WFAA-TV, Dallas, Tex.
WHITE, HY
WLBR, Lebanon, Pa.
WHITELEY, BOB
WKBL, Covington, Tenn.
WHITELY, GORDON
WLAP, WKXP-TV, Lexington, Ky.
WHITTIER, CHUCK
WILK, WILK-TV, Wilkes-Barre, Pa.
WILBANKS, BOB
WBIW, Bedford, Ind.
WILLIAMS, BILL
WSM-TV, Nashville, Tenn.
WILLIAMS, LAFE
KFEQ, KFEQ-TV, St. Joseph, Mo.
WILLIAMS, LOU
WCEN, Mt. Pleasant, Mich.
WILLIAMS, MANNING
KGUL-TV, Galveston, Tex.
WILLIAMS, PAUL
WWJ-TV, Detroit, Mich.
WILLIAMS, RICH
WKBV, Richmond, Ind.
WILLIFORD, EARL
WBLO, Evergreen, Ala.

WILSON, BOB
B. Aug. 27, 1915, Muncie, Ind.; The Saturday Night News, WRCA-TV; The World News Roundup, Metropolitan Life's Good Morning News, Today in Wall Street, The 11th Hour News Special, WRCA; NBC News, NBC-TV

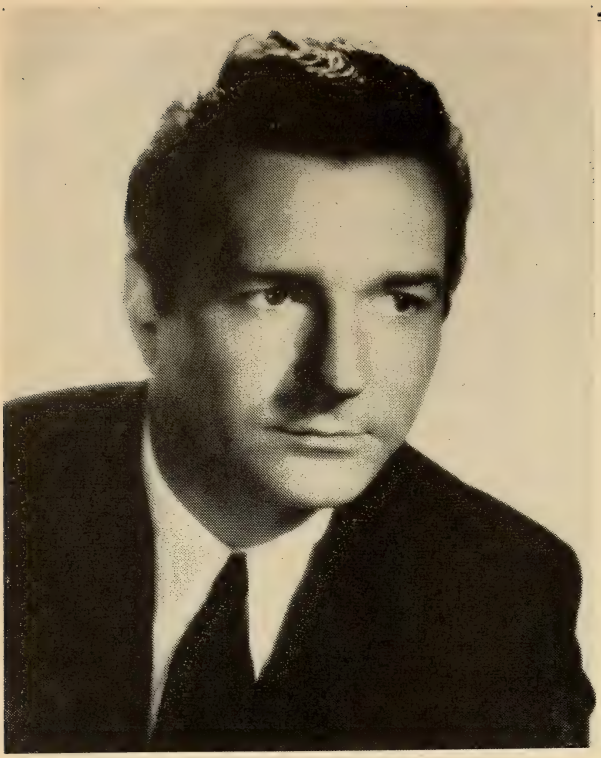
WILSON, EARL
Tonight Show
NBC-TV
WILSON, EDWARD
KOAM, KOAM-TV, Pittsburg, Kan.
WILSON, GLEN
WLW-T, Cincinnati, Ohio
WILSON, JOHN
KONO, San Antonio, Tex.
WILSON, PHIL
WTVH, Peoria, Ill.
WILSON, RAY
KFBM-TV, San Diego, Calif.

WINGATE, JOHN
B. Jan. 16, 1921; Night Beat, WABD; 6:15 P.M. News Extra, 7:20 P.M. News, WOR; 2:30 and 5:30 P.M. News, Mutual

WOLFE, DAVE
WJOC, Jamestown, N. Y.
WOMACK, BURL
WSAV, WSAV-TV, Savannah, Ga.
WOOD, ED
WTVN-TV, Columbus, Ohio
WOOD, JAMES L.
WSBT, South Bend, Ind.
WOODS, CHARLES
ABN
WOODWARD, ROSS
KXL, Portland, Ore.
WORKHOVEN, MERRILL
WOW, WOW-TV, Omaha, Neb.
WORKMAN, W. D. JR.
WIS, WIS-TV, Columbia, S. C.
WRIGHT, J. BRADLEY
KSL-TV, Salt Lake City, Utah

— XYZ —

YANO, M.
KULA-TV, Honolulu, Hawaii
YOUNG, BRIG
WHTC, Holland, Mich.
YOUNG, LEE
KHEP, Phoenix, Ariz.
ZAMES, CHARLES
WSAN, Allentown, Pa.
ZEIGIN, JACK
WING, Dayton, Ohio
ZIEBARTH, E. W.
WCCO, WCCO-TV, Minneapolis, Minn.
ZOLA, LEONARD
WESX, Salem, Mass.



LEONARD VALENTA

TELEVISION DIRECTOR

TRafalgar 7-0962

Agent:
Ashley-Steiner, Inc.
579 Fifth Ave., N.Y.C.
MU 8-9330

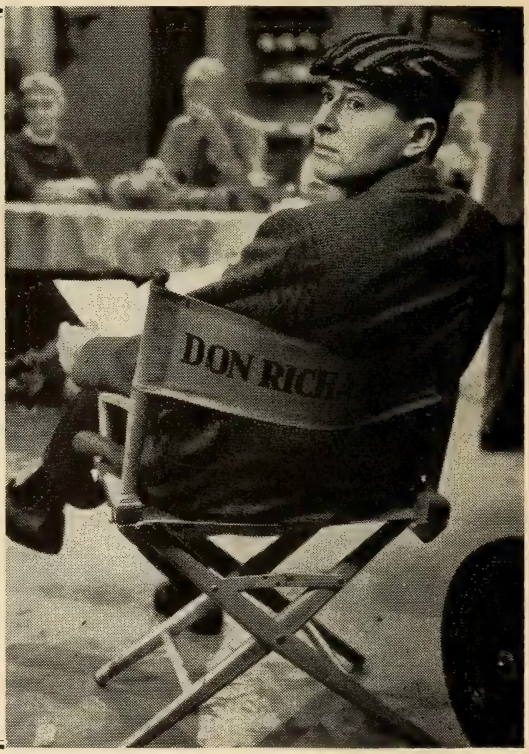
Don Richardson

Director

Management

JEROME HELLMAN ASSOCIATES

PL 3-7715



RADIO-TV DIRECTORS

RADIO AND TELEVISION
—their work during 1957

— A —

ALLEN, CRAIG
Sports Review, Mr. Peepers, Wide Wide World, NBC-TV

ALTER, PAUL
Price Is Right, I've Got A Secret
NBC-TV; CBS-TV

AMATEAU, ROD
Burns & Allen
CBS-TV

ANDERSEN, BRUCE
High Adventure with Lowell Thomas
CBS-TV

ANDREWS, CHARLES
Ford Road Show (Starring Arthur Godfrey) CBS

ARMSTRONG, RICHARD
College News Conference
ABC-TV

ASHER, WILLIAM
Sally
NBC-TV

ASHLEY, IRA
City Hospital; Young Doctor Malone
CBS

ATKINS, IRV
People Are Funny
NBC-TV

AUCHINCLOSS, GORDON
Johnny Pearson Show
ABN

AUERBACH, LARRY
Love of Life
CBS-TV

— B —

BANNER, BOB
Chevy Show
NBC-TV

BARE, RICHARD
Broken Arrow
ABC-TV

BELLAMY, EARL
Lone Ranger, ABC-TV; Tales of Wells Fargo, NBC-TV

BENSON, LEON
West Point; Adventure at Scott Island
ABC-TV

BERENSON, IRVING
U.N. on the Record
CBS

BERNS, SEYMOUR
The Edsel Show, Bing Crosby and His Friends, Red Skelton Show
CBS-TV

BIRCH, PETER
Captain Kangaroo
CBS-TV

BISHOP, TERRY
Adventures of Robin Hood
CBS-TV

BISNEY, BYRON
Country Music Jubilee
ABC-TV

BLAIR, GEORGE
Superman
ABC-TV

BLEYER, ROBERT
Arthur Godfrey Time
CBS

BLOOM, NORTON
Conquest
CBS-TV

BOTTICHER, BUD
Fury, NBC-TV; Maverick, ABC-TV

BRAHM, JOHN
Suspicion
NBC-TV

BRODHEAD, JOHN
All American Game of the Week
ABC-TV

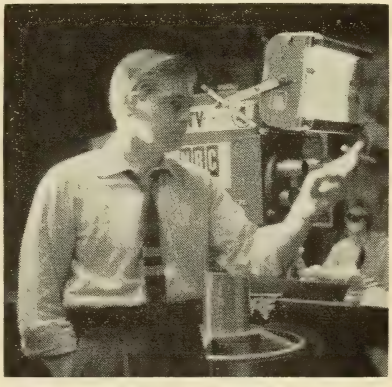
BROWN, DAVE
Paul Winchell Show, ABC-TV; Treasure Hunt, NBC-TV

BROWN, JIM
Man Around the House
CBS

BROWNING, KIRK
Shirley Temple Storybook
NBC-TV



Cort Steen
DIRECTOR
OF
"VOICE OF FIRESTONE"
ABC-TV



BARRY SHEAR
BARRY
directs
EDDIE FISHER
on
NBC thru
MCA
★
Contact Dick Rubin

BUSCEMI, TOM
Bowling Stars
ABC-TV

— C —

CARR, THOMAS
Trackdown
CBS-TV

CARTOUN, ALAN
Longines Symphonette
CBS

CASELLI, LaMAR
The Last Word
CBS, CBS-TV

CASTLE, WILLIAM
The Californians
NBC-TV

CHAFFEY, DON
Adventures of Robin Hood
CBS-TV

CLARK, JAMES
Playhouse 90
CBS-TV

CLAXTON, WILLIAM
The Californians
NBC-TV

COLE, BUD
Club Oasis
NBC-TV

COLLERAN, WILLIAM
Du Pont Show of the Month, CBS-TV; Polly Bergen Show, NBC-TV

COOPER, HAL
Search for Tomorrow
CBS-TV

COOPER, JACKIE
The People's Choice
NBC-TV

CORDAY, TED
As The World Turns
CBS-TV

CORRIGAN, WILLIAM
Armstrong Circle Theatre
CBS-TV

CORSLAND, ALLAN JR.
CBS-TV

COUGHLIN, ALFRED A.
Bill Kemp Show
ABN

CRABTREE, ARTHUR
Adventures of Sir Lancelot
ABC-TV

CUMMINGS, BOB
Bob Cummings Show
NBC-TV

— D —

DAILEY, BOB
Person to Person
CBS-TV

DANIELS, JACK
Woody Woodpecker
ABC-TV

DARLEY, DIK
Lux Show Starrring Rosemary Clooney
NBC-TV

DAUGHERTY, HERSCHEL
Suspicion, Wagon Train
NBC-TV

DAVIS, EDDIE
Adventure at Scott Island
ABC-TV

DAVIS, HOWARD
Today, Howdy Doody
NBC-TV

DAY, ROBERT
Adventures of Robin Hood
CBS-TV

DE ANGELO, CARLO
B. Rome, Italy; Ave Maria Hour, Transcriptions; "Run, Thief, Run", Play—Directed

DE CAPRIO, AL
Phil Silvers Show
CBS-TV

DE CORDOVA, FRED
December Bride
CBS-TV

DESMOND, JOHN
Odyssey, Hotel Cosmopolitan
CBS-TV

DEW, EDDIE
Sgt. Preston of the Yukon
CBS-TV

DIAMOND, VERN
World News Roundup, Miss America, CBS-TV

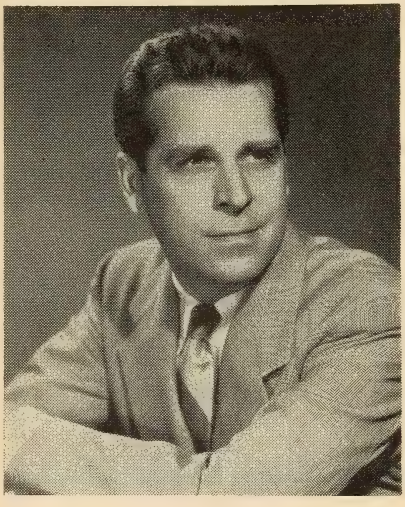
DIETRICK, GARTH
Tonight
NBC-TV

DISKIN, MARSHALL
Dean Pike
ABC-TV

DOLAN, JAMES M.
Sports Time, Saturday Sports Resume, Sunday Sports Resume, CBS

DONEHUE, VINCENT J.
Playhouse 90
CBS-TV

DONNER, RICHARD D.
Industrial, Comm., Theatrical Films & TV Shows



GARRY SIMPSON
Producer - Director

DICK SCHNEIDER
DIRECTOR
NBC-TV

DONOVAN, TOM
Studio One
CBS-TV

DOUGHERTY, HERSCHEL
Alfred Hitchcock Presents
CBS-TV

DUBIN, CHARLES S.
New York Philharmonic Young People's Concerts, Seven Lively Arts, CBS-TV; Twenty-One, NBC-TV.

DUDDY, LYN
Merv Griffin Show
ABN

DUNLAP, RICHARD
Omnibus, Kraft Television Theatre, NBC-TV

DWAN, ROBERT
You Bet Your Life
NBC-TV

— E —

ENGELBACH, DEE
Galen Drake Show, Second Mrs. Burton, CBS

ENGLANDER, ROGER
Odyssey
CBS-TV

ENGLISH, JOHN
Lassie
CBS-TV

— F —

FASSETT, JIM
The New York Philharmonic
CBS

FAUSSETT, HUDSON
Tic Tac Dough
NBC-TV

FELDMAN, RICHARD
Look Here, NBC-TV; Pat Boone Chevy Showroom, ABC-TV

FELTON, NORMAN
Studio One, CBS-TV

FERBER, MEL
Seven Lively Arts
CBS-TV

FERRIN, FRANK
Andy's Gang
NBC-TV

FLOREY, ROBERT
Wagon Train, M-Squad
NBC-TV

FORD, PHIL
Lassie
CBS-TV

FOSTER, NORMAN
Zorro
ABC-TV

FOX, VAN
Wide Wide World
NBC-TV

FRANKENHEIMER, JOHN
Playhouse 90
CBS-TV

FRISTOE, ALLEN
Wendy Warren and the News
CBS

— G —

GADETTE, FRED
You Asked for It
ABC-TV

GALLU, SAM
Navy Log
ABC-TV

GARNETT, RAY
Turn of Fate
NBC-TV

GERSTAD, HARRY
Superman
ABC-TV

GIBBS, PARKER
NBC Bandstand
NBC

GIRARD, BERNARD
The Thin Man, M-Squad
NBC-TV

GODFREY, PETER
Turn of Fate, Court of Last Resort, NBC-TV

GOLTZ, SIDNEY C.
All Star Golf
ABC-TV

GORMAN, WALTER
The Guiding Light
CBS-TV

GOTLIEB, DICK
This Is Your Life
NBC-TV

GOULD, WALTER J.
B. July 31, 1911, New York City, N. Y.; TV Film Commercials, All Nets; Walk without Fear, NBC; Popcorn Theatre, Ramah, Syndication; Up for Parole, CBS

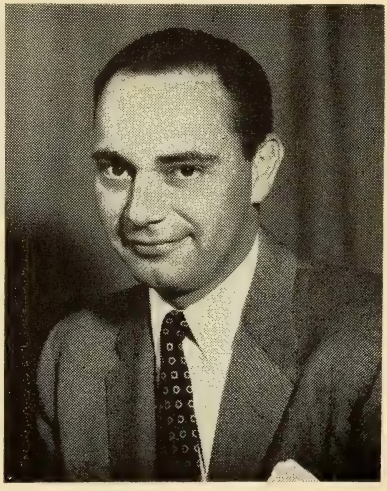
GRAHAM, WILLIAM
Kraft Television Theatre
NBC-TV

GREEN, HILTON
The Restless Gun
NBC-TV

GREY LOCKWOOD

NBC-TV

DIRECTOR



CRAIG ALLEN

Management:
GEORGE F. FOLEY
730 Fifth Ave. JUdson 6-4312

GREENE, DAVID
Studio One
CBS-TV

GRIES, TOM
Court of Last Resort, Turn of Fate, NBC-TV

— H —

HANNA, ART
Our Gal Sunday, This Is Nora Drake, CBS

HASKIN, BRYON
The Californians, Turn of Fate
NBC-TV

HEALION, WILLIAM
Today
NBC-TV

HELLER, FRANKLIN
What's My Line, To Tell the Truth, CBS-TV

HEMION, DWIGHT
Steve Allen Show
NBC-TV

HENDERSON, JOHN T. JR.
Woolworth Hour, Radio Novels, Commercials, CBS

HERRMANN, HARRY
Kraft Television Theatre
NBC-TV

HEWITT, DON
Douglas Edwards with the News, CBS-TV

HILL, CHARLES N.
Person to Person
CBS-TV

HILL, GEORGE ROY
Playhouse 90, Seven Lively Arts, CBS-TV

HITCHCOCK, ALFRED
Alfred Hitchcock Presents, CBS-TV; Suspicion, NBC-TV

HOADE, MARTIN
Frontiers of Faith
NBC-TV

HOBIN, BILL
Your Hit Parade
NBC-TV

HOBSON, JAMES
Lawrence Welk Show, Lawrence Welk's Top Tune & New Talent, ABC-TV

HOFFMAN, MILT
Rusty Draper Show
CBS

HOLMES, JIM
Wednesday Night Fights
ABC-TV

HOPPER, JERRY
Bachelor Father
CBS-TV

HOWELL, BILL
As the World Turns
CBS-TV

HOWELL, CLIFF
Amos 'n' Andy Music Hall
CBS

HOYT, ED
World News Roundup
CBS-TV

HUGHES, DEL
The Brighter Day
CBS-TV

HULTGREN, ROBERT
Howdy Doody
NBC-TV

HURDLE, JACK
Robert Q. Lewis Show
CBS

— I —

IRVING, CHARLES
Search for Tomorrow
CBS-TV

— J —

JACKMAN, FRED
Circus Boy
ABC-TV

JOHNSTONE, JACK
Yours Truly, Johnny Dollar
CBS

JONES, CLARK
Patrice Munsel Show
ABC-TV

— K —

KANE, MIKE
House Party
CBS, CBS-TV

KELLEY, JOHN
Family Theatre
MBS

KERN, JAMES V.
Date with the Angels, ABC-TV; I Love Lucy, CBS-TV

KESSLER, HENRY
Adventure at Scott Island, West Point, ABC-TV

KILEY, TIM
Let's Take a Trip
CBS-TV

KINNEY, WES
Modern Romances
NBC-TV

KINON, RICHARD
Mr. Adams and Eve
CBS-TV

RICHARD D. DONNER
SDGA, SDIG, RTDG
DIRECTOR
851 Beverly Glenn
Beverly Hills
Calif.
630 Gramatan Ave.
Mount Vernon
N. Y.

WALLY GOULD
TV Film
Director
15 East 48th Street
MUrray Hill 8-3724

KITCHELL, JIM
NBC News, Outlook
NBC-TV

KNOWLES, BERNARD
Adventures of Sir Lancelot
ABC-TV

KULIK, BUZZ
Climax
CBS-TV

— L —

LACHMAN, MORT
Bob Hope Show
NBC-TV

LAFFERTY, PERRY
Name That Tune
CBS-TV

LANDERS, LEW
Tales of the Texas Rangers
ABC-TV

LANDIS, JOE
Gisele MacKenzie Show
NBC-TV

LEADER, ANTON
Meet McGraw
NBC-TV

LEHMAN, BOB
Truth or Consequences
NBC-TV

LEONARD, RICHARD
Backstage Wife, Romance of Helen Trent, CBS

LEONARD, SHELDON
The Danny Thomas Show, CBS-TV; Real McCoys, ABC-TV

LEVENS, PHIL
Treasure Hunt
NBC-TV

LEVY, RALPH
Jack Benny, Shower of Stars
CBS-TV

LINDEN, BILL
Jimmy Dean
CBS-TV

LOCKWOOD, GREY
Robert Montgomery Presents, Colgate Comedy Hour, Lights Out, Perry Como Show, NBC-TV

LOWE, DAVID
Do You Trust Your Wife
ABC-TV

LUCAS, JOHN MEREDYTH
Court of Last Resort
NBC-TV

LUMET, SIDNEY
Studio One, U. S. Steel, Seven Lively Arts, Du Pont Show of the Month, CBS-TV

— Mc —

McDONALD, FRANK
Wild Bill Hickok, Wyatt Earp
ABC-TV

McDOUGALL, DON
Trackdown
CBS-TV

McGARRETT, GEORGE
Jim Backus Show
ABN

McKAY, JIM
Sports Time
CBS

McKINLEY, BARRY
Susan's Show
CBS-TV

McLAGLEN, ANDREW V.
Have Gun, Will Travel
CBS-TV

— M —

MacALLEN, JAMES
Lamp Unto My Feet
CBS-TV

MacDONNELL, NORMAN S.
Gunsmoke
CBS

MacGREGOR, KEN
My True Story
NBC

MACKENZIE, MURDO
Ford Road Show (Starring Rosemary Clooney and Bing Crosby), CBS

MAHONEY, CLAUDE
CBS Radio Farm News

MANDEVILLE, BETTY
F.B.I. In Peace and War
CBS

MARSHALL, SANFORD
Exploring Tomorrow
MBS

MARTINSON, LESLIE H.
Sugarfoot
ABC-TV

MARVEL, TED
The Sunday News Special
CBS-TV

MEDFORD, DON
Suspicion
NBC-TV

FRANK SATENSTEIN

DIRECTOR

JACKIE GLEASON SHOW

CBS-TV

MEREDITH, BURGESS
Playhouse 90
CBS-TV

MILLER, SIDNEY
Mickey Mouse Club
ABC-TV

MONTY, GLORIA
The Secret Storm
CBS-TV

MORSE, HOLLINGSWORTH
The Californians, NBC-TV; Broken Arrow, ABC-TV

MULLIGAN, ROBERT
Seven Lively Arts, Du Pont Show of the Month, CBS-TV

MURPHY, RALPH
Lassie
CBS-TV

MUSIELLO, FRANK
Peter and Mary Show
CBS

MYERS, FRANK
Sgt. Preston of the Yukon
CBS-TV

— N —

NATHANSON, TED
Arlene Francis Show
NBC-TV

NAZZARO, RAY
Fury
NBC-TV

NEILSON, JAMES
Suspicion, The Restless Gun, NBC-TV; Alfred Hitchcock Presents, CBS-TV

NELSON, OZZIE
Adventures of Ozzie & Harriet, ABC-TV

NELSON, RALPH
Du Pont Show of the Month
CBS-TV

NICKELL, PAUL
Climax
CBS-TV

NORTHSHIELD, ROBERT J.
Seven Lively Arts
CBS-TV

— O —

O'SULLIVAN, ROBERT HUGH
Family Theater
MBS

— P —

PAUL, BYRON
The Verdict Is Yours
CBS-TV

PENN, ARTHUR
Playhouse 90
CBS-TV

PETERSON, CLIFF
Breakfast Club
ABN

PETERSON, RALPH
NBC News
NBC-TV

PETRIE, DANIEL
Du Pont Show of the Month
CBS-TV

PEYSER, JOHN
Meet McGraw, M-Squad
NBC-TV

POST, TED
Gunsmoke
CBS-TV

— Q —

QUINLAN, BOB
The CBS Morning News, Bing Crosby and His Friends, CBS-TV

— R —

REISNER, ALLEN
Playhouse 90
CBS-TV

REYNOLDS, SHELDON
Dick and the Duchess, CBS-TV

REYNOLDS, TOM
Modern Romances, True Story
NBC-TV

RICH, JOHN
The Eve Arden Show
CBS-TV

RICHARDSON, DON
"Mama", Film; U. S. Steel Hour, CBS-TV; The Thirteen Clocks, ABC-TV; A Sound of Hunting, Broadway Play

ROBBIE, SEYMOUR
$64,000 Question, $64,000 Challenge, CBS-TV

ROBERTS, PAUL
Indictment, Road to Life, The Couple Next Door, CBS

ROBINSON, LEE
High Adventure with Lowell Thomas, CBS-TV

For Advertising Agencies—

Personnel & Radio-TV Accounts

See Page 131

ROBSON, WILLIAM
Suspense
CBS

RUBENS, AARON
Phil Silvers Show
CBS-TV

RUDOLPH, OSCAR
Lone Ranger
ABC-TV

— S —

SAMETH, JACK
Mike Wallace Interview
ABC-TV

SAMMON, ROBERT
Person to Person
CBS-TV

SANDER, LESLIE
Fury
NBC-TV

SATENSTEIN, FRANK

Jackie Gleason Show, CBS-TV

SCHAFFNER, FRANKLIN
Playhouse 90
CBS-TV

SCHIMMEL, CLARENCE
The Gary Moore Show
CBS-TV

SCHNEIDER, DICK N.

Wide Wide World, Emmy Awards, Academy Awards, Survival Street, Do Re Mi, NBC-TV; Salute to Eisenhower, Closed Circuit, Demo. & Rep. Conventions, NBC

SCHNUR, JERRY
Dotto
CBS-TV

SCHUSTER, HAROLD
The Californians, Meet McGraw, NBC-TV

SEITER, WILLIAM
Oh! Susanna
CBS-TV

SHARPE, ROBERT K.
Seven Lively Arts
CBS-TV

SHAW, JEROME
The Big Record
CBS-TV

SHEAR, BARRY

Eddie Fisher Show, NBC-TV

SHELDON, JAMES
Court of Last Resort, NBC-TV; West Point, ABC-TV

SILBERSHER, MARVIN
Look Up and Live
CBS-TV

SILVERSTEIN, ELLIOTT
U. S. Steel
CBS-TV

SIMPSON, GARRY

B. Feb. 16, 1919, United States; Wide Wide World, Armstrong Circle Theatre, Campbell Soundstage, The Jimmy Durante Show, Philco Television Playhouse, The Ed Wynn Show, NBC

SINCLAIR, ROBERT
Shirley Temple Storybook
NBC-TV

SIODMAK, ROBERT
O.S.S.
ABC-TV

SKUTCH, IRA
Beat the Clock
CBS-TV

SLINGLAND, FRANK
Meet the Press
NBC-TV

SMIGHT, JACK
Studio One, Seven Lively Arts, CBS-TV; Suspicion, NBC-TV

SMITH, BERNIE
You Bet Your Life
NBC-TV

SPRINGSTEEN, R. G.
Mickey Mouse Club
ABC-TV

SQUIRE, ANTHONY
Adventures of Robin Hood
CBS-TV

STAPP, JACK
Jim Reeves Show
ABN

STEARNS, JOHN
Herb Oscar Anderson Show
ABN

STEEN, CORT

B. July 14, 1918, Pittsburgh, Pa.; Voice of Firestone, ABC-TV; $64,000 Question, $64,000 Challenge, CBS-TV

STENTA, RICHARD
Sez Who?
CBS

STEVENS, ROBERT
Alfred Hitchcock Presents, CBS-TV; Suspicion, NBC-TV

STOLOFF, VICTOR
High Adventure with Lowell Thomas, CBS-TV

STRATTON, RICHARD
Open Hearing
ABC-TV

SUGHRUE, JACK
NBC News, Outlook
NBC-TV

SUTTER, DANIEL
Five-Star Matinee
NBC

— T —

TEELA, RICHARD
Stuart Foster Show
CBS

TEWKSBURY, PETER
Father Knows Best
NBC-TV

THORPE, JERRY
The Lucille Ball-Desi Arnaz Show, CBS-TV; Walter Winchell File, ABC-TV

TOWER, HARRY ALAN
Harry Lime; Scarlet Pimpernel, Theater Royal, Horatio Hornblower, Queen's Men, MBS

TRENNER, BARON JR.
Sports Focus
ABC-TV

TUGEND, HARRY
George Gobel Show
NBC-TV

— V —

VALENTA, LEONARD F.

B. Nov. 22, 1923, Philadelphia, Pa.; Big Story, NBC-TV; Studio One, Tales of Tomorrow, Charlie Wild, CBS-TV

VAN DYKE, WILLIARD
High Adventure with Lowell Thomas, CBS-TV

VINCENT, CHARLES
Keep Healthy
MBS

VINCENT, CHIC
Pepper Young's Family
NBC

VOUTSAS, GEORGE
NBC

— W —

WAGGNER, GEORGE
Wagon Train
NBC-TV

WALKER, ELBERT
Queen For A Day
NBC-TV

WALKER, ROBERT G.
Circus Boy
ABC-TV

WALTERS, VINCE
Walter Cronkite with the News, CBS-TV

WEBB, JACK
Dragnet
NBC-TV

WEISS, DON
M-Squad, Suspicion, Wagon Train, NBC-TV

WHELAN, KEN
Big Payoff
CBS-TV

WHORF, RICHARD
Gunsmoke
CBS-TV

WOLFE, ED
Ma Perkins
CBS

WOOD, JACK
The Guiding Light

WRIGHT, WYNN
Squad Room
MBS

— Y —

YATES, EDWARD J.
American Bandstand
ABC-TV

YORKIN, ALAN "BUD"
Ford Show
NBC-TV

— Z —

ZIRATO, BRUNO JR.
The Best In Music
CBS



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MUSICAL DIRECTOR

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"TIC TAC DOUGH"

"DOUGH RE MI"

"EDGE OF NIGHT"

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NEW YORK CITY

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MUrray Hill 8-6600

MUSICAL DIRECTORS

RADIO AND TELEVISION
—their work during 1957

— A —

ADAMS, JOHN O.
KVIN, Vinita, Okla.
ADAMS, SHIRLI
KISD, Sioux Falls, S. D.
ADKINS, RUTH
WEIC, Charleston, Ill.
AGA, ROGER
KXRA, Alexandria, Minn.
ALLAN, STANLEY
WPAC, Patchogue, N. Y.
ALLEN, DEBBIE
KECK, Odessa, Tex.
ALLISON, DALE K.
KLOO, Corvallis, Ore.
AMBROSE, DON
WHED, Washington, D. C.
ARCHER, LOIS
WWON, Woonsocket, R. I.
ARMSTRONG, LOUIS
The Edsel Show
CBS-TV
ARTER, MALCOLM
WKOK, Sunbury, Pa.
ASHWORTH, AUDIE B.
WBMC, McMinnville, Tenn.
ATCHER, RANDY
Hayloft Hoedown
WHAS-TV, Louisville, Ky.
ATTEBERRY, TERRY
KCOL, Fort Collins, Col.
ATWELL, LEE
WHBC, Canton, Ohio
AYRES, MITCHELL
The Perry Como Show
NBC-TV
AYRES, NORMAN
WCSH-TV, Portland, Me.

— B —

BAIN, PAUL
KQUE, Albuquerque, N. M.
BALLANTINE, EDDY
Breakfast Club
ABN
BANCROFT, PIERSON
KTAR, KVAR, Phoenix, Ariz.
BARKER, ROBERT
KLIZ, Brainerd, Minn.
BARLOW, HOWARD
Voice of Firestone
ABC-TV
BARRY, DICK
WSGW, Saginaw, Mich.
BARRY, TODD
WJJL, Niagara Falls, N. Y.
BASH, OTTO
WSM-TV, Nashville, Tenn.
BECKER, LOUISE
KIMN, Denver, Col.
BELK, MARY BOND
KTRM, Beaumont, Tex.
BELL, FRANK
WEEI, Boston, Mass.
BENSON, BROWNIE
WSAZ-TV, Huntington, W. Va.
BERG, KATHY
KDZA, Pueblo, Col.
BERNSTEIN, LEONARD
N. Y. Philharmonic, New York Philharmonic Young People's Concerts
CBS-TV
BETHELL, DAN
WMNS, Olean, N. Y.
BIESER, DICK
WCNT, Centralia, Ill.
BILSKE, ROBERT F.
WNEB, Worcester, Mass.
BINGHAM, ANITA
KMOP, Tucson, Ariz.
BLACK, KEN
KWDM, Des Moines, Iowa
BLANK, RALPH E.
WJJD, Chicago, Ill.
BLASINGAME, BUDDY
KCNY, San Marcos, Tex.
BLOOD, RUSSELL W.
WLOB, Portland, Me.
BOLEN, JIM
KBIZ, Ottumwa, Iowa
BOWMAN, BEVERLY
KGFL, Roswell, N. M.
BOX, EUEL
The Wayne Mack Show
WFAA-TV, Dallas, Tex.
BRADLEY, BRUCE
WROW, WTEN, Albany, N. Y.
BRADLEY, OWEN
Jim Reeves Show
ABN



SAMMY KAYE

ABC-Radio
Sunday Serenade

Exclusively
Columbia Records

Management—David Krengel

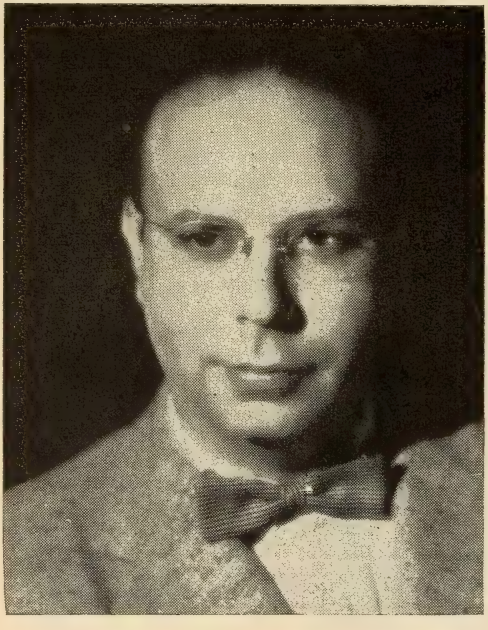
Direction—M.C.A.

Publicity—David O. Alber

BRADY, WILLIAM P.
WEDC, Chicago, Ill.
BRESLER, JERRY
Merv Griffin Show
ABN
BRIDGES, DORIS
WKMT, Kings Mountain, N. C.
BRIGHT, WELDON
KGNC, KGNC-TV, Amarillo, Tex.
BRITT, VIRGINIA
KCIL, Houma, La.
BROOKS, BILL
WEBJ, Brewton, Ala.
BROOKS, DALE
Country Jamboree
WBOY-TV, Clarksburg, W. Va.
BROOKS, HETTIE LUE
KWFC, Hot Springs, Ark.
BROSCHE, BRYANT
WMBR-TV, Jacksonville, Fla.
BROWN, LES
The Bob Hope Show
NBC-TV
BROWN, TOM
KHBC, Midland, Tex.
BUETTNEE, EVE
WKUL, Cullman, Ala.
BUMGARDNER, LARRY
WYCL, York, S. C.
BURGER, RALPH P.
KBBS, Buffalo, Wyo.
BURKETT, LOUIS
WFRO, Fremont, Ohio
BURWELL, TED
WHIT, New Bern, N. C.
BYRD, VIRGINIA
WISH, WISH-TV, Indianapolis, Ind.

— C —

CALABRESE, RAY
WHLM, Bloomsburg, Pa.
CALDO, JACK
WHAW, Weston, W. Va.
CALVERT, RAYMOND W.
KVOC, Casper, Wyo.
CAMARGO, MATEO
KCOR, KCOR-TV, San Antonio, Tex.
CAMPBELL, DICK
WDVA, Danville, Va.
CAMPBELL, JAN
WOAY-TV, Oak Hill, W. Va.
CAMPERSON, BILL
WHOL, Allentown, Pa.
CANTY, JOHN R.
WCCM, Lawrence, Mass.
CARL, LEN
WLAP, WKXP-TV, Lexington, Ky.
CARLSON, WALTER
WHAY, New Britain, Conn.
CARN, DURWOOD
WJIM, WJIM-TV, Lansing, Mich.
CARTER, MARY
WRAY, Princeton, Ind.
CASTELLI, ELEANOR
WPTS, Pittston, Pa.
CATES, GEORGE
Lawrence Welk Show, Lawrence Welk's Top Tunes & New Talent, ABC-TV
CAVANAUGH, PAGE
Double Time
KTLA, Los Angeles, Calif.
CHANEY, GENE
WBBZ, Ponca City, Okla.
CHARLES, TOMMY
WSGN, Birmingham, Ala.
CHASINS, ABRAM
WQXR, New York, N. Y.
CHERRY, ELIZABETH
KWTX, KWTX-TV, KBTX-TV, Waco, Tex.
CLARK, ALAN
WKY, WKY-TV, Oklahoma City, Okla.
CLARY, ROBERT
WSOY, Decatur, Ill.
CLETRO, EDDIE
Le Garde Twins
KTLA, Los Angeles, Calif.
CLOUTIER, NORMAN L.
WHAI, Greenfield, Mass.
COFFEE, LEE
WIBV, Belleville, Ill.
COFFEEN, K. RICHARD
WMBD, WMBD-TV, Peoria, Ill.
COLLINS, PAUL
KFRD, Rosenberg, Tex.
COLLYER, DICK
WARK, Hagerstown, Md.
COMNILLO, CLYDE
KOA, Denver, Colo.
COOKE, RUSSELL
WWNR, Beckley, W. Va.
COOPER, HARRY
WHOM, New York, N. Y.
COTE, BERT
WCOU, Lewiston, Me.
COTTONGIM, EARL
WSFC, Somerset, Ky.
COY, CINDY
WPDX, Clarksburg, W. Va.
COY, JOHNNY
WAPL, Appleton, Wis.
CRANDALL, VIC
KGOS, Torrington, Wyo.
CRANE, LOR
Rocket to Stardom
KTTV, Hollywood, Calif.
CRAWFORD, FRED
WMOS, Muskegon, Mich.
CROWL, ALMA
WESA, Charleroi, Pa.
CRUTCHFIELD, JERRY DON
WCBL, Benton, Ky.



Bernie Wayne

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Adler Shoes
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Industrial shows: Buick
General Motors

Television:
Cyrano De Bergerac Spectacular

Broadway Show:
Ziegfeld Follies

Musical Conductor for
A.B.C. Paramount Records

Agent . . . M.C.A. 598 Madison Ave.
att: Bobby Brenner

CUGAT, XAVIER
The Xavier Cugat Show
NBC-TV
CURTIN, MARK
KFYO, Lubbock, Tex.

— D —

DAHLGREN, BOB
KALB, KALB-TV, Alexandria, La.
DANIEL, DAVE
WMRB, Greenville, S. C.
DANNA, VIC
WEBR, Buffalo, N. Y.
DATWYLER, SANDRA
KLGN, Logan, Utah
DAVIS, BILL
WLOW, Norfolk, Va.
DEAN, C. E.
WFPA, Fort Payne, Ala.
DEATON, BILL
KRVC, Arkadelphia, Ark.
DELFINO, FRANK
WICC, WICC-TV, Bridgeport, Conn.
DELZELL, BILL
KMMJ, Grand Island, Neb.
DeREMER, NELO
WBCM, Bay City, Mich.

DE VOL, FRANK
B. Sept. 20, 1911, Moundsville, W. Va.; Musical Director-Arranger, "The Lux Show" Starring Rosemary Clooney, NBC-TV

DEWEY, ANN
WTVN, WTVN-TV, Columbus, Ohio
DIANE, R. E.
KCUL, Ft. Worth, Tex.
DI FILLIPO, KIM
WNOK, WNOK-TV, Columbia, S. C.
DI NARDO, RUTH
WWHG, Hornell, N. Y.
DINNING, SHERRY
WHB, Kansas City, Mo.
DOOLEY, PETER
WEOA, WEHT, Evansville, Ind.
DUTTON, DOLLIE
Organ Melodies
KVSO-TV, Ardmore, Okla.
DYER, WILLARD
KTBC, KTBC-TV, Austin, Tex.

— E —

EARLES BARBARA
WHOE, Leaksville, N. C.
EDELEN, CHARLES
KEXO, Grand Junction, Colo.
EDEN, HARRY
KCVR, Lodi, Calif.
EELS, ANNA MARY
WMT-TV, Cedar Rapids, Iowa
EGNOT, LILLIAN
WERC, Erie, Pa.
ELLISON, PAUL
WHAR, Clarksburg, W. Va.
ELLMORE, TERRY
KIT, Yakima, Wash.
ELSTUN, CHUCK
WARN, Fort Pierce, Fla.
EMBREE, DOC
KXXX, Colby, Kan.
EMERSON, BYRON
WLEA, Hornell, N. Y.
ENIS, BILL
KXOL, Ft. Worth, Tex.
ESPOSITO, CHARLIE
WCPM, Cumberland, Ky.
ETTERS, CLARENCE
WBT, Charlotte, N. C.
EVANS, ROBERT
WLAG, Lagrange, Ga.

— F —

FELLOWS, BARRET
KIHN, Hugo, Okla.
FERGUSON, SCOTT
WZOK, Jacksonville, Fla.
FESSLER, JEAN
WTAD, KHQA-TV, Quincy, Ill.
FITCH, MARCIE
KGLN, Glenwood Springs, Col.
FLANNIGAN, PAUL
WPTR, Albany, N.Y.
FLEMING, ROBERT W.
KNEW, Spokane, Wash.
FLINN, PAUL
WJAC, WJAC-TV, Johnstown, Pa.
FLOURNOY, ROSE
WRBL, WRBL-TV, Columbus, Ga.
FORBES, HANK
WILD, Boston, Mass.
FOREMAN, PHYLLIS
WLOX, Biloxi, Miss.
FOX, LES
WMMW, Meriden, Conn.
FOX, ROGER
KFAL, Fulton, Mo.
FRANCIS, YDEEN
WKAN, Kankakee, Ill.
FRANCOIS, PAT
KRAK, Stockton-Sacramento, Calif.
FRANZ, DONALD
KATE, Albert Lea, Minn.

— G —

GAINES, WALT
WLFH, Little Falls, N.Y.
GALE, PATTI
WMIS, Natchez, Miss.



JACK SHAINDLIN

MUSICAL DIRECTION

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Steinway Hall
113 West 57th St.
New York City
PL 7-3795

GALLANT, NORMAN
WFAU, Augusta, Me.
GALLICCHIO, JOSEPH
The Howard Miller Show
NBC-TV, WNBQ, WMAQ, Chicago, Ill.
GARTNER, GORDON
KNDC, Hetinger, N.D.
GASKILL, BARBARA
KOB, KOB-TV, Albuquerque, N.M.
GAYLORD, CHESTER
WFGM, Fitchburg, Mass.
GENTRY, JOE
KSVC, Richfield,, Utah
GIBBON, JIM
WLAU, Laurel, Miss.
GIBSON, ADRIAN D.
WZOB, Fort Payne, Ala.
GIERSDORF, RIP
KRLD-TV, Dallas, Tex.
GILBERT, LARY
Willie Thall Show
WKRC-TV, Cincinnati, Ohio
GILKEY, SAM
WKOA, Hopkinsville, Ky.
GILL, GRACE
KIFN, Phoenix, Ariz.
GITZ, JEAN
WLCX, La Crosse, Wis.
GOODMAN, THOMAS
WDBQ, Dubuque, Iowa
GOOTZ, BOB
The Notables
WBOY-TV, Clarksburg, W. Va.
GORDON, HAL
WXYZ, WXYZ-TV, Detroit, Mich.
GORHAM, GROVERNEL
KNEA, Jonesboro, Ark.
GOSA, JAMES
KFOX, Long Beach, Calif.
GOULDING, WILMA
KNCO, Garden City, Kan.
GOUR, NORMAN
WBUT, Butler, Pa.
GOVAN, VINETTE B.
WEPG, South Pittsburg, Tenn.
GOW, ART
KLZ-TV, Denver, Col.
GRANT, GEORGE III
WHPE, High Point, N.C.
GUIER, JEFF
WBEX, Chillicothe, Ohio
GUNDERSON, DALE
KBKW, Arberdeen, Wash.

— H —

HALL, ELIZABETH
WTJH, East Point, Ga.
HALLBERG, CARL F.
WHIY, Orlando, Fla.
HAMANN, GLORIA BUSSE
WDOK, Cleveland, Ohio
HANDLEY, GERTRUDE
WFDR, Manchester, Ga.
HARRILL, NELSON J.
WGWR, Asheboro, N.C.
HARRISON, BILL
WTWA, Thomson, Ga.
HARRISON, GUY FRASER
Oklahoma City Symphony Orch. MBS
HARTMAN, LOLA
KFEQ, KFEQ-TV, St. Joseph, Mo.
HARWOOD, BRIAN
WDEV, Waterbury, Vt.
HAUPTMAN, RUTH ANN
WCLI, Corning, N.Y.
HAYS, REX
WNAX, Yankton, S.D.
HEFTI, NEAL
Bill Kemp Show
ABN
HEITSCHMIDT, MORRIS
KNEX, McPherson, Kan.
HEMPHILL, JAMES
WJHB, Talladega, Ala.

HENDERSON, SKITCH

B. Jan. 27; Steven Allen Show, NBC-TV; Bandstand, NBC

HERBERT, ALAN
WNIX, Springfield, Vt.
HERMANN, RALPH
Herb Oscar Anderson
ABN
HEUER, MIKE
KMA, KMTV, Shenandoah, Iowa
HICKMAN, DON
WENK, Union City, Tenn.
HICKS, FRANK
KRHD, Duncan, Okla.
HILL, J.
KEEP, Twin Falls, Idaho
HINETT, ART
WDRF, Chester, Pa.
HIXSON, ALAN
WEKZ, Monroe, Wis.
HOBBY, WESLEY
WADS, Ansonia-Derby, Conn.
HOFF, CARL
The Walter Winchell Show
NBC-TV
HOGAN, HARLAN
WSBT-TV, South Bend, Ind.
HOGE, GENE
KDEX, Dexter, Mo.
HOLMES, BOB
WLEU, Erie, Pa.
HOOVER, ROBERTA
WLDS, Jacksonville, Ill.
HOSEA, FRANK
WJBO, Baton Rouge, La.



CHARLES SANFORD

—0—

MUSICAL DIRECTOR

—0—

CI 7-1900

HOUSTON, ED
CKEY, Toronto, Ontario
HOWLAND, CAROLYN
KNOR, Norman, Okla.
HUBBS, FRANK
WAPO, Chattanooga, Tenn.
HUFFERD, JIM
WCNB, Connersville, Ind.
HUGGINS, FRED
WPBB, Jackson, Ala.
HUGHES, HUGH
WMAG, Forest, Miss.
HUNT, GINGER
KMAC, San Antonio, Tex.
HURLEY, BOB
WGAY, Silver Spring, Md.

— I —

IHRKE, ELMER
WEMP, Milwaukee, Wis.
IMBROGULIO, JOSEPH
WFBR, Baltimore, Md.

— J —

JACOBS, LUCY C.
WDAX, McRae, Ga.
JAKLE, KEN
WLBH, Mattoon, Ill.
JEFFARES, PAMELA
WAGA, WAGA-TV, Atlanta, Ga.
JEFFERIES, BOB
WIZZ, Streator, Ill.

JEROME, HENRY
B. Nov. 12, 1917, New York City, N. Y.; Tonight, NBC, ABC, CBS, Radio

JOHNS, WILLIAM S.
WSAC, Ft. Knox, Ky.
JONES, MARY
WSLI, WJTV, Jackson, Miss.

— K —

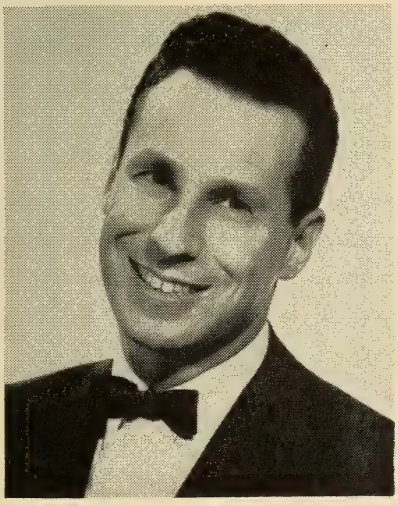
KALER, RANDALL
WFAS, White Plains, N.Y.
KALLAS, JOAN
KPER, Gilroy, Calif.
KANG, Y. O.
KULA-TV, Honolulu, Hawaii
KANNON, CHARLES
WMC, WMCT, Memphis, Tenn.
KARANT, MARTIN
WKPT, Kingsport, Tenn.

KAYE, SAMMY
Serenade Room, Sunday Serenade, ABC; So You Want to Lead a Band, ABC-TV; Columbia Records; RCA, Thesaurus

KELLEY, CHAUNCEY
WFRP, Savannah, Ga.
KELLOGG, J.
WMBG, Richmond, Va.
KENNEDY, GERRY
WGEZ, Beloit, Wis.
KEYSER, WARREN
WILM, Wilmington, Del.
KILGORE, W. S.
WCYB, WCYB-TV, Bristol, Va.
KILLMER, WAYNE
KODI, Cody, Wyo.
KINDER, ROD
KGEM, Boise, Idaho
KING, BILL
WTOC, WTOC-TV, Savannah, Ga.
KING, DEL
KWHK, Hutchins, Kan.
KING, JERE
WCYB-TV, Bristol, Va.
KIRSCHBAUM, HARRIET
WLYC, Williamsport, Pa.
KLASSMAN, MARLENE
WHAT, Philadelphia, Pa.
KNIGHT, MORRIS
WRFC, Athens, Ga.
KOTTLER, MISCHA
WWJ, WWJ-TV, Detroit, Mich.
KOURY, REX
KABC, KABC-TV, Los Angeles, Calif.
KURTZ, BETTY
WHLL, Wheeling, W. Va.
KUSHON, FRED
KVEN, Ventura, Calif.

— L —

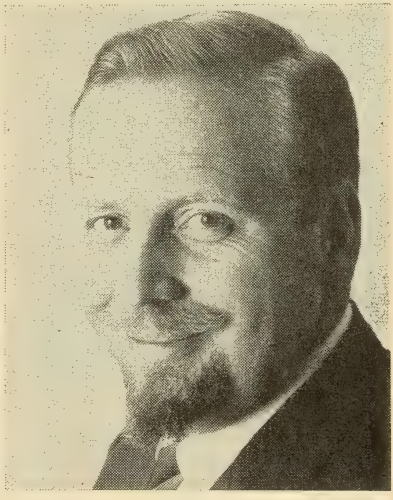
LAMBER, JULIE
WLOI, Laporte, Ind.
LAMBERT, NORM
WABI, WABI-TV, Bangor, Me.
LAMBERT, ROG
WKXP, Lexington, Ky.
LAMM, AL
WOW, WOW-TV, Omaha, Neb.
LAMPKIN, PHIL
MBS (Washington)
LANDRY, ART
Open House
WCAX-TV, Burlington, Vt.
LANGENFELD, BERNARD
KEYJ, Jamestown, N.D.
LARGE, DONALD E.
WJR, Detroit, Mich.
LASH, CLIFF
50-50 Club
WLW-T, Cincinnati, Ohio
LAUDEMAN, PETE
WDSU, WDSU-TV, New Orleans, La.
LAURENCE, BOB
WIP, Philadelphia, Pa.
LAWRENCE, ELLIOT
Jim Backus Show
ABN



HENRY JEROME

Green Room
Hotel Edison

CBS-ABC
Roulette Records



SKITCH HENDERSON

LAWRENCE, RICHARD
WBNY, Buffalo, N.Y.
LAWSON, JACK
KXOA, Sacremento, Calif.
LEE, DIANA
WLRP, New Albany, Ind.
LEE, MARION
KLX, Oakland, Calif.
LEON, IRVING
WDAS, Philadelphia, Pa.
LEONARD, HOWARD
WLOB, Portland, Me.
LEONARD, JOHN F.
KROG, Sonora, Calif.
LEWIS, JOSEPHINE
WNCT, Greenville, N.C.
LEWIS, SALLY
WKNB, WNBC, New Britain, Conn.
LIAPPAS, VASILIOS
WGBS, Miami, Fla.
LINDSAY, MORT
Pat Boone Chevy Showroom
ABC-TV
LISSFELT, J. FRED
WCAE, Pittsburgh, Pa.
LIVINGOOD, JAY
KVOG, Ogden, Utah
LOCKHART, HARRY
WAVE, WAVE-TV, Louisville, Ky.
LOCKHART, PHYLLIS
WWSC, Glens Falls, N.Y.

LOMBARDO, GUY
B. June 2, 1901, London, Ont., Canada; Lombardoland, U.S.A., Mutual; Guy Lombardo Show, Transcribed Syndicated

LONG, GOLDIE
KPEG, Spokane, Wash.
LORENZ, DON
WJUN, Mifflintown, Pa.
LUBIN, HARRY
The Loretta Young Show
NBC-TV

— Mc —

McAUTHOR, CAROL
WHIS WHIS-TV, Bluefield, W. Va.
McCLURE MARY MARGARET
WKBV, Richmond, Ind.
McCORMICK, TOM
WERE-TV, Cleveland, Ohio
McDEVITT, LEO
WOKO, Albany, N.Y.
McELROY, MOLLY
WDBO-TV, Orlando, Fla.
McGANN, ROSEMARY
WJBK, WJBK-TV, Detroit, Mich.
McGEE, JAMES
WKGN, Knoxville, Tenn.
McGLOOEN, LOONIS
WBTV, Charlotte, N.C.
McGOWAN, JOHN
KOSA-TV, Odessa, Tex.
McGUIRE, JAMES
KPAM, Portland, Ore.
McKEE, MARY ELVYN
WAVU, Albertville, Ala.
McKINNEY, ALENE
KBIG, Avalon, Calif.
McKINNEY, JEAN
KHUZ, Borger, Tex.
McKINSEY, W. ROBERT
WBAL, WBAL-TV, Baltimore, Md.
McLEAN, DON
KFYR-TV, Bismark ,N.D.
McLEAN, DOROTHY
WJPS, Evansville, Ind.
McMILLAN, MARGARET
WDDT, Greenville, Miss.
McNAMARA, TOM
WBOF, Virginia Beach, Va.

— M —

MACK, ELLYN
KBUR, Burlington, Iowa
MADDEN, PAT
KASH, Eugene, Ore.
MAGUIRE, KENNETH F.
WLSH, Lansford, Pa.
MARCO, RAY
WTOR, Torrington, Conn.
MARTIN, DICK
WWDC, Washington, D.C.
MAUPIN, REX
WBKB, Chicago, Ill.
MAXWELL, STANLEY E.
WJLK, Asbury Park, N.J.
MAYBERRY, EVELYN
WMTS, Murfreesboro, Tenn.
MEADOWS, JANE
WHIS-TV, Bluefield, W. Va.
MEFFORD, CHUCK
WMAK, Nashville, Tenn.
MELIS, JOE
Tonight Show
NBC-TV
MENTZER, EARL
WJEJ, Hagerstown, Md.
MERCER, KEN
WMFJ, Daytona Beach, Fla.
METCALFE, ROBERT E.
WOHI, East Liverpool, Ohio
METCHNEK, BILL
WCCO-TV, Minneapolis-St. Paul, Minn.
MICHAEL, MIKE
KDMS, El Dorado, Ark.
MILES, IVAN
WGST, Atlanta, Ga.
MILLER, BERNICE
WAMY, Amory, Miss.
MILLER, WILJOHN
WTRL, Bradenton, Fla.
MIRETTI, AUDREY
KAIM, Honolulu, Hawaii



HANK SYLVERN

Composer — Conductor — Arranger

MU. 8-6600

DAVID ROSE

MITCHELL, BOB
KFI, Los Angeles, Calif.
MITCHELL, PAUL
Jewelry Bar, Hymn Time
KYTV, KWTO, Springfield, Mo.
MITROPOULOS, DIMITRI
The New York Philharmonic
CBS
MOORE, VERN
KIDO-TV, Boise, Idaho
MORGAN, BETTY
WMIX, Mt. Vernon, Ill.
MORGAN, RON
WESX, Salem, Mass.
MORRIS, JOHN
KSAL, Salina, Kan.
MOSER, CLYDE
WTAR, WTAR-TV, Norfolk, Va.
MOSLEY, AL
WGTM, Wilson, N.C.
MOSLEY, EDGAR
KREM, Spokane, Wash.
MUNROE, WALTER
CKOY, Ottawa, Ontario
MURFF, FRED
WLAC, WLAC-TV, Nashville, Tenn.
MURPHY, JOHN R.
WTLB, Utica, N.Y.
MURRAY, DEAN
KBON, Omaha, Neb.
MURRELL, DELORES
WKIS, Orlando, Fla.

— N —

NALL, HAROLD
WFNS, Burlington, N.C.
NALLE, BILLY
Studio One, CBS-TV
Kraft Theatre, NBC-TV
NAYFA, NAJLA
KTOK, Oklahoma City, Okla.
NEAL, PAUL E.
WBNE-TV, Columbus, Ohio
NELMS, BILL
WTAX, Springfield, Ill.
NEWCOMER, DONNA
WILS, Lansing, Mich.
NEWELL, MILDRED
KONG, Visalia, Calif.
NEWSOM, RITA
KNLR, N. Little Rock, Ark.
NICKERSON, JOE
WWLP, Springfield, Mass.
NOBLES, MONA MERLE
WMIE, Miami, Fla.

— O —

O'CONNOR, R.
WRSA, Saratoga Springs-Glens Falls, N.Y.
O'CONNOR, THOMAS H.
WBMD, Baltimore, Md.
OLIVER, RICHARD
WAAB, Worcester, Mass.
OLSON, WALLACE
WCCO, WCCO-TV, Minneapolis, Minn.
O'NEILL, JOSEPH
KVOO, Tulsa, Okla.
OPHEIM, DON
KSEL, Lubbock, Tex.

— P —

PAGE, DOROTHY E.
WPAY, Portsmouth, Ohio
PAGE, RONNIE
WKDA, Nashville, Tenn.
PALMER, BILL
Romper Room
WTVN-TV, Columbus, Ohio
PARNOV, MOSHE
WTIC-TV, Hartford, Conn.
PARK, BARBARA
KGHI, Little Rock, Ark.
PARKER, BILL
KNUJ, New Ulm, Minn.
PARRINO, TED
KRLD, KRLD-TV, Dallas, Tex.
PARRISH, JACK
WEKY, Richmond, Ky.

PAUL, LES

B. June 9, Waukesha, Wis.; Big Record, Jimmy Dean Show, CBS

PAVEY, RICHARD
WJLB, Detroit, Mich.
PENA, JOSIE
KOBE, Las Cruces, N.M.
PETERS, JIMMY
WAVZ, New Haven, Conn.
PETERSON, CHARLES
KENE, Toppenish, Wash.
PETERSON, ROBERT
WHAP, Hopewell, Va.
PETERSON, SANDRA
KLMS, Lincoln, Neb.
PETRILLO, CAESAR
WBBM-TV, Chicago, Ill.
PETRILLO, LEE
WCFL, Chicago, Ill.
PHILIPS, JOHN
WCHF, Chippewa Falls, Wis.
PHILLIPS, GENE
WMAN, Mansfield, Ohio
PHIPPS, LOUELLA
KGBX, Springfield, Mo.
PICARD, MARVIN
WDCF, Dade City, Fla.
PILDNER, HENRY
WGAR, Cleveland, Ohio
PIPKIN, SHIRLEY
KFSA, KFSA-TV, Fort Smith, Ark.
PORTER, BOYD JR.
KTRE, KTRE-TV, Lufkin, Tex.
POURNELLE, RUTH
KBYR, Anchorage, Alaska
PRICE, DOROTHY
WJAR-TV, Providence, R.I.
PRICE, JEANETTE
KLIK, Jefferson City, Mo.
PRICE, JOHN
WHVH, Henderson, N.C.
PURNELL, DOLLY
WREN, Topeka, Kan.
PURSLEY, FRANK
WLVA, WLVA-TV, Lynchburg, Va.

— R —

RASE, BILL
KCRA, KCRA-TV, Sacramento, Calif.
RASKIN, JUNE
WGNY, Newburgh, N.Y.
REAM, LEE
WRTA, Altoona, Pa.
RECORE, ARVIE
WLWD, Dayton, Ohio
REDWINE, JOHN G.
WMTN, Morristown, Tenn.
REEVE, KEITH
WVAM, Altoona, Pa.
REILING, JACK
WAAF, Chicago, Ill.
REPINE, BURT
WRVA, Richmond, Va.
REYNOLDS, JACK
KELP, KELP-TV, El Paso, Tex.
REYNOLDS, MICKEY
KOMA, Oklahoma City, Okla.
REYNOLDS, TOM
WOR, WOR-TV, MBS, New York, N.Y.
RICHARDS, JACK
WEIM, Fitchburg, Mass.
RICHARDS, STAN
WORL, Boston, Mass.
RICHARDSON, KAY
KRSN, Los Alamos, N.M.
RICHARDSON, PETE
WJBS, DeLand, Fla.

RIDDLE, NELSON

B. June 1, 1921, Hackensack, N. J.; Arranger-Conductor, "The Frank Sinatra Show," ABC-TV

RIGHTER, G. H.
WATN, Watertown, N.Y.
RIPOSO, TONY
Magic Toy Shop Jamboree
ROBINSON, ROBIN
WTSL, Hanover, N.H.
ROGERS, BILL
KFDA, Amarillo, Tex.
ROGERS, CHUCK
KGMC, Englewood, Col.
ROHR, JACK V.
WCBM, Baltimore, Md.
ROSAS, GIL
KEY-T, Santa Barbara, Calif.

ROSE, DAVID

B. June 24, London, England; Red Skelton Show, Shower of Stars, CBS-TV; Woolworth Hour, CBS; Pasadena Pops Playhouse KNXT

ROSE, RAYMOND
KGAS, Carthage, Tex.
ROSS, LEN
KDB, Santa Barbara, Calif.
ROSS, TONY
WBBW, Youngstown, Ohio
RUMMINGER, BARBARA
WMUU, Greenville, S.C.
RUSSELL, CHARLES
KVFC, Cortez, Col.
RYAN, GENE (MISS)
WEJL, Scranton, Pa.

— S —

SAFRANSKI, EDDIE
The Georgia Gibbs Show
NBC-TV

SANFORD, CHARLES

Bob Hope Show, Beatrice Lillie, Show of Shows, Max Liebman Presents, Jerry Lewis Show, Patrice Munsel Show, NBC-TV

SAUNDERS, DOROTHY
KCLS, Flagstaff, Ariz.
SCHOENKOPF, SANDRA
KSON, San Diego, Calif.
SCHRADER, JOHN
WHAS, WHAS-TV, Louisville, Ky.
SCHULTZ, STEVE
WOR-TV, New York, N.Y.
SCHULZ, DALE
KBMO, Benson, Minn.
SCHWARCK, RUTH
KICD, Spencer, Iowa
SCOTT, RAYMOND
Your Hit Parade
NBC-TV
SCOTT, SHIRLEY
WSYL, Sylvania, Ga.
SCOTT, TED R.
KULA, KULA-TV, Honolulu, Hawaii
SEESE, LUCILLE K.
WSAZ-TV, Huntington, W. Va.
SEGREST, CHARLES
KPAC, KPAC-TV, Port Arthur, Tex.
SENIORS, BILL
WOBS, Jacksonville, Fla.
SEVERE, HOWARD
WHEC, WHEC-TV, Rochester, N.Y.

SHAINDLIN, JACK

20th Century-Fox, Columbia; Louis deRochemont Prods.; Coral, Mercury Records

SHEFFER, GLEN
WKVA, Lewiston, Pa.
SHELLADY, ROBERT
KXIC, Iowa City, Iowa
SHELLEY, LIBBEY
KCHV, Coachella, Calif.
SHEPHERD, ESTHER
WAAG, Adel, Ga.
SHERMAN, JOHN
KVOS, Bellingham, Wash.
SHIEBLER, FLL
WALK, Patchogue, N.Y.
SHOOP, DAVE
WHP, WHP-TV, Harrisburg, Pa.
SHORES, ALICE
WKOW, Madison, Wis.
SIMPSON, JOHN
KOTA, KOTA-TV, Rapid City, S.D.
SIMPSON, JOY
WIMO, Winder, Ga.
SKINNER, THOMAS
WIEL, Elizabethtown, Ky.
SMITH, DON
WRRF, Washington, N.C.
SMITH, FRANK
WBBM-TV, Chicago, Ill.
SMITH, GARDNER
WHEN, WHEN-TV, Syracuse, N.Y.
SMITH, TRELLIS
KSMO, Salem, Mo.
SNYDER, GEORGE Y.
WSAN, Allentown, Pa.
SONTAG, GEORGE
WOC, WOC-TV, Davenport, Iowa
SPENCER, HARRY
WBTM, Danville, Va.
STANGRY, VIRGINIA
WGTO, Cypress Gardens, Fla.
STANZIOLA, JOHN
WAZL, Hazleton, Pa.
STELLGES, DON
KEX, Portland, Ore.
STENSLAND, WARNER
KVNC, Winslow, Ariz.
STEPHENS, DAVE
WCAU-TV, Philadelphia, Pa.
STEPHENS, ROBERT
WCDL, Carbondale, Pa.
STERLING, LOWELL
Hoedown Jamboree
KOTA-TV, Rapid City, S.D.
STEWART, NORMA
WJPF, Herrin, Ill.
STILL, PATRICIA
KNET, Palestine, Tex.
STOKE, CLIFFIE
KXLA, Pasadena, Calif.
STRAUS, DON
KXLL, Missoula, Mont.
STRICKLAND, ANDRE
WAGR, Lumberton, N.C.
STUART, EARL
WWJ-TV, Detroit, Mich.
STUART-VAIL, ROBERT
WCRB, Boston, Mass.
SWANSON, GLEN
KDEN, Denver, Col.

SYLVERN, HENRY (HANK)

B. Mar. 26, Brooklyn, N. Y.; Studio One, CBS-TV; Comic Weekly Man, NBC; ABC-Paramount

— T —

TANAKA, GEORGE
KONA-TV, Honolulu, Hawaii

TAUBMAN, PAUL

Twenty-One, Tic Tac Dough, Edge of Night, You're On Your Own, Winky Dink and You, Bride and Groom

TAYLOR, BILL
KBIM, Roswell, N.M.
TAYLOR, LIB
WRAP, Norfolk, Va.
TERTZAKIAN, JERRY V.
KBTN, Neosho, Mo.
THOMALE, TINY
Midday Roundup & Hayloft Hoedown
WHAS-TV, Louisville, Ky.
THOMAS, FRANK
WCGC, Belmont, N.C.
THOMAS, PEG
KSTR, Grand Junction, Col.
THOMPSON, MAURICE
Teen Tempos
WLBT, Jackson, Miss.
THORNAL, MRS. JACKIE
WIS, WIS-TV, Columbia, S.C.
TOMLINSON, CLAUDE
WIVK, Knoxville, Tenn.
TOWERS, DEL
WKKO, Cocoa, Fla.
TOWNSEND, WALLY
CKLW, CKLW-TV, Detroit, Mich.
TRAMMELL, LYNN
WBAP, WBAP-TV, Fort Worth, Tex.
TRAVERS, GUY
WIPA, Annapolis, Md.
TRENDLER, ROBERT
Teen Club
WGN-TV, Chicago, Ill.
TRENT, STEVE
WABJ, Adrian, Mich.
TROTTER, JOHN SCOTT
The George Gobel Show
NBC-TV
TURNER, DORICE
WEBQ, Harrisburg, Ill.
TURNER, HARRY
KGHL, KGHL-TV, Billings, Mont.

— U —

UNDERWOOD, JEAN
KICO, Calexico, Calif.
UNDERWOOD, LIZ
WRNL, Richmond, Va.

— V —

VABER, ALAN D.
WSBS, Gt. Barrington, Mass.
VanHATTEM, HENRY
WFUR, Grand Rapids, Mich.
VAN ROY, ROBERT
KLOG, Kelso, Wash.
VEST, DONNA
KCRB, Chanute, Kan.
VON EHRENKROOK, COELA
KHEP, Phoenix, Ariz.
VOORHEES, DONALD
The Telephone Hour
NBC

— W —

WADE, PEGGY
WCEH, Hawkinsville, Ga.
WAGNER, WILLIAM R.
WCRE, CHERAW, S.C.
WALKER, DON
Your Hit Parade
NBC-TV
WALKER, EDWARD C.
WFLA, WFLA-TV, Tampa, Fla.
WALKER, HENRY
WEDO, McKeesport, Pa.
WALKER, LEE
KVEL, Vernal, Utah
WALL, JOHN
WMPM, Smithfield, N.C.
WALTHOUR, MAXINE
WKMH, Dearborn-Detroit, Mich.
WARD-STEINMAN, DAVID
KDBS, Alexandria, La.
KLLA, Leesville, La.
WARE, RUTH
KLPW, Union, Mo.
WARLAND, G. D.
KJFJ, Webster City, Iowa
WARREN, JAMES
KXA, Seattle, Wash.

WAYNE, BERNIE

Composer, Author, Director, Free-Lance

WAYNE, ROGER
WHLI, Hemstead, N.Y.
WEED, BUDDY
Johnny Pearson Show
ABN
WEEKS, DICK
KTAC, Tacoma, Wash.
WEISS, DICK
WGBA, Columbus, Ga.
WELCH, VIRGINIA
KWBB, Wichita, Kan.
WEST, ROY J.
WMRO, Aurora, Ill.
WHALEN, TOM
KILT, Houston, Tex.
WHEELEHAN, FREDERICK
WGMA, Hollywood, Fla.
WHEELER, RON
KTAT, Frederick, Okla.
WHITE, ALBERT
KCBS, San Francisco, Calif.
WHITE, SHIRLEY
WCHV, Charlottesville, Va.
WHITMAN, STANLEY
WENE, Binghamton, N.Y.
WIERMAN, PAUL
WCUB, Manitowoc, Wis.
WILCOX, DONNA
KBOL, Boulder, Col.
WILLIAMS, DEL
WIMS, Michigan City, Md.
WILLIAMS, INEZ
KFH, Wichita, Kan.
WILLIAMS, JAMES
WGBG, Greensboro, N.C.
WILSON, BETTY
WWNC, Asheville, N.C.
WILSON, KENNETH
WHDH-TV, Boston, Mass.
WINTERS, JOSEPH
WTOW, Towson, Md.
WINTON, ED
KIXL, Dallas, Tex.
WOLFORD, DONALD
WKBN, WKBN-TV, Youngstown, Ohio
WOLFORD, PATI
KOLO-TV, Reno, Nev.
WOOD, J. B.
WGBF, Evansville, Ind.
WOODALL, DOUG
KOZE, Lewiston, Idaho
WOOLEY, LLOYD
WJRI, Lenoir, N.C.
WOOTEN, ROBERT
KSOP, Salt Lake City, Utah
WOOTEN, JANET
KMBC, Kansas City, Mo.
WULLKOTTE, BERNARD
WAVI, Dayton, Ohio

— Y —

YEAGER, ROBERT
WFBM-TV, Indianapolis, Ind.
YOUNG, CHUCK
KYW-TV, Cleveland, Ohio
YOUNGBLOOD, JIMMY
WPAD, Paducah, Ky.
YOUNTS, ELIZABETH M.
WEEB, Southern Pines, N.C.

— Z —

ZIMMERMAN, HARRY
The Dinah Shore Show
MBS, NBC-TV
ZWICK, MARSHALL
KXLW, St. Louis, Mo.

RADIO-TV WRITERS

Advertising Agency—Network—Free Lance and their work in 1957

— A —

ACE, GOODMAN
Perry Como Show
NBC-TV

ADAMSON, ED
F.B.I. in Peace and War
CBS

AFFELDER, PAUL
The Cleveland Orchestra; The Music Room; E. Power Biggs Organ Program
CBS

ALLEN, RAY
Dick and the Duchess
CBS-TV

ALLISON, ROBERT
Lamp Unto My Feet
CBS-TV

ALSBERG, ARTHUR
Bachelor Father
CBS-TV

APSTEIN, THEODORE
Alcoa-Goodyear, U. S. Steel, Matinee Theatre, NBC-TV

ARNOLD, DANNY
Lux Show Starring Rosemary Clooney
NBC-TV

ARNOLD, DANNY
Lux Show Starring Rosemary Clooney, NBC-TV

ARNOLD, ELLIS
Turn of Fate
NBC-TV

AURTHUR, ROBERT ALAN
Playhouse 90
CBS-TV

AZINE, HAROLD
Wide Wide World
NBC-TV

— B —

BACKUS, HENNY
Jim Backus Show
ABN

BAER, ART
Robert Q. Lewis Show
CBS

BAKER, HERBERT
Eddie Fisher Show
NBC-TV

BALDWIN, DON
Changing Times
CBS

BALLAD, RIC
Today
NBC-TV

BALZER, GEORGE
Shower of Stars; Jack Benny Show
CBS-TV

BARNES, BILLY
Gisele MacKenzie Show
NBC-TV

BARRETT, TONY
The Californians
NBC-TV

BARRINGTON, LOWELL
Meet McGraw
NBC-TV

BELLAK, GEORGE
Playhouse 90
CBS-TV

BENNETT, ROBERT C.
Sgt. Preston
CBS-TV

BENSFIELD, DICK
Adventures of Ozzie & Harriet
ABC-TV

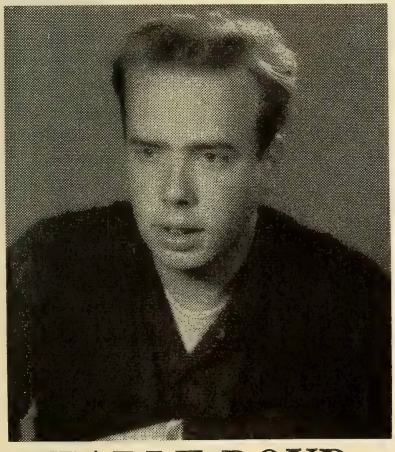
BERNSTEIN, LEONARD
New York Philharmonic Young People's Concerts
CBS-TV

BIXBY, CARL
Edge of Night
Life Can Be Beautiful

BLAKE, PEGGY
Backstage Wife
CBS

BLOOM, HAROLD
M-Squad
NBC-TV

BOGERT, VIN
The Garry Moore Show
CBS-TV



EARLE DOUD
(WRITER: COMEDY)

(Jack Paar — Bob and Ray)
(Steve Allen — Johnny Carson)
(Jackie Gleason — Jonathan Winters)
("Father Knows Best")

(*Representation*:)
ASHLEY-STEINER INC.)

CARL BIXBY

EDGE OF NIGHT

•

LIFE CAN BE BEAUTIFUL

•

TELEVISION

Sturges Highway Southport, Conn.

CLearwater 9-3275

BORETZ, ALVIN
Alcoa
Matinee Theater, NBC-TV
BOURJAILY, VANCE
Du Pont Show of the Month
CBS-TV
BRADFORD, JOHNNY
Chevy Show
NBC-TV
BRADY, FREDERIC
Meet McGraw; Turn of Fate
NBC-TV
BRANDEL, MARC
Turn of Fate
NBC-TV
BROOKS, JACK
George Gobel Show
NBC-TV
BROOKS, MARGOT
Romance of Helen Trent
CBS
BROOKS, MEL
Sid Caesar
ABC-TV
BROWN, G. CARLETON
The People's Choice
NBC-TV
BUBLICK, JUDITH
High Adventure with Lowell Thomas
CBS-TV
BULLOCK, HARVEY
Dick and the Duchess
CBS-TV
BURANELLI, PROSPER
High Adventure with Lowell Thomas
CBS-TV
BURNS, STAN
Steve Allen Show
NBC-TV
BURNS, WILLIAM
Burns & Allen
CBS-TV
BURT, FRANK
Dragnet
NBC-TV
BURTON, JAY
Perry Como Show
NBC-TV

— C —

CALMER, NED
Ned Calmer and the News
CBS
CAMERER, DAVE
Sports Time
CBS
CARROLL, BOB Jr.
The Lucille Ball - Desi Arnaz Show; I Love Lucy
CBS-TV
CARROLL, JEAN
Our Gal Sunday
CBS
CHARELL, LISSA
Today
NBC-TV
CHEVIGNY, HECTOR
Second Mrs. Burton
CBS
CLAIRE, LUDI
Du Pont Show of the Month
CBS-TV
CLAVER, BOB
Captain Kangaroo
CBS-TV
COHEN, HARRISON J.
Longines Symphonette
CBS
COLLEARY, BOB
Captain Kangaroo
CBS-TV
COLLINGWOOD, CHARLES
Charles Collingwood and the News
CBS
CONNELLY, JOE
Leave It To Beaver
CBS-TV
CONWAY, DICK
Life of Riley; Loretta Young Show
NBC-TV
COOL, GOMER
You Asked For It
ABC-TV
COOPERSMITH, JEROME
Big Story
COPPEL, ALEC
Turn of Fate
NBC-TV
CORCORAN, BOB
Modern Romances
NBC-TV
COTLER, GORDON
Mitch Miller Show
CBS
CRAMOY, MICHAEL
Dragnet
NBC-TV
CREAN, ROBERT
Peter and Mary Show
CBS
CROTHERS, GEORGE
Invitation to Learning
CBS
CUNNINGHAM, PAUL
Today
NBC-TV
CURTIS, CALLY
Do You Trust Your Wife
ABC-TV
CUTLER, STAN
Shirley Temple Storybook
NBC-TV

— D —

DALTON, DENNIS
Today
NBC-TV
DANA, BILL
Steve Allen Show
NBC-TV
DANK, MORT
The Morning News
CBS-TV
DAVIS, PHIL
The Thin Man
NBC-TV
DAVIS, STAN
Susan's Show
CBS-TV
DAVIS, WATSON
Adventures in Science
CBS
DEMLING, BILL
The Gary Moore Show
CBS-TV
DERMAN, LOU
December Bride
CBS-TV
DIAMOND, SELMA
Pat Boone Chevy Showroom
ABC-TV

DOUD, EARLE

B. Feb. 14, 1927, Chicago, Ill.; Bob and Ray, ABC-TV; Jack Paar, Jackie Gleason, CBS; Jack Paar, Steve Allen, Jonathan Winters, NBC-TV; Father Knows Best, Screen Gems

DOUGAL, BERNARD
Johnny Pearson Show
ABN
DOUGLAS, JACK
Tonight
NBC-TV
DOWNES, BARRY
Dotto
CBS-TV
DOZIER, ROBERT
Studio One
CBS-TV
DURANT, MARCIA
The Garry Moore Show
CBS-TV
DURKES, F. WILLIAM JR.
Shirley Temple Storybook
NBC-TV
DURSTON, DAVID
Your Hit Parade
NBC-TV

— E —

EDWARDS, BLAKE
Meet McGraw
NBC-TV
EHRLICH, MAX
Suspicion
NBC-TV
ELISON, DICK
For You
CBS
ELKIN, SAMUEL
Kraft
NBC-TV
ELLIOTT, JACK
The Big Record
CBS-TV
ELWARD, JAMES
U. S. Steel
CBS-TV
ENGELBACH, D.
Galen Drake Show
CBS
ETTLINGER, DON
Captain Grief, Kraft
NBC-TV
EVANS, CLIFF
Today
NBC-TV

— F —

FERRIN, FRANK
Andy's Gang
NBC-TV
FISHER, BOB
The People's Choice
NBC-TV
FITTS, MARGARET
Shirley Temple Storybook
NBC-TV

FORD, MARY

FOSTER, GEORGE
Perry Como Show
NBC-TV
FOSTER, NORMAN
Zorro
ABC-TV
FOWLER, KEITH
Burns & Allen
CBS-TV
FRANK, YASHA
Pinocchio
NBC-TV
FRANKEL, ELLIOT
Outlook
NBC-TV
FRIEDBERG, BILLY
Phil Silvers Show
CBS-TV

— G —

GABRIELSON, FRANK
Shirley Temple Storybook
NBC-TV
GARY, BEVERLY
Today
NBC-TV
GELBERT, LARRY
Patrice Munsel Show
ABC-TV
GETHERS, STEVEN
Lamp Unto My Feet, Goodyear, Look Up & Live, Kraft
GIDDING, NELSON
Sgt. Preston
CBS-TV
GILBERT, CRAIG
Let's Take a Trip
CBS-TV
GILER, BERNE
Playhouse 90
CBS-TV

GILL, FRANK JR.
The People's Choice
NBC-TV
GILLIS, JACKSON
Mickey Mouse Club
ABC-TV
GILROY, FRANK
Matinee Theater, Playhouse 90
GLICKMAN, WILL
Du Pont Show of the Month
CBS-TV
GOLDMAN, HAL
Shower of Stars; Jack Benny Show
CBS-TV
GOLDSTEIN, JESSE
Red Skelton Show
CBS-TV
GOODMAN, HAL
Steve Allen Show
NBC-TV
GORDON, AL
Shower of Stars; Jack Benny Show
CBS-TV
GORDON, SHELBY
U. S. Steel
CBS-TV
GORDON, SHIRL
Bob Cummings Show
NBC-TV

GOULD, WALTER J.

B. July 31, 1911, New York City, N. Y.; TV Film Commercials, All Nets; Walk Without Fear, NBC; Popcorn Theatre, Ramah, Syndication; Up For Parole, CBS.

GRABEL, DAN
Today
NBC-TV
GRANT, PERRY
Adventures of Ozzie & Harriet
ABC-TV
GREEN, MORT
Perry Como Show
NBC-TV
GUSSMAN, CHARLES
Road of Life
CBS

— H —

HAILEY, ARTHUR
U. S. Steel, Studio One
HALEY, HAL
The Morning News
CBS-TV
HANFF, HELENE
Matinee Theater
NBC-TV
HARGROVE, MARION
The Restless Gun
NBC-TV
HART, ED
Changing Times
CBS
HELM, HARVEY
Burns & Allen
CBS-TV
HENDERSON, JOHN T. JR.
The Woolworth Hour, CBS; Tournament of Roses Spectacular, CBS-TV; Matinee Theater, NBC-TV; Radio Novels
HENNING, PAUL
Bob Cummings Show
NBC-TV
HEPNER, ARTHUR
News; Outlook
NBC-TV
HERMAN, GEORGE
George Herman and the News
CBS
HESS, JOHN D.
Love of Life
CBS-TV
HEYWARD, DEKE
The Garry Moore Show
CBS-TV
HILL, WILLIAM
News; Outlook
NBC-TV
HINKLEY, DON
Steve Allen Show
NBC-TV
HOFFMAN, CHARLES
The Thin Man
NBC-TV
HOFFMAN, MILT
Rusty Draper Show
CBS
HOLLOWAY, JEAN
Shirley Temple Storybook
NBC-TV
HORNER, CHUCK
The Garry Moore Show
CBS-TV
HORWITT, ARNOLD
Vic Damone Show
CBS-TV
HOTCHNER, A. E.
Seven Lively Arts
CBS-TV
HURLEY, JOE
Seven Lively Arts
CBS-TV
HYAMS, JOE
Seven Lively Arts
CBS-TV

— J —

JACKSON, ALLAN
Allan Jackson and the News
CBS
JACOBSON, BILL
The Big Record
CBS-TV
JACOBY, COLEMAN
Phil Silvers Show
CBS-TV
JOELSON, BENJAMIN
Robert Q. Lewis Show
CBS
JOHN, BOBBIE
Dick Clark—Saturday Night
ABC-TV
JOHNSON, JOHANNA
Keyboard Concerts
CBS
JULIAN, ARTHUR
December Bride
CBS-TV
JUNKIN, HARRY W.
Modern Romances
NBC-TV

— K —

KAMMERMAN, ROY
Do You Trust Your Wife
ABC-TV
KEAN, EDWARD
Howdy Doody
NBC-TV
KELSEY, JACK
The Secret Storm
CBS-TV
KEMPLEY, WALTER
Tonight
NBC-TV
KEYES, PAUL
Tonight
NBC-TV
KIBBIE, ROLAND
Ford Show
NBC-TV
KINOY, ERNEST
Goodyear, Frontiers of Faith, Suspicion
KIRGO, GEORGE
Arlene Francis Show
NBC-TV
KLEIN, LARRY
Steve Allen Show
NBC-TV
KLING, WOODY
Robert Q. Lewis Show
CBS
KNOPF, CHRISTOPHER
The Restless Gun
NBC-TV

— L —

LACHMAN, MORT
Bob Hope Show
NBC-TV
LANGLEY, NOEL
Shirley Temple Storybook
NBC-TV
LARKIN, BILL
Bob Hope Show
NBC-TV
LEAR, NORMAN
Ford Show
NBC-TV
LEE, CHARLES
Bob Hope Show
NBC-TV
LEE, JAMES H.
Omnibus (Life of Sam. Johnson)
NBC-TV
LEHNER, JIM
Jim Backus Show
ABN
LEODS, HOWARD
Lux Show Starring Rosemary Clooney
NBC-TV
LESSING, NORMAN
Shirley Temple Storybook
NBC-TV
LeSUEUR, LARRY
Larry LeSueur and the News
CBS
LEVITT, GENE
The Californians
NBC-TV
LEWIS, MILTON
This Is Nora Drake
CBS
LEWIS, MORT
This Is Your Life
NBC-TV
LEWIS, PHIL
The Morning News
CBS-TV
LIPSCOTT, ALAN
The People's Choice
NBC-TV
LISS, JOE
Wide Wide World
NBC-TV
LOCKE-ELLIOTT, SUMNER
Alcoa Hour, Studio One
CBS-TV
LOWENWATER, PAUL
The World Tonight
CBS
LOWTHER, GEORGE
Matinee
NBC-TV
LUTER, JOHN
Special CBS News programs
CBS-TV
LYNCH, PEG
The Couple Next Door
CBS

— Mc —

McCLEERY, WILLIAM
Alcoa, Matinee
NBC-TV
McCRACKEN, EILEEN
Matinee
NBC-TV
McCRACKEN, RICHARD
Matinee
NBC-TV
McCUTCHEN, DICK
Today
NBC-TV
McGIFFERT, JOHN
Seven Lively Arts
CBS-TV

McGREEVEY, JOHN
The Californians
NBC-TV
McKAY, JIM
Saturday Sports Resume; Sunday Sports Resume
CBS
McKEAN, EDDY
Breakfast Club
ABN

— M —

MacLANE, ROLAND
Loretta Young Show; Life of Riley
NBC-TV
MAHONEY, CLAUDE
Radio Farm News
CBS
MANDEL, LORING D.
Seven Lively Arts
CBS-TV
MANN, ABBY
Studio One, Capt. Grief, Matinee
MARCUS, LARRY
M-Squad
NBC-TV
MARKES, LARRY JR.
Jack Paar Show
NBC-TV
MARMOR, HELEN
Today
NBC-TV
MARTIN, MADELYN
The Lucille Ball - Desi Arnaz Show; I Love Lucy
CBS-TV
MARX, MARVIN
Phil Silvers
CBS-TV
MELTZER, NEWTON
Kraft
NBC-TV
MENDREK, WILLIAM
True Story
NBC-TV
MESTON, JOHN
Gunsmoke
CBS, CBS-TV
MICHAELS, JOE
Today
NBC-TV
MILES, HANK
The Garry Moore Show
CBS-TV
MILLER, MERLE
Playhouse 90
CBS-TV
MILLER, PETE
Today
NBC-TV
MISROCK, HENRY
U. S. Steel
MITTLEMAN, RICK
You Asked For It
ABC-TV
MOLL, ELICK
Playhouse 90
CBS-TV
MONASTER, NATE
Bachelor Father
CBS-TV
MORRIS, MIKE
Arlene Francis Show
NBC-TV
MORROW, BILL
The Edsel Show
CBS-TV
MORSE, CARLETON E.
Kitty Foyle
NBC-TV
MOSEL, TAD
Playhouse 90
CBS-TV
MOSER, JAMES
Dragnet
NBC-TV
MOSHER, BOB
Leave It To Beaver
CBS-TV
MOURNE, WILLIAM
Studio One
CBS-TV
MURCOTT, JOEL
M-Squad
NBC-TV
MURROW, EDWARD R.
Edward R. Murrow with the News
CBS

— N —

NAGLER, BARNEY
Red Barbers Corner
NBC-TV
NEIMAN, IRVING GAYNOR
U. S. Steel
CBS-TV
NELSON, DON
Adventures of Ozzie & Harriet
ABC-TV
NEMSER, SANDRA
Answer, Please!
CBS
NEUMAN, E. JACK
Meet McGraw
NBC-TV
NEWMAN, ROBERT
City Hospital
CBS
NICHOLS, WILLIAM
Hallmark
NBC-TV
NISS, STANLEY
Walter Winchell File
ABC-TV
NIXON, AGNES
As The World Turns
CBS-TV
NORRIS, MARIANNA
Dance Orchestra; Saturday at the Chase; Stuart Foster Show
CBS

— O —

O'BRIEN, DAVE
Red Skelton Show
CBS-TV
ORKIN, HARVEY
Eddie Fisher Show
NBC-TV

— P —

PACKARD, ELON
George Gobel Show
NBC-TV
PARKER, RAY
House Party
CBS
PAUL, DUDLEY
O.S.S.
ABC-TV
PAUL, NORMAN
Burns & Allen
CBS-TV
PELLETIER, LOUIS
F.B.I. in Peace and War
CBS
PERELMAN, S. J.
Seven Lively Arts; Du Pont Show of the Month
CBS-TV
PERRIN, SAM
Shower of Stars; Jack Benny Show
CBS-TV
PEYSER, ARNOLD
Chevy Show
NBC-TV
PHILLIPS, IRNA
As The World Turns; The Guiding Light
CBS-TV
PHILLIPS, PAUL
This Is Your Life
NBC-TV
PICKARD, JOHN
Wendy Warren and the News
CBS
PICKARD, LARRY
Today
NBC-TV
POLLOCK, EILEEN
Brighter Day
CBS-TV
POLLOCK, ROBERT
Brighter Day
CBS-TV
PROVO, FRANK
Wendy Warren and the News
CBS

— Q —

QUEEN, ROBERT I.
Nick Kenny, WABD-TV; Tabloid Tales, WPIX-TV; Documentaries, WRCA-TV, WCBS-TV, WATV-TV; GNYF Documentaries, WABC-TV; WCBS-TV; WABD-TV
QUILLAN, JOE
Bing Crosby and His Friends; Eddie Fisher Show CBS-TV, NBC-TV

— R —

RAPP, JOHN
Bob Hope Show
NBC-TV
RAYNOR, BILL
Wild Bill Hickok
ABC-TV

REYNOLDS, SHELDON
Dick and the Duchess, CBS-TV

RIPLEY, BETTY
Merv Griffin Show
ABN
ROBIN, ALLEN
Do You Trust Your Wife
ABC-TV
ROBINSON, JOHN
Dragnet
NBC-TV
ROBINSON, MAURIE
Today
NBC-TV
RODMAN, HOWARD
Lamp Unto My Feet
CBS-TV
ROGERS, BOB
Gisele MacKenzie Show
NBC-TV
ROGERS, ROSWELL
Father Knows Best
NBC-TV
ROONEY, ANDREW A.
Seven Lively Arts
CBS-TV
ROSE, REGINALD
Studio One
CBS-TV
ROSEN, ARNIE
Phil Silvers Show
CBS-TV
ROSEN, MILTON
George Gobel Show
NBC-TV
ROSKAM, CLAIR
Lamp Unto My Feet, Camera Three
CBS-TV
ROSS, JEROME
Studio One
CBS-TV
RUDLEY, SARETT
Kitty Foyle
NBC-TV

RUTHMAN, BOB
Today
NBC-TV
RYAN, TERRY
Phil Silvers Show
CBS-TV

— S —

SAKS, SOL
Mr. Adams and Eve
CBS-TV
SANDLER, JESSE
Wide Wide World
NBC-TV
SAPINSLEY, ALVIN
Shirley Temple Storybook
NBC-TV
SARGENT, HERB
Steve Allen Show
NBC-TV
SCHILLER, BOB
The Lucille Ball - Desi Arnaz Show: I Love Lucy
CBS-TV
SCHRANK, JOSEPH
Shirely Temple Storybook
NBC-TV
SCHWARTZ, SHERWOOD
Red Skelton Show
CBS-TV
SCHWEITZER, SAMUEL S.
US Steel, Matinee
SCOTT, ROLAND
The Garry Moore Show
CBS-TV
SEELEN, JERRY
Pat Boone Chevy Showroom
ABC-TV
SERLING, ROD
Playhouse 90
CBS-TV
SEVAREID, ERIC
News Analysis
CBS
SHANNON, ROBERT
Dick and the Dutchess
CBS-TV
SHARNIK, JOHN
Special CBS News programs
CBS-TV
SHARP, PHIL
Phil Silvers Show
CBS-TV
SHAW, DAVID
Playhouse 90
CBS-TV
SHOENFELD, BERNARD
M-Squad
NBC-TV
SHUKEN, PHIL
Sally
NBC-TV
SILVERMAN, ED
Sports Focus
ABC-TV
SIMON, DANNY
Sid Caesar
ABC-TV
SIMON, MAYO
Studio One, Lamp Unto My Feet, Sid Caesar
SIMON, ROBERT A.
Classical Music For People Who Hate Classical Music
NBC
SLATE, LANE
U.N. In Action
CBS-TV
SLOANE, ALLAN
Indictment, Navy Log
CBS, ABC-TV
SLOCUM, CHARLIE
The Garry Moore Show
CBS-TV
SLOTE, LESLIE
Du Pont Show of the Month
CBS-TV
SMITH, FITZGERALD
Monitor
NBC
SMITH, HOWARD K.
Howard K. Smith and the News
CBS
SNYDER, HOWARD
Gisele MacKenzie Show
NBC-TV
SOCOLOW, SANFORD
Walter Cronkite with the News; The Sunday News Special
CBS-TV
SOLLIPHANT, STERLING
M-Squad
NBC-TV
SOMMERS, JAY
Adventures of Ozzie & Harriet
ABC-TV
SPARKS, FRED
High Adventure with Lowell Thomas
CBS-TV
SPARKS, WILL
Wide Wide World
NBC-TV
SPELLING, AARON
Playhouse 90
CBS-TV
STANDER, ARTHUR
The Danny Thomas Show
CBS-TV
STARK, SHELLY
Herb Oscar Anderson Show
ABN
STEIN, JOSEPH
Du Pont Show of the Month
CBS-TV
STERN, LEONARD
Steve Allen
NBC-TV
STEVENS, LESIE
Du Pont Show of the Month; Playhouse 90
CBS-TV
STEWART, MIKE
Sid Caesar
ABC-TV
SULLIVAN, NORMAN
Bob Hope Show
NBC-TV
SULTAN, ARNE
Polly Bergen Show
NBC-TV

— T —

TAYLOR, DOUGLAS
Big Story, US Steel
TEITELBAUM, DAVE
Today
NBC-TV
THOMAS, LOWELL JR.
High Adventure with Lowell Thomas
CBS-TV
THOMPSON, PALMER
Turn of Fate
NBC-TV
TOLKIN, MEL
Sid Caesar
ABC-TV
TOMBRAGEL, MAURICE
Sgt. Preston
CBS-TV
TOVROV, ORIN
Ma Perkins
CBS
TROUT, ROBERT
Robert Trout and the News
CBS
TWITEE, PAT (Miss)
Jim Reeves Show
ABN

— U —

UPTON, GABRIELLE
Shirley Temple Storybook
NBC-TV
USTINOV, PETER
Du Pont Show of the Month
CBS-TV

— V —

VENDIG, IRVING
The Edge of Night
CBS-TV
VICTOR, DAVID
The Restless Gun
NBC-TV
VLAHOS, JOHN
Studio One, Climax
VON FREMD, CHARLES
Radio News of America
CBS

— W —

WALDMAN, TOM
Lux Show Starring Rosemary Clooney
NBC-TV
WALLACE, ART
Armstrong, Goodyear
WANG, GENE
Perry Mason
CBS-TV
WARE, LEON
Turn Of Fate
NBC-TV
WARK, MARTIN
House Party
CBS
WASSERMAN, DALE
Studio One
WAYNE, FRANK
Beat the Clock
CBS-TV
WEDLOCK, HUGH
Gisele MacKenzie Show
NBC-TV
WEISKOPF, BOB
The Lucille Ball - Desi Arnaz Show; I Love Lucy
CBS-TV
WELLES, HALSTED
Suspicion
NBC-TV
WELLS, BOB
Chevy Show
NBC-TV
WESSON, DICK
Bob Cummings Show
NBC-TV
WEST, PAUL
Father Knows Best
NBC-TV
WHEDON, JOHN
Alcoa, Kraft
WHITE, LES
Bob Hope Show
NBC-TV
WILBUR, CAREY
The Californians
NBC-TV
WILLIS, MAGGIE
Allan Jackson and the News
CBS
WINKLER, HARRY
George Gobel Show
NBC-TV
WISHENGRAD, MORTON
CBS, NBC Specials
Frontiers of Faith
WOLFF, PERRY
Seven Lively Arts
CBS-TV
WORTH, MARVIN
Polly Bergen Show
NBC-TV

— Z —

ZELINKA, SID
Phil Silvers
CBS-TV



KLAVAN and FINCH

DISC JOCKEYS

RADIO AND TELEVISION

—their work during 1957

— A —

ACKERLEY, BOB
KOMO, KOMO-TV, Seattle, Wash.
ACTOR, ALLEN
WHIY, Orlando, Fla.
ADAMS, BOB
WAKE, Atlanta, Ga.
ADAMS, BOB
KNOE, KNOE-TV, Monroe, La.
ADAMS, DON
KLAS, Las Vegas, Nev.
ADKINS, ROBERT D.
KNEW, Spokane, Wash.
AGEE, BOB
WBIR-TV, Knoxville, Tenn.
AGEE, TOM
WINA, Charlottesville, Va.
AIKEN, LARRY
WEOA, WEHT, Evansville, Ind.
AIME, VIC
WNNJ, Newton, N. J.
ALBAN, DAVE
WALK, Patchogue, N. Y.
ALBERT, BILL
WLW, WLW-T, Cincinnati, Ohio
ALEXANDER, ERNIE
WIBR, Baton Rouge, La.
ALEXANDER, LEE
KECK, Odessa, Tex.
ALFORD, DICK
KXLR, N. Little Rock, Ark.
ALLDREDGE, JAY
WBRC, WBRC-TV, Birmingham, Ala.
ALLEN, ART
WABJ, WNEM-TV, Adrian, Mich.
ALLEN, CHUCK
WKHM, Jackson, Mich.
ALLEN, DON
WMFJ, Daytona Beach, Fla.
ALLEN, HERB
WESA, Charleroi, Pa.
ALLEN, MARK
WRAP, Norfolk, Va.
ALLEN, MILTON
KORA, Bryan, Tex.
ALLEN, OLIVER
WRAP, Norfolk, Va.
ALLEN, PERRY
KTLN, Denver, Colo.
ALLISON, LEON
KLAK, Lakewood, Colo.
ALLYN, JACK
WROV, Roanoke, Va.
ALONSO, IVO LUIS
KIFN, Phoenix, Ariz.
ANDERSEN, BERT
KTAC, Tacoma, Wash.
ANDERSON, ACE
WRMA, Montgomery, Ala.
ANDERSON, DON
KFH, Wichita, Kan.
ANDERSON, HARRY
KENO, Las Vegas, Nev.
ANDERSON, HERB OSCAR
Make Believe Ballroom
WABC, New York, N. Y.
ANDERSON, HOWARD
WLDB, Atlantic City, N. J.
ANDERSON, NORWOOD
WFMC, Goldsboro, N. C.
ANDERSON, SAMMY
WKAP, Allentown, Pa.
ANDREWS, DON
WSGW, Saginaw, Mich.
ANDREWS, JOHNNY
WTRC, Elkhart, Ind.
ANDREWS, PERRY
WBAL, WBAL-TV, Baltimore, Md.
ANTHONY, AL
KAFY, Bakersfield, Calif.
ANTHONY, CARMINE
WJJD, Chicago, Ill.
ANTHONY, WILLIAM D. JR.
WEED, Rocky Mount, N. C.
ANTOINE, TEX.
WRCA, WRCA-TV, New York, N. Y.
ARKELL, BUD
WANS, Anderson, S. C.
ARMSTRONG, BOB
WGUY, Bangor, Me.
ARMSTRONG, TOM
WGAR, Cleveland, Ohio
ARNOLD, BOB
WCSH-TV, Portland, Me.
ARNOLD, CHUCK
WIRL, Peoria, Ill.
ARNOLD, CHUCK
WSOK, Nashville, Tenn.
ASHTON, KEITH
KRAK, Stockton-Sacramento, Calif.
ATKINS, BILL
KDOK, Tyler, Tex.
ATWOOD, RUSS
WMAS, Springfield, Mass.
AUGELLO, JOE
WOHO, Toledo, Ohio
AYALA, MARCOS GARCIA
KIFN, Phoenix, Ariz.
AYLWARD, BILL
WMTR, Morristown, N. J.
AYLWARD, JIM
WREB, Holyoke, Mass.
AYRES, KIRBY
WEEX, Easton, Pa.

— B —

BABB, MORGAN
WSOK, Nashville, Tenn.
BACKLIN, JIM
KFYR, KFYR-TV, Bismarck, N. D.
BAHR, GIL
KUAM, KUAM-TV, Agana, Guam, M. I.
BAILEY, BOB
KENO, Las Vegas, Nev.
BAILEY, CHARLIE
WATO, Oak Ridge, Tenn.
BAILEY, CHARLIE
WJMX, Florence, S. C.
BAILEY, RUSS
KSOO, KSOO-TV, Sioux Falls, S. D.
BAKER, BILL
WSTN, St. Augustine, Fla.
BAKER, BILL
WIBC, Indianapolis, Ind.
BAKER, DICK
WPIN, St. Petersburg, Fla.
BALDWIN, BUD
WING, Dayton, Ohio
BALIR, DON
WHAY, New Britain, Conn.
BALLANCE, BILL
KFWB, Los Angeles, Calif.
BALLARD, DREW
KVMC, Colorado City, Tex.
BANGHART, KEN
WRCA, WRCA-TV, New York, N. Y.
BANKS, CHARLIE
WLSE, Wallace, N. C.
BANN, BOB
KWSO, Wasco, Calif.
BARBONE, TED
WFIN, Findlay, Ohio
BARKER, EDDIE
KWFT, Wichita Falls, Tex.
BARKLEY, ROGER
KALL, Salt Lake City, Utah
BARR, FRED
WWRL, New York, N. Y.
BARRETT, RONNIE
WDOK, Cleveland, Ohio
BARRIE, JOE
WKAN, Kankakee, Ill.
BARRY, GENE
WING, Dayton, Ohio
BARRY, JACK
WILM, Wilmington, Del.
BARTELL, PAUL
WFOX, Milwaukee, Wis.
BARTON, FRED
WANE, WANE-TV, Ft. Wayne, Ind.
BARTON, KEARNEY
KTW, Seattle, Wash.
BASSETT, BOB
WHIM, Providence, R. I.
BATH, JIM
KALB, KALB-TV, Alexandria, La.
BAXTER, GORDON
KTRM, Beaumont, Tex.
BEACH, RON
KNOT, Prescott, Ariz.
BEAL, GEORGE
WRGS, Rogersville, Tenn.
BEALL, BOB
KODI, Cody, Wyo.
BEASLEY, BUZZ
KATZ, St. Louis, Mo.
BEATTIE, GEORGE III
KWBY, Colorado Springs, Colo.
BECK, LEW
KAWL, York, Neb.
BEEM, ART
Hillbilly Hit Parade
KLRA, Little Rock, Ark.
BEKAS, TONY
WNAR, Norristown, Pa.
BELL, BILL
KLX, Oakland, Calif.
BELL, DAN
WNOK, WNOK-TV, Columbia, S. C.
BELL, JACK
KAGE, Riverside, Calif.
BELLAIRS, MAL
WBBM-TV, Chicago, Ill.
BELYEA, BRITT
WKXL, Concord, N. H.
BENHAM, DICK
WBET, Brockton, Mass.
BENNETT, BILL
WDGY, Minneapolis, Minn.
BENNETT, JOHN
WNNJ, Newton, N. J.
BENNICK, DICK
WTOB, Winston-Salem, N. C.
BENSON, CHUCK
WHFB, Benton Harbor, Mich.
BENSON, RED
WPEN, Philadelphia, Pa.
BENTON, LOU
KFDM, KFDM-TV, Beaumont, Tex.
BERNAM, MEL
WAMS, Wilmington, Del.
BERRES, KEN
WKAN, Kankakee, Ill.
BERRY, BILL
WDBO, Orlando, Fla.
BERRY, BILL
WDSU, WDSU-TV, New Orleans, La.



PAT JORDAN



WES McWAIN

THE WHEEL OF CHANCE

THE BIG DECISION

MUTUAL

BERRY, PETE
WBRK, Pittsfield, Mass.
BETZER, DANNY
KGBX, Springfield, Mo.
BIGGS, TED
KWHN, Fort Smith, Ark.
BIRCHER, BILL
WTNJ, Trenton, N. J.
BISHOP, GORDON
WSTV-TV, Steubenville, Ohio
BISHOP, BENNY
WLDB, Atlantic City, N. J.
BLACKWELL, KEN
WCRS, Greenwood, S. C.
BLAINE, JOHN
WMRI, Marion, Ind.
BLAIR, HARRY
WGL, Fort Wayne, Ind.
BLAIR, RAY
WRRR, Rockford, Ill.
BLAKE, PETER
WKIT, Garden City, N. Y.
BLANTON, OTIS
WLBJ, Bowling Green, Ky.
BLEVINS, KENNETH
WTTH, Port Huron, Mich.
BLOCK, MARTIN
Make Believe Ballroom
WABC, New York, N. Y.
BLOOD, RUSSELL W.
WLOB, Portland, Me.
BLOOM, LYNN
WMRF, Lewistown, Pa.
BLY, DAN
WWNC, Asheville, N. C.
BOARDMAN, GAEL
WWSR, St. Albans, Vt.
BOLENDER, DICK
WBRK, Pittsfield, Mass.
BOLLER, PHIL
WKHM, Jackson, Mich.
BONNER, ED
KXOK, St. Louis, Mo.
BONNEWITH, DICK
WEOK, Poughkeepsie, N. Y.
BOONE, CHUCK
KFGO, Fargo, N. D.
BOOTH, SID
KFRU, Columbia, Mo.
BOSMAN, JOHN
WABI, Bangor, Me.
BOULDIN, ART
WICH, Norwich, Conn.
BOURQUE, WARREN
WNLC, New London, Conn.
BOYD, MIKE
WGAY, Silver Spring, Md.
BRADLEY, BOB
WRBL, WRBL-TV, Columbus, Ga.
BRADLEY, MIKE
KOIL, Omaha, Neb.
BRADSHAW, JOHN
WBOF, Virginia Beach, Va.
BRADY, ED
KNBC, San Francisco, Calif.
BRADY, JOSH
WBBM-TV, Chicago, Ill.
BRANDT, DEL
KLMS, Lincoln, Neb.
BRANSOME, BILL
WCAU-TV, Philadelphia, Pa.
BRAY, ED
WALT, Tampa, Fla.
BRENNAN, TOM
KFBI, Wichita, Kan.
BRENNEN, TOM
KRKD, Los Angeles, Calif.
BRENT, GENE
WHTN-TV, Huntington, W. Va.
BRIEN, RAY
KLUB, Salt Lake City, Utah
BRODE, BUDDY
WNAR, Norristown, Pa.
BROOKHART, GARY
WCEF, Parkersburg, W. Va.
BROOKS, AL
WISH, WISH-TV, Indianapolis, Ind.
BROOKS, FRANK
WRVA, Richmond, Va.
BROWN, BILL
WNEB, Worcester, Mass.
BROWN, DICK
WTRY, Troy, N. Y.
BROWN, JOHNNY
WROK, Rockford, Ill.

BROWN, TED & REDHEAD

WMGM, New York, N. Y.

BROWN, THACK
WJEJ, Hagerstown, Md.
BROWN, TOM
WHK, Cleveland, Ohio
BROWNING, BILL
KFMB, KFMB-TV, San Diego, Calif.
BRUCE, JACK
WNAX, Yankton, S. D.
BRUSH, BARRY
WGSM, Huntington, N. Y.
BRYAN, CHARLIE
WSMB, New Orleans, La.
BRYAN, JERRY
KAWL, York, Neb.
BRYANT, BRISTOE
WJLB, Detroit, Mich.
BUDD, MILTON H.
WMBD, WMBD-TV, Peoria, Ill.
BUECHLER, JOHN
WRIT, Milwaukee, Wis.
BUEHLMAN, CLINT
WBEN, WBEN-TV, Buffalo, N. Y.
BUERRY, JOE
WJWL, Georgetown, Del.
BUHANAN, DALE
KSUB, Cedar City, Utah
BULLOCK, S.
WSPN, Saratoga Springs, N. Y.
BURGESS, PHIL
WNIX, Springfield, Vt.
BURKES, STEVE
WMOX, Meridian, Miss.
BURKS, SPIDER
KSTL, St. Louis, Mo.
BURNETT, JIM
WHBC, Canton, Ohio
BURNS, EDDIE
WLBS, Birmingham, Ala.
BURNS, GARY
KBAM, Longview, Wash.
BURNS, RAY
KVRC, Arkadelphia, Ark.

BURNS, STAN

Entertainment Press Conference, DuMont; NBC Monitor; Cerebral Palsey Telethon, WOR-TV; Stan Burns Show, WINS

BURNS, TOMMY
KMA, KMTV, Shenandoah, Iowa
BURNS, WALT
KOCS, Ontario, Calif.
BURROUGHS, LARRY
KPHO, KPHO-TV, Phoenix, Ariz.
BURTON, RED
WHVH, Henderson, N. C.
BUSHNELL, DOWELL
KGKB, Tyler, Tex.
BUSSELL, JERRY
WALB, WALB-TV, Albany, Ga.
BUTLER, CLIFF
WLOU, Louisville, Ky.
BYRD, JIMMY
WSRC, Durham, N. C.

— C —

CAIN, BOB
WJW, WJW-TV, Cleveland, Ohio
CALDWELL, DONN
WHLL, Wheeling, W. Va.
CALHOUN, BOB
KCLA, Pine Bluff, Ark.
CALLAHAN, CHARLES
WESB, Bradford, Pa.
CAMACHO, CESAR
KCOR, KCOR-TV, San Antonio, Tex.
CAMERON, GEORGE
WEAV, Plattsburg, N. Y.
CAMILLI, JIMMY
WCSS, Amsterdam, N. Y.
CAMPAGNA, VINCE
KPMC, Bakersfield, Calif.
CAMPBELL, DEWITT
WAVI, Dayton, Ohio
CAMPBELL, JOE
WDOS, Oneonta, N. Y.
CAMPBELL, OLIN
WFNS, Burlington, N. C.
CAMPO, BOB
WHJB, Greensburg, Pa.
CANN, HILMAR
KSRO, Santa Rosa, Calif.
CANNON, STEVE
WLOL, Minneapolis, Minn.
CANTU, BOB
KWIZ, Santa Ana, Calif.
CAPPS, JIMMY
WPTF, Raleigh, N. C.
CAPPS, RUSSELL
WRAL, WRAL-TV, Raleigh, N. C.
CARD, DEX
WGAN, Portland, Me.
CARDEN, JOHN
WROK, Rockford, Ill.
CARDWELL, JACK
WAIP, Mobile, Ala.
CARIDAS, WILLIAM
WHOK, Lancaster, Ohio
CARLE, LARRY
WOND, Pleasantville, N. J.
CARLSON, WARREN
WKNE, Keene, N. H.
CARMICHAEL, ROBERT L.
KNEW, Spokane, Wash.
CARNEY, JACK
WIL, St. Louis, Mo.
CARR, DICK
WBNY, Buffalo, N. Y.
CARRIGAN, SYD
WBRM, Marion, N. C.
CARROLL, GODWIN
WCSC, WCSC-TV, Charleston, S. C.
CARROLL, RAY
WICC, WICC-TV, Bridgeport, Conn.
CARROLL, ROGER
K-GAY, Salem, Ore.
CARTER, JAMES
WOIC, Columbia, S. C.
CARTWRIGHT, DON
KSUB, Cedar City, Utah
CASE, GEORGE & MARILU
WSAI, Cincinnati, Ohio
CASSADAY, BILL
KARK, KARK-TV, Little Rock, Ark.
CASSELL, BARRY
WCAU-TV, Philadelphia, Pa.
CASTLEBERRY, EDDIE
WMBM, Miami Beach, Fla.
CATE, LOU
WFBG-TV, Altoona, Pa.
CATLIN, DOUG
WBLT, Bedford, Va.
CAVANAUGH, JOHN
WAMW, Washington, Ind.
CECIL, CHUCK
KFI, Los Angeles, Calif.
CERVERA, ERNESTO
KWKW, Pasadena, Calif.
CHAMBERLAIN, DON
KGMB, KGMB-TV, Honolulu, T. H.
CHAMBERS, BOB
WSPB, Sarasota Fla.
CHAMPION, JESSE
WJLD, Birmingham, Ala.
CHAPEAU, TED
WZOK, Jacksonville, Fla.
CHARLES, NICK
WSLB, Ogdensburg N. Y.

CHARLES, PRESTON
WAGA, WAGA-TV, Atlanta, Ga.
CHARNELL, JAN
KWIL, Albany, Ore.
CHASE, GENE
WIL, St. Louis, Mo.
CHECK, RAY
WNLK, Norwalk, Conn.
CHENOWETH, JACK
WAKR-TV, Akron, Ohio
CHESSER, SHORTY
WHAS, WHAS-TV, Louisville, Ky.
CHICK, JOHN
KRMG, Tulsa, Okla.
CHILDRESS, LeROY
Mt. Airy, N. C.
CHRISCO, RON
KHEY, El Paso, Tex.
CHRISTIAN, JOHN
WEEP, Pittsburgh, Pa.
CHURCHES, GLENN
KCRA, KCRA-TV, Sacramento, Calif.
CHURCHILL, DON
KEEN, San Jose, Calif.
CIMINO, RICK
KJOY, Stockton, Calif.
CLARK, DEL
WJJD, Chicago, Ill.
CLARK, GORDON
KOGT, Orange, Tex.
CLARK, JAY
WAVZ, New Haven, Conn.
CLARK, NEIL
WBBA, Pittsfield, Ill.
CLARKE, EDDIE
WHB, Kansas City, Mo.
CLAXTON, DAVE
WSLB, Ogdensburg, N. Y.
CLEMENTS, WAYNE
WMEV, Marion, Va.
CLOPTON, CALVIN
KFSA, WFSA-TV, Fort, Smith, Ark.
CODY, WAYNE
WMAY, WMAY-TV, Springfield, Ill.
COLBY, CAL
WDRC, Hartford, Conn.
COLE, BOB
KABC, KABC-TV, Los Angeles, Calif.
COLEMAN, JERRY
RSEL, Lubbock, Tex.
COLEMAN, KING
WFEC, Miami, Fla.
COLLINS, AL
KALL, Salt Lake City, Utah
COLLINS, DAVE
WHTN-TV, Huntington, W. Va.
COLLINS, GEORGE
WKPT, Kingsport, Tenn.
COLLINS, JIM
WAMM, Flint, Mich.
COLONE, ANN
WGL, Fort Wayne, Ind.
COLONNA, VIC
WFUN, Huntsville, Ala.
COLUMBINE, RUSS
KMYR, Denver, Colo.
CONKLIN, MIKE
WBYS, Canton, Ill.
CONNELL, PAT
WNJR, Newark, N. J.
CONRAD, RUSS
KEX, Portland, Ore.
CONTI, LARRY
WSTV-TV, Steubenville, Ohio
CONWAY, KEN
KMHT, Marshall, Tex.
COOK, BILL
WVMC, Mt. Carmel, Ill.
COOK, DICK
WBRN, Big Rapids, Mich.
COOK, ED
WLOU, Louisville, Ky.
COOK, JACK
WNOK, WNOX-TV, Columbia S. C.
COOLEY, JOHN
WGAY, Silver Spring, Md.
COONTZ, EDDIE
KOMA, Oklahoma City, Okla.
COOPER, BOB
KIHN, Hugo, Okla.
COOPER, TERRY
KCHI, Chillicothe, Mo.
CORDIC, REGE
KDKA, KDKA-TV, Pittsburgh, Pa.
COUCILL, BOB
WWBZ, Vineland, N. J.
COUGHLIN, LEIS
WENY, Elmira, N. Y.
COVINGTON, BILL
WGTC, Greenville, N. C.
COVINGTON, FRED
WGST, Atlanta, Ga.
COX, FORREST
WJDX, WLBT, Jackson, Miss.
COX, JOE
WINN, Louisville, Ky.
COY, JOHNNY
WIRL, Peoria, Ill.
CRAIG, CHUCK
WHBC, Canton, Ohio
CRAWFORD, JIM
WBTM, Danville, Va.
CRAWFORD, PAUL
KTXN, Austin, Tex.
CREVELING, JOHNNY
WJET, Erie, Pa.
CROMWELL, JAMES
KTBB, Tyler, Tex.
CROWELL, GEORGE
KHJ, KHJ-TV, Los Angeles, Calif.
CROWELL, JAMES E.
WPRC, Lincoln, Ill.
CROWLEY, MORT
KIMN, Denver, Colo.
CUMMINGS, AL
KING, KING-TV, Seattle, Wash.
CUMMISKEY, BOB
WCCC, Hartford, Conn.
CURRY, BILL
WIS, WIS-TV, Columbia, S. C.
CURTIS, RAY
KPHO, KPHO-TV, Phoenix, Ariz.

— D —

DAHLGREN, BOB
WAVE, WAVE-TV, Louisville, Ky.
DALE, BOBBY
KFGO, Fargo, N. D.
DALTON, BOB
WTOP, WTOP-TV, Washington, D. C.
DANIEL, NATE
KCRS, Midland, Tex.
DANIELS, TIM
WKBL, Covington, Tenn.
DANN, HARVEY
WJAG, Norfolk, Neb.
DARY, ALAN
WBZ, WBZA, WBZ-TV, Boston-Springfield, Mass.
DAUGHTRY, DAVID
WTRP, La Grange, Ga.
DAVENPORT, DON
WEKZ, Monroe, Wis.
DAVID, TOBY
CKLW, CKLW-TV. Detroit, Mich.
DAVIDSON, LEE
WKIP, Poughkeepsie, N. Y.
DAVIES, BUD
CKLW, CKLW-TV, Detroit, Mich.
DAVIS, BRAD
WACE, Springfield-Chicopee, Mass.
DAVIS, EARL
KTHS, KTHV, Little Rock, Ark.
DAVIS, HERB
WEAM, Arlington, Va.
DAVIS, JOHN
WFAU, Augusta, Me
DAVIS, NIAL
WKLC, St. Albans, W. Va.
DAVIS, RON
WREN, Topeka, Kan.
DAVIS, SONNY
WNNC, Newton, N. C.
DAVIS, STAN
KOCY, Oklahoma City, Okla.
DAVIS, TONY
WTSL, Hanover, N. H.
DAWES, BILL
WCPO, Cincinnati, Ohio
DAY, CARL
WCSI, Columbus, Ind.
DEANE, JOE
WBBF, WCBF-TV, Rochester, N. Y.
DeBARDELABEN, BOB
WLEE, Richmond, Va.
DEEGAN, MICHAEL
WJMJ, Philadelphia, Pa.
DeHARO, TONY
KGKO, Dallas, Tex.
DEHART, VIRGIL
KTNT, Tacoma, Wash.
DEITRICK, HARRY A.
WATO, Oak Ridge, Tenn.
DEKLE, ANSEL
WKTG, Thomasville, Ga.
DELACROIX, RICHARD
WJBW, New Orleans, La.
DeLAND, JIM
WWJ, WWJ-TV, Detroit
DE LARA, MARIO
WHOM, New York, N. Y.
DEMAREE, PAUL
KVOM, Morrilton, Ark.
DENNIS, LOU
WBRY, Waterbury, Conn.
DERRICK, CHARLES
WOIC, Columbia, S. C.
DESTOCKIE, BOB
WPAY, Portsmouth, Ohio
DEVON, PRU
WQXR, New York, N. Y.
DeWITT, CHUCK
WPIN, St. Petersburg, Fla.
DEXTER, RON
KCBD, KCBD-TV, Lubbock, Tex.
DIAZ, JUAN R.
WHOM, New York, N. Y.
DICKEY, GENE
WBBC, Flint, Mich.
DILL, FRANK
WGR-TV, Buffalo, N. Y.
DILLON, EDDIE
KVOR, Colorado Springs, Colo.
DINGMAN, R.
WSPN, Saratoga Springs, N.Y.
DiROMA, DICK
WJWG, Conway, N. H.
DI SALVO, HUGO
WIOU, Kokomo, Ind.
DIX, MIKE
KTSM, El Paso, Tex.
DIXON, DAVE
KATZ, St. Louis, Mo.
DODD, ESTHER K.
WNCA, Silver City, N. C.
DODD, JIM
WGST, Atlanta, Ga.
DODDS, DAR
WGTO, Cypress Gardens, Fla.
DOGGETT, TOM
KORE, Eugene, Ore.
DOLAN, TOM
WJZM, Clarksville, Tenn.
DOLL, KENNY
WSVA-TV, Harrisonburg, Va.
DONALD, VIVIAN
WAIP, Mobile, Ala.
DORRIS, LEE
WBEE, Chicago, Ill.
DOUGHERTY, CHUCK
WQAM, Miami, Fla.
DOUGHERTY, CHUCK
KQV, Pittsburgh, Pa.
DOUGLAS, BOB
WDLC, Port Jervis, N. Y.

DOUGLAS, SAM
WXOK, Baton Rouge, La.
DOUGLAS, STAN
WTWN, St. Johnsbury, Vt.
DOWNEY, GEORGE
WNEB, Worcester, Mass.
DOWNIE, HARRY
WICC, WICC-TV, Bridgeport, Conn.
DOWNING, CLYDE
WRRR, Rockford, Ill.
DRAKE, FRANK
WGH, Norfolk-Newport News, Va.
DRAPER, BILL
WKXY, Sarasota, Fla.
DRESEN, GEORGE
WLCX, La Crosse, Wis.
DREWS, BOB
KOIL, Omaha, Neb.
DROWN, DOUG
WTWN, St. Johnsbury, Vt.
DRU, GORDIE
KBKW, Aberdeen, Wash.
DU BLON, JACK
KWFR, San Angelo, Tex.
DU BOSE, PAUL
WKAB, Mobile, Ala.
DUCK, ORM
KPLT, Paris, Tex.
DUFF, GLEN
WVCH, Chester, Pa.
DU MONT, OSCAR
WKDN, WKDN-TV, Camden, N. J.
DUNBAR, JERRY
WBEL, Beloit, Wis.
DUNBAR, JIM
WDSU, WDSU-TV, New Orleans, La.
DUNBAR, TAD JR.
KNET, Palestine, Tex.
DUNCAN, JIM
WGGH, Marion, Ill.
DUNN, TOM
WPEO, Peoria, Ill.
DuPUY, MONTY
WFBC-TV, Greenville, S. C.
DURHAM, ERNIE
WJLB, Detroit, Mich.

— E —

EATON, GORDON
WCCO, WCCO-TV, Minneapolis, Minn.
EATON, JACK
WMC, WMCT, Memphis, Tenn.
EBBESEN, HARRY
KYNT, Yankton, S. D.
ERBERHART, Prof. WALTER C.
WEW, St. Louis, Mo.
ECKELBARGER, DAN
WKAM, Goshen, Ind.
EDDY, FORREST
KBHS, Hot Springs, Ark.
EDWARD, BILL
WRVM, Rochester, N. Y.
EDWARDS, CHUCK
KSET, El Paso, Tex.
EDWARDS, GENE
KILT, Houston, Tex.
EDWARDS, HOWARD
KONO, San Antonio, Tex.
EDWARDS, JIM
WPFA, Pensacola, Fla.
EDWARDS, LEW
KIT, Yakima, Wash.
EDWARDSEN, BILL
WGY, Schenectady, N. Y.
EIGEN, JACK
WMAQ, WNBQ, Chicago, Ill.
ELKINS, TOM
WOC, WOC-TV, Davenport, Iowa
ELLIOTT, BOB
KENT, Shreveport, La.
ELLIOTT, DON
WSAN, Allentown, Pa.
ELLIS, TOM
KVET, Austin, Tex.
ELLSWORTH, JACK
WALK, Patchogue, N. Y.
ELSE, MICKEY
KSD, KSD-TV, St. Louis, Mo.
ENGEBRETSON, HAL
KGYW, Vallejo, Calif.
ENNIS, CHUCK
WREN, Topeka, Kan.
ENTLEY, BOB
WKLC, St. Albans, W. Va.
ERBE, GALE
KHEP, Phoenix, Ariz.
ERICKSON, ROALL
KMO, Tacoma, Wash.
ETZEL, JACK
KWHK, Hutchins, Kan.
EVANS, BOB
KWKC, Abilene, Tex.
EVANS, DICK
KTUL, KTUL-TV, Tulsa, Okla.
EVANS, FRANK
WHBO, Tampa, Fla.

— F —

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KVOC, Casper, Wyo.
FALCON, BOB
WNAV, Annapolis, Md.
FARMER, JERRY
WFMO, Fairmont, N. C.
FARRAYE, LOU
WDBJ, WDBJ-TV, Roanoke, Va.
FARRELL, BATES
WKMH, Dearborn-Detroit, Mich.
FATMAN, LLOYD
WHAT, Philadelphia, Pa.
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WAAF, Chicago, Ill.
FEATHERSTONE, BOB
KFDA, Amarillo, Tex.
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WEBC, Duluth, Minn.
FENNELL, GEORGE
WHIL, Boston-Medford, Mass.



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WPIK, Alexandria, Va.
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WMAM, Marinette, Wis.
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KFWB, Los Angeles, Calif.
FIELD, ELLIOT
KILT, Houston, Tex.
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FILE, AUGIE
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FILIPIAK, STEVE
WHRV, Ann Arbor, Mich.
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KVBC, Farmington, N. M.
FINN, GREG
WORL, Boston, Mass.
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WNOE, New Orleans, La.
FISHER, GEORGE
WBBQ, Augusta, Ga.
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FLANNAGAN, BOB
WMBG, Richmond, Va.
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WAEB, Allentown, Pa.
FLOCKER, DAVE
WLIP, Kenosha, Wis.
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WLEA, Hornell, N. Y.
FLOOD, HAROLD
WKRM, Columbia, Tenn.
FLOOD, JOE
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WCMR, Elkhart, Ind.
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WMBS, Uniontown, Pa.

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WNEW, New York, N. Y.

FORD, HONEYBOY
WSRC, Durham, N. C.
FORD, LEE ALLEN
WAPX, Montgomery, Ala.
FORD, MILTON Q.
WOL, Washington, D. C.
FORD, TED
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WITH, Baltimore, Md.
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WAHR, Miami Beach, Fla.
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WGBB, Freeport, N. Y.
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KSST, Sulphur Springs, Tex.
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WILS, Lansing, Mich.

— G —

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WHYN, WHYN-TV, Springfield, Mass.
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KCCT, Corpus Christi, Tex.
GOOD, DALE
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GOODNIGHT, AL
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— H —

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WWVA, Wheeling, W. Va.
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KONE, Reno, Nev.

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KFQD, Anchorage, Alaska
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KCMJ, Palm Springs, Calif.
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WMRP, Flint, Mich.
HILL, BOB
WNAX, Yankton, S. D.
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KSJO, San Jose, Calif.
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MBS
HOLMES, ROGER
WAMS, Wilmington, Del.
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KWEL, Midland, Tex.
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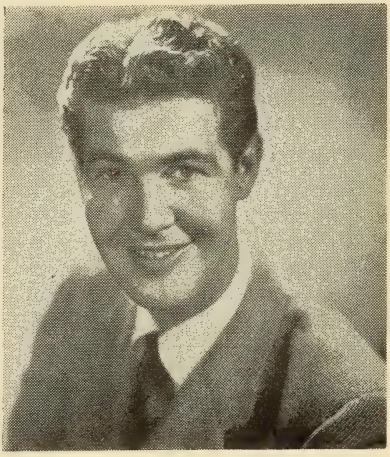
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New York 20, N. Y.



JIM LOWE

WCBS RADIO DOT RECORDS

LYNKER, JOHN
WSKN, Saugerties, N. Y.
LYNN, FRED
KWTO, Springfield, Mo.
LYONS, BOBBY
WQAM, Miami, Fla.

— Mc —

McALLISTER, TOM
WGBF, Evansville, Ind.
McCARTHY, JOHN
WPEP, Taunton, Mass.
McCARTHY, RED
WHGB, Harrisburg, Pa.
McCARTHY, TOM
WCPO-TV, Cincinnati, Ohio
McCORMACK, FRANK
WHWB, Rutland, Vt.
McCORMACK, JACK
WIRK, West Palm Beach, Fla.
McCOY, ROGER
WAJR, Morgantown, W. Va.
McCOY, RON
KLUB, Salt Lake City, Utah
McCULLOUGH, JOHN
WNDU, WNDU-TV, South Bend, Ind.
McDANIEL, WINFRED
KSYL, Alexandria, La.
McDONALD, RUSTY
K-LYN, Amarillo, Tex.
McGLAMMERY, WENDELL
WWNS, Statesboro, Ga.
McGUIRE, MAC
WPEN, Philadelphia, Pa.
McHONE, BOB
WHAP, Hopewell, Va.
McILVAIN, BURT
WMT-TV, Cedar Rapids, Iowa
McINROY, SAM
WNBT, Wellsboro, Pa.
McKEAN, BILL
WJPA, Washington, Pa.
McKEE, BOB
WAKE, Atlanta, Ga.
McKEE, DAVE
WANS, Anderson, S. C.
McKENZIE, ED
WXYZ, WXYZ-TV, Dertoit, Mich.
McKINSTRY, TED
KRAM, Las Vegas, Nev.
McLAUGHLIN, JIM
WRTA, Altoona, Pa.
McLEAN, BILL
KAKE, KAKE-TV, Wichita, Kan.
McLEAN, PHIL
WERE-TV, Cleveland, Ohio
McMAHON, PAT
WOC, WOC-TV, Davenport, Iowa
McMONAGLE, TERRY
KTAC, Tacoma, Wash.
McMULLIN, JACK
WMBS, Uniontown, Pa.
McNAMARA, BOB
KXRO, Aberdeen, Wash.
McNAMARA, PAUL
WEJL, Scranton, Pa.
McNARON, KEN
WMEN, Tallahassee, Fla.
McNEELEY, MARTY
WJR, Detroit, Mich.
McNULTY, TERRY
WSCR, Scranton, Pa.
McPHEARSON, CHUCK
WWNS, Statesboro, Ga.
McPHERSON, HUGH
WCHS, WCHS-TV, Charleston, W. Va.
McROBERTS, EARL
KDAY, Hollywood, Calif.

McWAIN, WES
Mutual

— M —

MacINTIRE, RUSS
WSTP, Salisbury, N. C.
MACK, BILL
WEDC, Chicago, Ill.
MACK, JIMMY
WISH, WISH-TV, Indianapolis, Ind.
MACK, STANLEY
WDGY, Minneapolis, Minn.
MacKAMY, KENT
WICH, Norwich, Conn.
MacKECHNIE, Wm. A. R.
KIST, Santa Barbara, Calif.
MacKINNON, DON
KABC, KABC-TV, Los Angels, Calif.
MADDOX, KATHY
WMCK, McKeesport, Pa.
MADER, JAMES
WKOW, WKOW-TV, Madison, Wis.
MAGNUS, JOHN
KGFJ, Los Angeles, Calif.
MAHAFFEY, BOB
WLOX, Biloxi, Miss.
MAHER, JAY
WWON, Woodsocket, R. I.
MAHER, PHIL
KMNS, Sioux City, Iowa
MAKKAI, AL
KCNA, Tucson, Ariz.
MALLIN, JACK
WCYB, WCYB-TV, Bristol, Va.
MANGLASS, JOE
WWHG, Hornell, N. Y.
MARGGROFF, NORMAN
WMIL, Milwaukee, Wis.
MARINE, FRANK
KSTR, Grand Junction, Colo.
MARION, JOHN
WEEI, Boston, Mass.
MARLOWE, BILL
WBZ, WBZA, WBZ-TV, Boston-Springfield, Mass.
MARLOWE, BOB
WHKP, Hendersonville, N. C.
MARLOWE, JAY
KTNT, Tacoma, Wash.
MARSH, RAYMOND
WEAT, West Palm Beach, Fla.
MARSHALL, JERRY
WMGM, New York, N. Y.
MARSHALL, MAJOR JR.
WEEB, Southern Pines, N. C.
MARSTON, STAN
KULA, KULA-TV, Honolulu, Hawaii
MARTIN, JAN
WFOX, Milwaukee, Wis.
MARTIN, JOE
WOW, WOW-TV, Omaha, Neb.
MARTIN, JOHNNY
WINN, Louisville, Ky.
MARTIN, LARRY
WJAR-TV, Providence, R. I.
MARVIN, DAVE
WIZE, Springfield, Ohio
MASON, BOB
WSAT, Salisbury, N. C.
MASON, CHARLES
WJMX, Florence, S. C.
MASON, JERRY
WYZE, Atlanta, Ga.
MASSEY, BOB
WJNO, West Palm Beach, Fla.
MATHERS, JOHN
KSDA, Redding, Calif.
MATHIS, JERRY
KBRO, Bremerton, Wash.
MATTHEWS, BUCK
WJR, Detroit, Mich.
MATTS, TOM
KTEM, Temple, Tex.
MAXWELL, BOB
WWJ, WWJ-TV, Detroit, Mich.
MAY, MAURY
KTOW, Oklahoma City, Okla.
MAY, STEVE
WADK, Newport, R. I.
MAYER, BILL
WRCV-TV, Philadelphia, Pa.
MAYER, KEN
WBOS, Boston, Mass.
MAYNARD, JOE
KSET, El Paso, Tex.
MEADERS, RAY
WXOK, Baton Rouge, La.
MEATH, EDDIE
WHEC, WHEC-TV, Rochester, N. Y.
MELVILLE, ROLLIE
KGGM, KGGM-TV, Albuquerque, N. M.
MENDINE, MARTIN
KCSJ, Pueblo, Colo.
MERL, BOB
KCLS, Flagstaff, Ariz.
MERRELL, JOHNNY
KFH, Wichita, Kan.
MERRILL, ART
WVEC, Hampton, Va.
MERRIT, NEAL
KRIC, Beaumont, Tex.
MERTZ, BILL
WVKO, Columbus, Ohio
MICHAEL, JAY
WCAE, Pittsburgh, Pa .
MICHAELS, JOHN
WOKY, Milwaukee, Wis.
MIDDLETON, ROBERT
WWSC, Glens Falls, N. Y.
MIEIR, JOE
KEYY, Provo, Utah
MILES, JOE
WFMO, Fairmont, N. C.
MILLDYKE, BILL
KGFW, Kearney, Neb.
MILLER, BILL
WGKV, Charleston, W. Va.
MILLER, DICK
WRBC, Jackson, Miss.
MILLER, EDWARD
WLAN, WLAN-TV, Lancaster, Pa.
MILLER, GARRY
WHKK, Akron, Ohio
MILLER, HARVEY
WHAT, Philadelphia, Pa
MILLER, JOHNNY
KRLC, Lewiston, Idaho
MILLER, KENNETH
KVOG, Ogden, Utah
MILLER, LES
KENS-TV, San Antonio, Tex
MILLER, NEAL
WSGN, Birmingham, Ala
MILLER, OTTO
KGB, San Diego, Calif.
MILLER, ROSS
WTIC-TV, Hartford, Conn.
MILLS, CHUCK
KNOT, Prescott, Ariz.
MILLS, ELVIN
WLOS, WLOS-TV, Asheville, N. C.
MILLS, JIM
WMAQ, WNBQ, Chicago, Ill.
MILLS, LUTHER
WEBC, Duluth, Minn.
MILLS, PAUL
WALE, Fall River, Mass.
MILNER, GENE
WIP, Philadelphia, Pa.
MILTON, JUD
KROD, KROD-TV, El Paso, Tex.
MINTER, JACK
KHEY, El Paso, Tex.
MITCHEL, PAUL
WSAN, Allentown, Pa.
MITCHELL, BILL
WPET, Greensboro, N. C.
MITCHELL, BOB
KXOL, Ft. Worth, Tex.
MITCHELL, FRED
WOHO, Toledo, Ohio
MITCHELL, RODNEY
WKLX, Paris, Ky.

MOAN, HAL
KOMO, KOMO-TV, Seattle, Wash.
MOELLER, BILL
KUEN, Wenatchee, Wash.
MOFFETT, CHUCK
WKOW, WKOW-TV, Madison, Wis.
MONGOLD, BOB
KAUS, KMMT-TV, Austin, Minn.
MONSON, PAUL
WSPR, Springfield, Mass.
MONTGOMERY, BOB
WPET, Greensboro, N. C.
MOORE, ART
WMFJ, Daytona Beach, Fla.
MOORE, BILL
KREX, Grand Junction, Colo.
MOORE, BOB
WKTY, La Crosse, Wis.
MOORE, CHARLES
WGSM, Huntington, N. Y.
MOORE, JACK
KJOE, Shreveport, La.
MOORE, JIM
WTOC, WTOC-TV, Savannah, Ga.
MORENO, BUDDY
WHHM, Memphis, Tenn.
MORGAN, BILL
WMAK, Nashville, Tenn.
MORGAN, HAL
WGAR, Cleveland, Ohio
MORGAN, MIKE
WELM, Elmira, N. Y.
MORRIS, JACK
KLX, Oakland, Calif.
MORRIS, ROY
WAPO, Chattanooga, Tenn.
MORROW, DAN
WKXY, Sarasota, Fla.
MORTON, BROOKS
WTOL, Toledo, Ohio
MORTON, JAY
WEDO, McKeesport, Pa.
MORTON, LOU
WQXI, Atlanta, Ga.
MORTON, ROSS
WWHG, Hornell, N. Y.
MOSS, DAN
WTOC, WTOC-TV, Savannah, Ga.
MOTTERN, TOM
WBIR-TV, Knoxville, Tenn.
MOYLE, WILL
WVET, WVET-TV, Rochester, N. Y.
MOYNIHAN, JOHN
WGAW, Gardner, Mass.
MULCAHY, PAUL
WESO, Southbridge, Mass.
MULHOLLAND, ROSS
WHRV, Ann Arbor, Mich.
MULL, JACK
WEEX, Easton, Pa.
MURDOCK, JACK
WMAN, Mansfield, Ohio
MURPHY, BILL
KANN, Sinton, Tex.
MURPHY, HAL
WSAZ-TV, Huntington, W. Va.
MURRAY, JOHNNY
WQXI, Atlanta, Ga.
MUSGRAVE, BOB
KWFR, San Angelo, Tex.
MYERS, PETE
WHKK, Akron, Ohio

— N —

NABER, DAVE
WVMC, Mt. Carmel, Ill.
NAKAI, RAYMOND
KCLS, Flagstaff, Ariz.
NAVA, MILT
KWKW, Pasadena, Calif.
NEAGLE, DON
WKCT, Bowling Green, Ky.
NEAVERTH, DAN
WBNY, Buffalo, N. Y.
NEELY, JAY
WGBB, Freeport, N. Y.
NELSON, ART
KABC, KABC-TV, Los Angeles, Calif.
NELSON, CHUCK
KBAM, Longview, Wash.
NELSON, DON
WQUA, Moline, Ill.
NELSON, GENE
KRAK, Stockton-Sacramento, Calif.
NELSON, LOUIS
WGH, Norfolk-Newport News, Va.
NELSON, RALPH
WSTC, Stamford, Conn.
NELSON, TIM
WTIV, Titusville, Pa.
NESBIT, BILL
WCAE, Pittsburgh, Pa.
NESBITT, JIM
WYMB, Manning, S. C.
NEUBERGER, STAN
WEKZ, Monroe, Wis.
NEWCOMB, ALAN
WBT, Charlotte, N. C.
NEWMAN, BOB
WKAP, Allentown, Pa.
NICHOLS, ROY
KXLR, N. Little Rock, Ark.
NICKSON, NICK
WBBF, WCBF-TV, Rochester, N. Y.
NIELSEN, MARK JR.
KKOG, Ogden, Utah
NILSEN, ANDY
KLAN, Renton, Wash.
NIXON, JOE
KRKD, Los Angeles, Calif.
NIXON, MILT
WGEE, Indianapolis, Ind.
NOBLES, GENE
WLAC, WLAC-TV, Nashville, Tenn.
NOE, BOB
WBEL, Beloit, Wis.
NORDMEYER, BOB
WKID, Champaign-Urbana, Ill.
NORGARD, BOB
WFRO, Fremont, Ohio
NORMAN, ALAN
WJIM, WJIM-TV, Lansing, Mich.
NORMAN, BOB
WAVZ, New Haven, Conn.
NORMAN, HAL
KGHF, Pueblo, Colo.
NORMAN, HAL
KFDM, KFDM-TV, Beaumont, Tex.
NORMAN, JOSEPH
KICO, Calexico, Calif.
NORMAN, ROBBIE
WSYL, Sylvania, Ga.
NORTH, JOHN
WEAM, Arlington, Va.
NORTON, BOBBY
KFJI, Klamath Falls, Ore.
NORTON, NORMAN
KTEL, Walla Walla, Wash.
NOVAK, DICK
KGW, KGW-TV, Portland, Ore.
NUZUM, BILL
WKWK, Wheeling, W. Va.

— O —

OAKES, TEXAS JIMMIE
WTCR, Ashland, Ky.
OBERLEY, J.
WIZE, Springfield, Ohio
O'BRIEN, BILL
WHHY, Montgomery, Ala.
O'DAY, HAPPY
KYES, Roseburg, Ore.
ODDIS, RAY
WJET, Erie, Pa.
O'DELL, MAURICE
WJAN, Spartanburg, S. C.
O'GRADY, JOE
WTTH, Port Huron, Mich.
O'HARA, BOB
WILS, Lansing, Mich.
O'HARA, JIM "SHAMUS"
WOKY, Milwaukee, Wis.
O'HARA, LEE
WESX, Salem, Mass.
O'HARA, MARTY
WDEV, Waterbury, Vt.
O'HARA, TOD
WILD, Boston, Mass.
OLDS, MIKE
KWEW, Hobbs, N. M.
O'LEARY, FRANK
WJOL, Joliet, Ill.
O'LEARY, JIM
KBIG, Avalon, Calif.
OLIVE, GRAY
WMSC, Columbia, S. C.
OLIVER, BILL
WKIS, Orlando, Fla.
OLNEY, DEL
KWJJ, Portland, Ore.
OLSEN, LEON
KIDO-TV, Boise, Idaho
OLSON, RAY
WSAL, Logansport, Ind.
O'NEAL, COLEMAN
WLSE, Wallace, N. C.
O'NEIL, CHUCK
WFEA, Manchester, N. H.
O'QUINN, JIMMY
KVMC, Colorado City, Tex.
ORR, JEROME
KELD, El Dorado, Ark.
ORTON, DEAN
KCRS, Midland, Tex.
OSLAND, NORM
KGRN, Grinnell, Iowa
OTIS, JOHNNY
KFOX, Long Beach, Calif.
OWEN, FRED
WYMB, Manning, S. C.
OWENS, GARY
WNOE, New Orleans, La.
OWENS, JESSE
WAAF, Chicago, Ill.
OWENS, MARION CHARLES
WELP, Easley, S. C.
OWENS, SHEILA
WEIC, Charleston, Ill.

— P —

PALEN, JIM
WOKZ, Alton, Ill.
PALLAN, ART
KDKA, KDKA-TV, Pittsburgh Pa.
PARDELLO, JAMES
KBMO, Benson, Minn.
PARIS, DON
WTRB, Ripley, Tenn.
PARKER, CY
WLOI, Laporte, Ind.
PARKER, EDDIE
WKGN, Knoxville, Tenn.
PARKER, TOM
KSIS, Sedalia, Mo.
PARKHURST, BOB
KRMG, Tulsa, Okla.
PARSONS, BEN
WRBL, WRBL-TV, Columbus, Ga.
PARSONS, BRUCE
WCTC, New Brunswick, N. J.
PARTRIDGE, DICK
WHIM, Providence, R. I.
PASQUALI, JOE
WVSC, Somerset, Pa.
PATE, JESSE
KTAN, Sherman, Tex.
PATRICK, JOHN
KDZA, Pueblo, Colo.
PAUL, NICK
KRLD, KRLD-TV, Dallas, Tex.
PAULEY, RICH
WFLA, WFLA-TV, Tampa, Fla.
PAWLAK, TONY
WFAM, WFAM-TV, Lafayette, Ind.
PAXTON, BOBBY
WFTW, Ft. Walton Beach, Fla.

PAXTON, TOM
WKY, WKY-TV, Oklahoma City, Okla.
PAYNE, LLOYD
WDXB, Chattanooga, Tenn.
PEABODY, DICK
KDEN, Denver, Colo.
PECK, R. H.
KGEM, Boise, Idaho
PELOQUIN, PETE
WCHF, Chippewa Falls, Wis.
PENNINGTON, MEL
KGBC, Galveston, Tex.
PEOPLES, JIMMY
WMTN, Morristown, Tenn.
PERKINS, GENE
KBOI, KBOI-TV, Boise, Idaho
PERRY, BOB
WCKR, Miami, Fla.
PERRY, CHARLES
WAVU, Albertville, Ala.
PERRY, JAY
WTOP, WTOP-TV, Washington, D. C.
PERRY, KEN
KXOA, Sacramento, Calif.
PERRY, PORTIA
WHAT, Philadelphia, Pa.
PERRY, TUT
WCDL, Carbondale, Pa.
PETERSON, ROLFE B.
KSL, KSL-TV, Salt Lake City, Utah
PETIT, BILL
WIDE, Biddeford, Me.
PETRIL, BOB
WAKU, Latrobe, Pa.
PHELAN, TOM
KREM, Spokane, Wash.
PHILLIPS, BILL
WBAX, Wilkes-Barre, Pa.
PHILLIPS, CHUCK
WEMP, Milwaukee, Wis.
PHILLIPS, ED
WSIX-TV, Nashville, Tenn.
PHILLIPS, JOSEPH A.
WDIX, Orangeburg, S. C.
PHILLIPS, WILLIAM
WDKN, Dickson, Tenn.
PHISTER, JOE
KIHO, Sioux Falls, S. D.
PICUS, LARRY
WSTN, St. Augustine, Fla.
PIERCE, ALLEN
WYZE, Atlanta, Ga.
PINGREE, FRANK
WKXL, Concord, N. H.
PLAUCHE, JOHN
KPEL, Lafayette, La.
PLEDGER, DOUG
KNBC, San Francisco, Calif.
PLYLER, DAVE
WGBG, Greensboro, N. C.
POLAND, SAM
WCHS, WCHS-TV, Charleston, W. Va.
POLEO, RON
WTNJ, Trenton, N. J.
POLLACK, FRANK
KRUX, Phoenix, Ariz.
POLLOCK, BOB
WCLT, Newark, Ohio
POMES, DON
WCAW, Charleston, W. Va.
POOLE, BOB
WBIG, Greensboro, N. C.
POOLE, JACK
WEAT, West Palm Beach, Fla.
PORTER, BOB
WJJD, Chicago, Ill.
PORTER, DON
KXL, Portland, Ore.
PORTER, ROLAND
WJAK, Jackson, Tenn.
PORWANIKI, LEO
WLIP, Kenosha, Wis.
POSKA, AL
KFI, Los Angeles, Calif.
POST, CHICK
WOCB, West Yarmouth, Mass.
POTTER, BOB
KCLO, Leavenworth, Kan.
POTTER, WILLIAM
WNLC, New London, Conn.
POWERS, JOE
WBMD, Baltimore, Md.
PRESLEY, BOB
KTBC, KTBC-TV, Austin, Tex.
PRICE, SAM
KMED, Medford, Ore.
PRIDE, ANDY
WILD, Boston, Mass.
PRIMIKIRIS, JOHN
WHDL, Olean, N. Y.
PRINCE, JIM
WSEV, Sevierville, Tenn.
PROVENSEN, DICK
KGFJ, Los Angeles, Calif.
PRUITT, AL
WDNC, Durham, N. C.
PUCKETT, TRUMAN
WJLD, Birmingham, Ala.
PUDNEY, EARLE
WGY, Schenectady, N. Y.
PUETT, GRADY
WLBS, Birmingham, Ala.
PUTNAM, DON
WBBZ, Ponca City, Okla.
PYLE, JACK
WIP, Philadelphia, Pa.

— Q —

QUAIN, TOM
WMAX, Grand Rapids, Mich.
QUAVE, MACKIE
WIS, WIS-TV, Columbia, S. C.
QUEENEY, JIM
KPAC, KPAC-TV, Port Arthur, Tex.
QUILLIN, TED
KFWB, Los Angeles, Calif.
QUIMBY, JOHN
KRNO, San Bernardino, Calif.
QUINTANA, VIRGINIA
KFLJ, Walseburg, Colo.

— R —

RADKA, AL
KFRE, KFRE-TV, Fresno, Calif.
RAE, BOB
KPMC, Bakersfield, Calif.
RAHMAN, BOB
WHEN, WHEN-TV, Syracuse, N. Y.
RALSTON, ELDRIDGE
WDRF, Chester, Pa.
RAMSEY, NICK
WFAA, WFAA-TV, Dallas, Tex.
RANDLE, BILL
WERE-TV, Cleveland, Ohio
RANKIN, BILL
KRTR, KWRB-TV, Thermopolis, Wyo.
RATNER, SOL
WFRP, Savannah, Ga.
RATTIGAN, JACK
WHOL, Allentown, Pa.
RAWE, RICK
WETZ, New Martinsville, W. Va.
RAY, FRANKIE
KOLO-TV, Reno, Nev.
RAY, JIMMY
KCUL, Ft. Worth, Tex.
RAYBALL, JOE
WHAV, Haverhill, Mass.
RAYMOND, HAL
WEEK, WEEK-TV, Peoria, Ill.
RAYMOND, JACK
WRIT, Milwaukee, Wis.
REDFEARN, BRAD
KLTI, Longview, Tex.
REED, B. MITCHEL
KFWB, Los Angeles, Calif.
REEVES, JACK
KTFS, Texarkana, Tex.
REID, CLARK
WJBK, WJBK-TV, Detroit, Mich.
REILLY, JIM
WISL, Shamokin, Pa.
REM, CHARLIE
WCOM, Parkersburg, W. Va.
RENNER, DEWEY
WPBC, Minneapolis, Minn.
RENO, DAVID
WPRC, Lincoln, Ill.
REVELES, DAN
KGFJ, Los Angeles, Calif.
REYNOLDS, BILL
KMOP, Tucson, Ariz.
REYNOLDS, LEO
KMOP, Tucson, Ariz.
REYNOLDS, RON
KCVR, Lodi, Calif.
REYNOLDS, RUSTY
KDOK, Tyler, Tex.
RICE, DICK
WSPD-TV, Toledo, Ohio
RICH, AL
WJAC, WJAC-TV, Johnstown, Pa.
RICHARD, PAUL
WSPD-TV, Toledo, Ohio
RICHARDS, DICK
KENS-TV, San Antonio, Tex.
RICHARDS, DON
KRGI, Grand Island, Neb.
RICHARDS, RON
KGVO, KMSO, Missoula, Mont.
RICHARDS, TONY
WLVA, WLVA-TV, Lynchburg, Va.
RICHARDSON, ART
WJQS, Jackson, Miss.
RICHARDSON, EARL
WFAM, WFAM-TV, Lafayette, Ind.
RICHARDSON, J. P.
KTRM, Beaumont, Tex.
RICHBOURG, JOHN
WLAC, Nashville, Tenn.
RICKARDS, REESE
WTAG, Worcester, Mass.
RIDGEWAY, JACK
KBLO, Hot Springs, Ark.
RIDGEWAY, JIM
KWKC, Abilene, Tex.
RIGGS, A. F. (BUTCH)
WIRO, Ironton, Ohio
RIGGS, TOMMY
WCAE, Pittsburgh, Pa.
RIGNEY, CHUCK
WMSR, Manchester, Tenn.
RILEY, JOHN
WFBG-TV, Altoona, Pa.
ROACH, MAC
KRIC, Beaumont, Tex.
ROBERTS, ART
WCUE, Akron, Ohio
ROBERTS, BILL
CJAD, Montreal, Quebec
ROBERTS, CHUCK
WDCF, Dade City, Fla.
ROBERTS, DON
KOA, Denver, Colo.
ROBERTS, HOWIE
WCFL, Chicago, Ill.
ROBERTS, JERRY
WBCM, Bay City, Mich.
ROBERTS, JOE
WFAA, WFAA-TV, Dallas, Tex.
ROBERTS, PAUL
KECK, Odessa, Tex.
ROBERTS, ROBERT A.
WMMW, Meridan, Conn.
ROBERTS, SID
WJJD, Chicago, Ill.
ROBERTS, STAN
WNBF-TV, Binghamton, N. Y.
ROBERTSON, ART
KWHN, Fort Smith, Ark.
ROBIN, BOB
WHB, Kansas City, Mo.
RODIO, JIM
WTTM, Trenton, N. J.
ROGERS, CHRIS
WKGN, Knoxville, Tenn.
ROGERS, LEE
KTHS, KTHV, Little Rock, Ark.

ROPER, PRES
WMAN, Mansfield, Ohio
ROSE, BILL
KAAA, Kingman, Ariz.
ROSE, CARL
WGKV, Charleston, W. Va.
ROSE, PHIL
KFBI, Wichita, Kan.
ROSE, RONALD
KSDA, Redding, Calif.
ROSE, TOMMY
KITN, Olympia, Wash.
ROSENBERG, DARYL
WIBV, Belleville, Ill.
ROSS, AL
WRC, WRC-TV, Washington, D. C.
ROSS, ED
WHLL, Wheeling, W. Va.

ROSS, LANNY

Jan. 19, 1906, Seattle, Wash.; Lanny Ross Show, WCBS, New York, N. Y.

ROSS, LEN
KDB, Santa Barbara, Calif.
ROTHMAN, MEL
WRIT, Milwaukee, Wis.
ROWAN, BILL
WCSS, Amsterdam, N. Y.
ROWE, DILLARD
WGFS, Covington, Ga.
ROWLAND, MARSHALL
WQIK, Jacksonville, Fla.
ROWLEY, DALE
KLMS, Lincoln, Neb.
ROWZIE, JACK
WWDC, Washington, D. C.
RULEY, TOM
WMRI, Marion, Ind.
RUMORE, DUKE
WSGN, Birmingham, Ala.
RUSH, RED
KYA, San Francisco, Calif.
RUSSEL, BARCLAY
WOAI-TV, San Antonio, Tex.
RUSSELL, TOM
WEEI, Boston, Mass.
RUTH, HERB
WCRO, Johnstown, Pa.
RYAN, CHARLES
WKYR, Keyser, W. Va.
RYAN, DAN
WBBW, Youngstown, Ohio
RYAN, JOE
WALL, Middletown, N. Y.

— S —

SAHLEY, ALBERT
WWNR, Beckley, W. Va.
SALEM, GEORGE
KWBY, Colorado Springs, Colo.
SALINE, MARLIN A.
KVNA, Flagstaff, Ariz.
SANDERS, BILL
WDXB, Chattanooga, Tenn.
SANDERS, ERNEST
WFRO, Fremont, Ohio
SANDERS, HANK
KBLO, Hot Springs, Ark.
SANDY, KEITH
CKEY, Toronto, Ontario
SANSOM, KENNETH
KSL, KSL-TV, Salt Lake City, Utah
SARASEN, ROBERT R.
WCCM, Lawrence, Mass.
SARGENT, KENNY
KGKO, Dallas, Tex.
SAUNDERS, AL
WSBA, WSBA-TV, York, Pa.
SAUNDERS, BRUCE
WSBT, South Bend, Ind.
SAUNDERS, CARL
KXLA, Pasadena, Calif.
SAUNDERS, EMERY
WHAT, Philadelphia, Pa.
SAUNDERS, WARREN
KING, KING-TV, Seattle, Wash.
SAWYER, BUD
WAAB, Worcester, Mass.
SAYER, LeROY
KTBB, Tyler, Tex.
SCHEIE, DAVE
WOW, WOW-TV, Omaha, Neb.
SCHERER, BILL
KDUZ, Hutchinson, Minn.
SCHMIDT, BILL
KIND, Independence, Kan.
SCHMIDT, BOB
WWSR, St. Albans, Vt.
SCHOFIELD, JOHN
WSAU, WSAU-TV, Wausau, Wis.
SCHRIVER, LOU
WJJL, Niagara Falls, N. Y.
SCHWAMB, RUSSEL J.
KONG, Visalia, Calif.
SCOTT, ANDY
WMSC, Columbia, S. C.
SCOTT, DAVE
KVOD, Denver, Colo.
SCOTT, GREYT
WINE, Buffalo, N. Y.
SCOTT, HOWARD
WBAC, Cleveland, Tenn.
SCOTT, JIM
KTBC, KTBC-TV, Austin, Tex.
SCOTT, JOE
KCMJ, Palm Springs, Calif.
SCOTT, LEE
WGSA, Ephrata, Pa.
SCOTT, PAUL
WCCC, Hartford, Conn.
SEALY, BOB
KAST, Astoria, Ore.
SEANEY, E. JAMES
WDZ, Decatur, Ill.
SEARLE, STEVE
WNDB, Daytona Beach, Fla.
SEARS, CHARLIE
KWTX, KWTX-TV, KBTX-TV, Waco, Tex.
SEARS, DADDY
WAOK, Atlanta, Ga.
SEBASTIAN, JOEL
WNCH, New Haven, Conn.
SEMPLE, HUGH
KWDM, Des Moines, Iowa
SEVERSON, DICK
KAUS, KMMT-TV, Austin, Minn.
SEVERSON, LEN
KLAN, RENTON, Wash.
SEXTON, CARROLL
WCRS, Greenwood, S. C.
SEYMOUR, ROBIN
WKMH, Dearborn-Detroit, Mich.
SHARP, DON
KVOL, Lafayette, La.
SHARP, JERRY
WATW, Ashland, Wis.
SHARPE, ED
WAGA, WAGA-TV, Atlanta, Ga.
SHAW, AL
KFEQ, KFEQ-TV, St. Joseph, Mo.
SHAW, GORDIE
KFRB, Fairbanks, Alaska
SHAW, JOHNNY
WOBS, Jacksonville, Fla.
SHEA, FRAN
WHYN, WHYN-TV, Springfield, Mass.
SHEEHAN, ED
KGMB, KGMB-TV, KMAU-TV, KHBC-TV, Honolulu, T. H.
SHELBY, HARRY
KBLF, Red Bluff, Calif.
SHELTON, GENE
WBBA, Pittsfield, Ill.
SHEPARD, ART
WSAR, Fall River, Mass.
SHEPHERD, MAXINE
WAAG, Adel, Ga.
SHERBAHN, DICK
WLAN, WLAN-TV, Lancaster, Pa.
SHERIDAN, PHIL
WFIL, Philadelphia, Pa.
SHERMAN, BRAD
WKAT, Miami Beach, Fla.
SHERMAN, EDDIE
KRSL, Russell, Kan.
SHERMAN, ELDY
KDLM, Detroit Lakes, Minn.
SHIVER, JACK
WMEN, Tallahassee, Fla.
SHOECRAFT, PAUL
KWJB, Globe, Ariz.
SHRIVER, GEORGE
WHED, Washington, N. C.
SHUPERT, BILL
WSCR, Scranton, Pa.
SIGARS, KENNETH
KOAM, KOAM-TV, Pittsburgh, Kan.
SIGMON, BARNETT M.
WHKY, Hickory, N. C.
SIMMONS, JAY
WTRR, Sanford, Fla.
SIMPSON, ART
KOL, Seattle, Wash.
SIMPSON, DICK
WHIZ, WHIZ-TV, Zanesville, Ohio
SIMPSON, JOHNNY
WTSP, St. Petersburg, Fla.
SINCLAIR, BOB
KMAC, San Antonio, Tex.
SINGER, JOE
WHOW, Clinton, Ill.
SINK, ARDELL
WBUY, Lexington, N. C.
SKELTON, JOHN B. JR.
WCPC, Houston, Miss.
SKINNER, DAVE
KSTN, Stockton, Calif.
SLACK, DEAN
WJOY, Burlington, Vt.
SLAUGHTER, JOHN
KORC, Mineral Wells, Tex.
SMALLS, TOMMY
WWRL, New York, N. Y.
SMITH, BeBOP
WMAP, Monroe, N. C.
SMITH, BOB
WJAM, Marion, Ala.
SMITH, BOB
WJWL, Georgetown, Del.
SMITH, DENNIS
WLAU, Laurel, Miss.
SMITH, DON
WACL, Waycross, Ga.
SMITH, DONNIE
WSFB, Quitman, Ga.
SMITH, ED
KGKB, Tyler, Tex.
SMITH, FIDDLIN' CURLY
WTCR, Ashland, Ky.
SMITH, GUY
KCKN, Kansas City, Kan.
SMITH, HAL
WKDA, Nashville, Tenn.
SMITH, KEN
KSOO, KSOO-TV, Sioux Falls, S. D.
SMITH, MILTON
WMBM, Miami Beach, Fla.
SMITH, PETE
KDAY, Hollywood, Calif.
SMITH, ROBERT E.
WTIC-TV, Hartford, Conn.
SMITHERMAN, ROSS
WSIX-TV, Nashville, Tenn.
SMYSER, BETTY
KPOA, Honolulu, Hawaii
SMYTHE, PETE
KOA, Denver, Colo.
SNOW, PHIL
WBKH, Hattiesburg, Miss.
SNYDER, GLORIA
KPEG, Spokane, Wash.
SNYDER, TOM
WSAV, WSAV-TV, Savannah, Ga.
SOHL, JIM
WARK, Hagerstown, Md.

SOUTHWICK, TOREY
KMBC, Kansas City, Mo.
KFRM, Concordia, Kan.
SOWERS, JOHN
WQXT, Palm Beach, Fla.
SPAHR, BILL
WDBJ, WDBJ-TV, Roanoke, Va.
SPAINHOWER, DON
KOVO, Provo, Utah
SPANN, OWEN
WBT, Charlotte, N. C.
SPARROW, JIM
KRUX, Phoenix, Ariz.
SPAULDING, ROBERT
WDOE, Dunkirk, N. Y.
SPECIALE, JOHN
WFMD, Frederick, Md.
SPECTOR, JACK
WPTR, Albany, N. Y.
SPEIGHTS, TERRY
WBKH, Hattiesburg, Miss.
SPENCER, JACK
KMO, Tacoma, Wash.
SPENCER, RAYMOND
KSDO, San Diego, Calif.
SPERANZO, EMIL
WTSA, Brattleboro, Vt.
SPIRES, JAMES
WCLC, Jamestown, Tenn.
SPOLMAN, GEORGE
WCHA, Chambersburg, Pa.
SPRINGER, JOHN
KMA, KMTV, Shenandoah, Iowa
SQUIRES, DON
WCVS, Springfield, Ill.
STALLARD, BILL
WNVA, Norton, Va.
STALLARD, DAL
KCKN, Kansas City, Kan.
STARR, HAL
KGW, KGW-TV, Portland, Ore.
STARWYCK, STEVE
KGRH, Fayetteville, Ark.
STEELE, HAROLD
WSTC, Stamford, Conn.
STEFFES, ART
KVOX, Fargo, N. D.
STEGNER, EARL
WBTM, Danville, Va.
STEIN, MIKE
WAKR-TV, Akron, Ohio
STEINBECK, DICK
KWBW, Hutchinson, Kan.
STELL, BILL
WJWS, South Hill, Va.
STEPHENS, MIKE
CJAD, Montreal, Quebec
STERKEL, RICK
KLTZ, Glasgow, Mont.
STERLING, LOWELL
KOTA, KOTA-TV, Rapid City, S. D.
STERLING, LUD
WLEE, Richmond, Va.
STEVENS, BOB
KILT, Houston, Tex.
STEVENS, DON
WTAG, Worcester, Mass.
STEVENS, JOHN
KPAC, KPAC-TV, Port Arthur, Tex.
STEVENS, JOHNNY
WSSV, Petersburg, Va.
STEVENS, NAT
WOKO, Albany, N. Y.
STEVENS, RAY
CKOY, Ottawa, Ontario
STEWART, CHARLIE
WNEX, Macon, Ga.
STEWART, PAT
KAFY, Bakerfield, Calif.
STIERMAN, VERN
KJOE, Shreveport, La.
STILES, DANNY
WCTC, New Brunswick, N. J.
STOKES, AL
WARN, Fort Pierce, Fla.
STONE, CLAIR
WJPG, Green Bay, Wis.
STRAND, NORM
WSAV, WSAV-TV, Savannah, Ga.
STRICKHOUSER, SHERM
WICE, Providence, R. I.
STUART, BUD
KASH, Eugene, Ore.
STUART, CHUCK
WARA, Attleboro, Mass.
STUART, KEN
KITN, Olympia, Wash.
STUART, RANDY
WENK, Union City, Tenn.
STUBBS, BILL
WHBI, Newark, N. J.
STUTZ, CARL
WRVA, Richmond, Va.
SULIER, VERN
KIFI, Idaho Falls, Idaho
SULLIVAN, BARNEY
KRAM, Las Vegas, Nev.
SULLIVAN, BILL
WCHA, Chambersburg, Pa.
SULLIVAN, DENNIS
WFBL, Syracuse, N. Y.
SULLIVAN, DENNIS
KFJZ, Fort Worth, Tex.
SULLIVAN, MARTY
WEEK, WEEK-TV, Peoria, Ill.
SUMMER, DICK
WIBC, Indianapolis, Ind.
SUNDERLAND, BOB
KTEM, Temple, Tex.
SUTTON, LEE
WWVA, Wheeling, W. Va.
SUTTON, PARROTT
WELS, Kinston, N. C.
SWAFFORD, RAY
WWXL, Manchester, Ky.
SWAIN, HAMPTON
WBML, Macon, Ga.
SWANSON, FRED
WHAY, New Britain, Conn.
SWEENEY, FRANK
WLAM, Lewiston, Me.
SWEENEY, RON
KLTI, Longview, Tex.

— T —

TATE, JIM
WOKZ, Alton, Ill.
TAYLOR, CLIFF
WALE, Fall River, Mass.
TAYLOR, FRANK
WDRF, Chester, Pa.
TAYLOR, SAMMY
KWJJ, Portland, Ore.
TAYLOR, TRU
WSAR, Fall River, Mass.
TEAS, WALT
WFBR, Baltimore, Md.
TEIG, DAVE
WILK, WILK-TV, Wilkes-Barre, Pa.
TELLEZ, RUDY
KTSM, El Paso, Tex.
TERRY, CHEM
KRLD, Dallas, Tex.
THIELE, DUKE
WJBW, New Orleans, La.
THIES, FRANK
WQIK, Jacksonville, Fla.
THOMALE, TINY
WHAS, WHAS-TV, Louisville, Ky.
THOMAS, MITCH
WDAS, Philadelphia, Pa.
THOMAS, MITCH
WILM, Wilmington, Del.
THOMAS, RAY
WHAN, Charleston, S. C.
THOMAS, TOMMY
K-LYN, Amarillo, Tex.
THOMASON, JIMMY
KEEN, San Jose, Calif.
THOMPSON, DICK
KBAB, El Cajon, Calif.
THOMPSON, RON
WVKO, Columbus, Ohio
THOMPSON, RUSS
CKEY, Toronto, Ontario
THORPE, BILL
WFBL, Syracuse, N. Y.
THORPE, EDDY
WMIE, Miami, Fla.
THRASH, WADLEY
WNEX, Macon, Ga.
THURMAN, WALTER
WMBD, WMBD-TV, Peoria, Ill.
TIDEY, ART
KSBW, KSBW-TV, Salinas, Calif.
TIMMER, JOE
WGPA, Bethlehem, Pa.
TIPTON, JOSEPH
WPTS, Pittston, Pa.
TOLLESON, BART
KDYL, KTVT, Salt Lake City, Utah
TONEY, DELANO
WGAU, Athens, Ga.
TOURRE, BETTY JEANNE
WKBZ, Muskegon, Mich.
TOWNE, GORDON
WBSR, Pensacola, Fla.
TOWNSEND, JIM
WCMT, Martin, Tenn.
TRAER, DAVE
WNOG, Naples, Fla.
TRAVERS, JAMES
KIBH, Seward, Alaska
TRAVIS, LARRY
KELP, KELP-TV, El Paso, Tex.
TRENT, STEVE
WABJ, Adrian, Mich.
TREVINO, HECTOR
KCOR, KCOR-TV, San Antonio, Tex.
TRIMBLE, JOHN "JOLLY"
WTIP, Charleston, W. Va.
TRIPLETTE, JACQUE
WAGR, Lumberton, N. C.
TRIPP, PETER
WMGM, New York, N. Y.
TROTTER, JOHN
KABC, KABC-TV, Los Angeles, Calif.
TUCKER, JIM
KXOL, Ft. Worth, Tex.
TULIN, NORM
WORL, Boston, Mass.
TULL, JIM
KNOE, KNOE-TV, Monroe, La.
TUNSTALL, BILL
WCRY, Macon, Ga.
TURNER, DUKE
KFXM, San Bernardino, Calif.
TURNER, JIM
WIST, Charlotte, N. C.
TYREE, ROBERT
KDBS, Alexandria, La.

— U —

UNDERHILL, LEO
WCKY, Cincinnati, Ohio
UPTON, REED
KOB, KOB-TV, Albuquerque, N. M.
URDAHL, JERRY
KYNT, Yankton, S. D.

— V —

VALENTINE, GLENN V.
KBYE, Oklahoma City, Okla.
VALENTINO, GENE
WATR-TV, Waterbury, Conn.
VAN, CHARLIE
KONO, San Antonio, Tex.
VAN, ROGER
WEAW, Evanston, Ill.
VANCE, DICK
WEEK, WEEK-TV, Peoria, Ill.

VAN HATTEM, MEL
WFUR, Grand Rapids, Mich.
VAN SANT, DAVE
WHOL, Allentown, Pa.
VAN SICE, DICK
WKBN, WKBN-TV, Youngstown, Ohio
VARNADORE, ART
WBAR, Bartow, Fla.
VAUGHN, REESE J.
WBIA, Augusta, Ga.
VELA, FRED
KIRT, Mission, Tex.
VENTRELLA, TONY
WEDC, Chicago, Ill.
VENTURINO, DICK
KTAR, KVAR, Phoenix, Ariz.
VERNON, WES
KBMY, Billings, Mont.
VESTRO, AL
WATR-TV, Waterbury, Conn.
VILLEGAS, HENRY
KEVT, Tucson, Ariz.
VINING, HERB
WARE, Ware, Mass.
VINSON, JIMMY
WMAZ, Macon, Ga.
VOGEL, LEE
WEDO, McKeesport, Pa.
VOSS, BOB
WROD, Daytona Beach, Fla.

— W —

WAGNER, ANN
WFBM-TV, Indianapolis, Ind.
WAGNER, JACK
KHJ, KHJ-TV, Los Angeles, Calif.
WAGONER, PETE
KISD, Sioux Falls, S. D.
WAIN, NORMAN
WDOK, Cleveland, Ohio
WALKER, CHARLIE
KMAC, San Antonio, Tex.
WALKER, ED
WRC, WRC-TV, Washington, D. C.
WALKER, JOHNNY
KTMS, Santa Barbara, Calif.
WALLACE, DON
KTUL, KTUL-TV, Tulsa, Okla.
WALLEY, WILLIAM
KFRB, Fairbanks, Alaska
WALSH, BOB
WHIL, Boston-Medford, Mass.
WALTERS, BILL
WDUZ, Green Bay, Wis.
WALTON, ART
WBRC, WBRC-TV, Birmingham, Ala.
WAMBACH, PETE
WCMB, Harrisburg, Pa.
WANCOCK, HUNTER
KFOX, Long Beach, Calif.
WARD, PETE
WINA, Charlottesville, Va.
WARNER, CARL
WJJD, Chicago, Ill.
WARNER, DEAN
WDEW, Westfield, Mass.
WARNER, MARTHA JANE
KSTN, Stockton, Calif.
WARNES, BOB
KOVO, Provo, Utah
WARREN, DOC
KSYD, KSYD-TV, Wichita Falls, Tex.
WATSON, BEV
KTTS, KTTS-TV, Springfield, Mo.
WAX, JERRY
WALL, Middletown, N. Y.
WAYMAN, TOM
KDYL, KTVT, Salt Lake City, Utah
WAYNE, DON
KCSJ, KCSJ-TV, Pueblo, Colo.
WEBB, GERALD K.
KRMW, The Dallas, Ore.
WEBB, JOHNNY
KLRA, Little Rock, Ark.
WEBB, RICHARD C.
KVOG, Ogden, Utah
WEBBER, BILL
WFIL, Philadelphia, Pa.
WEBER, LARRY
WJEJ, Hagerstown, Md.
WEEMS, TED
KIXL, Dallas, Tex.
WELDE, KEITH
WCMR, Elkhart, Ind.
WELLS, BOB
WEBR, Buffalo, N. Y.
WERY, BOB
WGTO, Cypress Gardens, Fla.
WESCOTT, HARRY
WHUM, WHUM-TV, Reading, Pa.
WESSLEY, TED
WTIG, Massillon, Ohio
WEST, CLARK
WBMD, Baltimore, Md.
WHEELER, DOC
WWRL, New York, N. Y.
WHIPPLE, DOUG
KPQ, Wenatchee, Wash.
WHITAKER, DICK
WJOC, Jamestown, N. Y.
WHITE, BILL
WLDS, Jacksonville, Ill.
WHITE, BILL
WGBI, WDAU-TV, Scranton-Wilkes Barre, Pa.
WHITE, BOB
WCCO, WCCO-TV, Minneapolis, Minn.
WHITE, LLOYD
WLMJ, Jackson, Ohio
WHITE, MAURI
KGHL, KGHL-TV, Billings, Mont.
WHITE, ROGER
WDKN, Dickson, Tenn.
WHITE, WAYMAN
WAUG, Augusta, Ga.
WHITEMORE, KENNETH
WGAW, Gardner, Mass.
WHITSON, JERRY
KMHT, Marshall, Tex.
WHITTINGTON, DICK
KROW, Oakland, Calif.
WICK, DON
WIVK, Knoxville, Tenn.
WIGGS, BILL
WVOT, Wilson, N. C.
WILL, BOB
WWDC, Washington, D. C.
WILLES, RAY
KBZY, Salem, Ore.
WILLIAMS, CHUCK
KFDA, Amarillo, Tex.
WILLIAMS, CURLEY
WMIL, Milwaukee, Wis.
WILLIAMS, DANNY
WKY, WKY-TV, Oklahoma City, Okla.
WILLIAMS, GEORGE
WMAK, Nashville, Tenn.
WILLIAMS, JOE
WSOY, Decatur, Ill.
WILLIAMS, JOHNNIE
WNAV, Annapolis, Md.
WILLIAMS, RONNIE
WHBI, Newark, N. J.
WILLIS, CLIF
WIMA, WIMA-TV, Lima, Ohio
WILLIS, JIM
KPQ, Wenatchee, Wash.
WILLMAN, JACK
WMRY, New Orleans, La.
WILLMS, CHARLES J.
KBMO, Benson, Minn.
WILSON, BIG
KYW-TV, Cleveland, Ohio
WILSON, BOB
KOIL, Omaha, Neb.
WILSON, GEORGE
CKFH, Toronto, Ontario
WING, KEN
KJOY, Stockton, Calif.
WINSLOW, RICHARD
WDNC, Durham, N. C.
WOLF, FRED
WXYZ, WXYZ-TV, Detroit, Mich.
WOLF, ROD
WRTA, Altoona, Pa.
WOLFE, BOB
KTKT, Tucson, Ariz.
WOLFE, JOHN
WMBS, Uniontown, Pa.
WOOD, DICK
WSPR, Springfield, Mass.
WOOD, WARREN
WMRP, Flint, Mich.
WOODMAN, C. V. JR.
KMCO, Conroe, Tex.
WOODRUFF, GENE
WADK, Newport, R. I.
WOODS, DALE
KUEN, Wenatchee, Wash.
WOODS, GEORGE
WDAS, Philadelphia, Pa.
WOOLEY, JIM
WKCT, Bowling Green, Ky.
WRIGHT, JOHNNY
WFBC-TV, Greenville, S. C.
WYNN, LARRY
WSBC, Chicago, Ill.

— X Y Z —

YALE, STERLING
KCNA, Tucson, Ariz.
YEAGER, RAY
KROW, Oakland, Calif.
YOCAM, JOE
KFWB, Los Angeles, Calif.
YORK, BILL
KFSB, Joplin, Mo.
YORK, JOHN
WRR, Dallas, Tex.
YOUNG, BILL
WACO, Waco, Tex.
YOUNG, ED
KVOD, Denver, Colo.
YOUNG, ED
WGRC, Louisville, Ky.
YOUNG, JOE
KBUR, Burlington, Iowa
YOUNG, JOHN
WPRC, Lincoln, Ill.
YOUNT, CHUCK
WKBV, Richmond, Ind.
ZAPUTIL, BILL
KGHL, KGHL-TV, Billings, Mont.
ZUCCARO, BERNARD
WIBR, Baton Rouge, La.
ZURLO, RUDY
WCKB, Dunn, N. C.

WOMEN COMMENTATORS

of U. S. Radio and TV Stations

— A —

Abdou, Gloria.....WCAE, Pittsburgh, Pa.
Abernathy, Helen.....WKSR, Pulaski, Tenn.
Abeyta, Vergie.....KGGM, KGGM-TV, Albukuerque, N. M.
Accoke, Dorothy.....KASL, Newcastle, Wyo.
Adair, Alyce.....WCLI, Corning, N. Y.
Adams, Carol.....WHBC, Canton, Ohio
Adams, Deborah.....WFIL, Philadelphia, Pa.
Aders, Edna M.....WLSI, Pikeville, Ky.
Alden, Ann.....KFJZ-TV, Fort Worth, Tex.
Alexander, Mildred.....WTAR, WTAR-TV, Norfolk, Va
Allen, Bettye.....WCMI, Ashland, Ky.
Allen, Nancy.....WLAU, Laurel, Miss.
Allen, Ruth.....WGAR, Cleveland, Ohio
Alwyn, Eve.....WEAT, West Palm Beach, Fla.
Alyn, Kay.....WSAN, Allentown, Pa.
Anderson, Betty.....WREX-TV, Rockford, Ill.
Anderson, Betty.....WSRC, Durham, N. C.
Anderson, Fran.....KXRA, Alexandria, Minn.
Anderson, Jane.....KMMJ, Grand Island, Neb.
Anderson, Millie.....WNAE, Warren, Pa.
Andrews, Betty.....WJEJ, Hagerstown, Md.
Antoine, Valerie.....KFQD, Anchorage, Alaska
Antonetti, Clara.....WTSA, Brattleboro, Vt.
Arnce, Ermadene.....KODE-TV, Joplin, Mo.
Artman, Marion.....WGAP, Maryville, Tenn.
Ashley, Doris.....WESC, Greenville, S. C.
Ashlock, Marguerite.....WMT-TV, Cedar Rapids, Iowa
Ashmore, Dorothy.....WCAT, Orange, Mass.
Ashton, Ruth.....KNX, Los Angeles, Calif.
Atkinson, Nancy I.....WJZM, Clarksville, Tenn.
Atter, Virginia.....WMBR-TV, Jacksonville, Fla.
Axtell, Carolee.....KNOR, Norman, Okla.

— B —

Bacher, Jeanne.....KGST, Fresno, Calif.
Badham, Mary.....WBRC, WBRC-TV, Birmingham, Ala.
Bahman, Alice.....WIZE, Springfield, Ohio
Bailey, Ann D.....WSIP, Paintsville, Ky.
Bailey, Bertha.....WRMA, Montgomery, Ala.
Bailey, Catharine..KKTV, Colorado Springs, Colo.
Bailey, Liz.....KATR, Corpus Christi, Tex.
Bailey, Lynn.....WNOG, Naples, Fla.
Bailey, Pat.....KXRO, Aberdeen, Wash.
Bailey, Virginia M.....WPME, Punxsutawney, Pa.
Baines, Donna.....WMTV, Madison, Wis.
Baker, Gertrude.....WBUT, Butler, Pa.
Baker, Sue.....WJJL, Niagara Falls, N. Y.
Baker, Susan Lacey.....WGAU, Athens, Ga.
Baldwin, Bettie S.....KSIS, Sedalia, Mo.
Baldwin, Helen....WNBF-TV, Binghamton, N. Y.
Bale, Helen..KCRA, KCRA-TV, Sacramento, Calif.
Banga, Mickey....WSAZ-TV, Huntington, W. Va.
Banks, Ann.....WGOA, Winter Garden, Fla.
Banowich, Lorraine.....WGMA, Hollywood, Fla.
Barnhouse, Nancy.....WTIG, Massillon, Ohio
Barringer, Louise.....WQXI, Atlanta, Ga.
Barry, Barbara.....WEEK-TV, Peoria, Ill.
Bartlett, Edna.....WENY, Elmira, N. Y.
Batcheller, Ruth.....WACE, Springfield-Chicopee, Mass.
Batdorf, Carol.....KVOS, Bellingham, Wash.
Batts, Helen.....WPET, Greensboro, N. C.
Bauby, Cathy.....WMCT, Memphis, Tenn.
Bauer, Ione M.....KSPT, Sandpoint, Idaho
Bazzare, Gail.....WCHV, Charlottesville, Va.
Beasley, Marlene.....WIRO, Ironton, Ohio
Beck, Claudia..KFSA, KFSA-TV, Fort Smith, Ark.
Beilfuss, Trudy.....WISN-TV, Milwaukee, Wis.
Bell, Helena.....WTYC, Rock Hill, S. C.
Bender, Leona.....KENS-TV, San Antonio, Tex.
Benell, Julie.....WFAA-TV, Dallas, Tex.
Bennett, Nancy....KTAR, KVAR, Phoenix, Ariz.
Benoit Penny.....WABI-TV Bangor Me.
Benson Barbara.....WJOC, Jamestown, N. Y.
Bergeron, Marie.....KTIB, Thibodaux, La.
Berntsen, Kathryn.....KMRS, Morris, Minn.
Berry, Doris.....KOLT, Scottsbluff, Neb.
Berry, Marilou.....WJPS, Evansville, Ind.
Beseth, Muriel H.....WNBZ, Saranac Lake, N. Y.
Bestor, Beulah.....WSTC, Stamford, Conn.
Bieloh, Ival.....KTFS, Texarkana, Tex.
Bigus, Harriet.....KTRK-TV, Houston, Tex.
Billingsly, Virginia.....KPIN, Cass Grande, Ariz.
Bingham, Constance..WOHI, East Liverpool, Ohio
Blades, Pat.....WFUN, Huntsville, Ala.
Blaine, Betty.....KDWT, Stamford, Tex.
Blaine, Mary.....KOEL, Oelwein, Iowa
Blaine, Mary.....WGNY, Newburgh, N. Y.
Blaine, Mary.....WRTA, Altoona, Pa.
Blaine, Mary.....WAFC Staunton, Va.
Blair, Barbara.....WEAM, Arlington, Va.
Blake, Julie.....WFEA, Manchester, N. H.
Blasey, Esther.....WCVI, Connellsville, Pa.
Blazer, Eleanor J.....WHOK, Lancaster, Ohio
Bleck, Ruth.....WIMS, Michigan City, Md.
Blum, Vaunceil.....KMMO, Marshall, Mo.
Bohne, Marion.....KBTM, Jonesboro, Ark.
Bolt, Mary.....WKOZ, Kosciusko, Miss.
Bontempi, Fedora..WNHC-TV, New Haven, Conn.
Borg, Marge....WDXI, WDXI-TV, Jackson, Tenn.
Borreman, Lois.....KNDC, Hettinger, N. D.
Bottoms Jeanette.....KXJK, Forrest City, Ark.
Boudreau, Verna...WHIL, Boston-Medford, Mass.
Bouldin, Betty Ruth....WZOB, Fort Payne, Ala.
Bowen, Jerry.....KHSL-TV, Chico, Calif.
Bowman, Maxine.....KBRS, Springdale, Ark.
Boyd, Betty.....KOTV, Tulsa, Okla.
Brainard, Kay.....KORT, Grangeville, Idaho
Brandenburg, Catharine....WREN, Topeka, Kan.
Brannen, Mrs. Ernest....WWNS, Statesboro, Ga.
Breland, Betty.....WIKC, Bogalusa, La.
Brennan, Nora.....WRBL-TV, Columbus, Ga.
Brillhart, Janice.....KXXX, Colby, Kan.
Brissey, Grace M.....WHPB, Belton, S. C.
Brock, Mabel.....WMTS, Murfreesboro, Tenn.
Broman, Kathryn.....WWLP, Springfield, Mass.
Brooks, Besse.....KSFA, Nacogdoches, Tex.
Brooks, Martha.....WGY, Schenectady, N. Y.
Brooks, Shirley....WKDL, Clarksdale, Miss.
Brown, Betty.....WGBF, Evansville, Ind.
Brown, Betty Jayne.....WHHH, Warren, Ohio
Brown, Gloria.....KYW-TV, Cleveland, Ohio
Brown, Olivia.....WMC, WMCT, Memphis, Tenn.
Brown, Sandy.....KOBE, Las Cruces, N. M.
Bruce, Evelyn.....WLET, Toccoa Ga.
Brunton, Alberta.....KXIC, Iowa City, Ia.
Bull, Peggy.....KCMJ, Palm Springs, Calif.
Bumgardner, Nelda.....KGAS, Carthage, Tex.
Burgeen, Patricia.....WBAR, Bartow, Fla.
Burke, Jessie.....WVMC, Mt. Carmel, Ill.
Burke, Kathy.....WDLC, Port Jervis, N. Y.
Burnett, Hazel.....WSBT-TV, Couth Bend, Ind.
Bushnell, Georgiana...WPIN, St. Petersburg, Fla.
Butterfield, Catherine.....WLOX, Biloxi, Miss.
Butzin, Henrietta.....WCWC, Ripon, Wis.

— C —

Caldwell, Evelyn.....KCSJ, Pueblo, Col.
Callahan, Elaine.....WYTI, Rocky Mount, Va.
Callebbs, Nora.....WAJR, Morgantown, W. Va.
Callison, Helen.....KFJI, Klamath Falls, Ore.
Calloway, Elizabeth.....KTRE, KTRE-TV, Lufkin, Tex.
Calusen, Magdalene.....KEYJ, Jamestown, N. D.
Cameron, Barbara....WCPO-TV, Cincinnati, Ohio
Campbell, Dorothy.....WRDO, Augusta, Me.
Campbell, Fran.....WFNS, Burlington, N. C.
Campbell, Mrs. Lanthe R...WHKY, Hickory, N. C.
Campbell, Marianne B.....WJEH, Gallipolis, Ohio
Canfield, Loretta.....WEKY, Richmond, Ky.
Cann, Peggy.....WNAG, Grenada, Miss.
Caramella, Bobby.....WWBZ, Vineland, N. J.
Carlson, Charlotte.....WRRR, Rockford, Ill.
Carlson, Norah B.....WLYC, Williamsport, Pa.
Carney, Pat.....WLBH, Mattoon, Ill.

Carpenter, Pat.....WBCK, Battle Creek, Mich.
Carpenter, Ruth.....WCEF, Parkersburg, W. Va.
Carr, Betty.....WBBZ, Ponca City, Okla.
Carroll, Cleora M.....WWHG, Hornell, N. Y.
Carroll, Marion.....WICS, Springfield, Ill.
Carter, Francis.....WAZL, Hazleton, Pa.
Carter, Joan.....KTSM, El Paso, Tex.
Carver, Louise.....WKZO-TV, Kalamazoo, Mich.
Casey, Mary Ann...KEY-T, Santa Barbara, Calif.
Casey, Wynne.....WJOY, Burlington, Vt.
Cason, Marion.....WAIR, Winston-Salem, N. C.
Cass, Betty.....WIBA, Madison, Wis.
Caston, Dorothy.....WHEC, WHEC-TV, Rochester, N. Y.
Catlett, Betty.....WKOA, Hopkinsville, Ky.
Cavanagh, Gloria B.....WJIM, WJIM-TV Lansing, Mich.
Cavin, Patty...WRC, WRC-TV, Washington, D. C.
Chase, Janet.....KITN, Olympia, Wash.
Chase, Julie.....WTAG, Worcester, Mass.
Chenault, Evelyn.....WHIN, Gallatin, Tenn.
Childers, Marge.....KDEF, Alburquerque, N. M.
Clark, Doris.....CJAD, Montreal, Quebec
Clark, Frances.....KROG, Sonora, Calif.
Clarke, Betty.....WFDF, Flint, Mich.
Clearman, Sylvia.....WMOX. Medidian, Miss.
Clemons, Frances.....WTRP, La Grange, Ga.
Clinard, Mary K.....WSIX-TV, Nashville, Tenn.
Close, Bibby.....KALB-TV, Alexandria, La.
Coker, Carolyn.....KRLD-TV, Dallas, Tex.
Colbert, Jean.....WTIC-TV, Hartford, Conn.
Cole, E. Rae.....WPMP, Pascagoula, Miss.
Coleman, Carlyn.....WHLL, Wheeling, W. Va.
Collie, Sunshine.....WCBL, Benton, Ky.
Collins, Edna.....KCIM, Carroll, Iowa
Collins, Jan.....KFTM, Ft. Morgan, Col.
Collins, Kay.....WIS, WIS-TV, Columbia, S. C.
Conlin Dee.....KJOE, Shreveport, La.
Connelly, Jeanne.....WNEB, Worcester, Mass.
Connors, Dorsey.....WNBQ, Chicago, Ill.
Cook, Connie.....WOW, WOW-TV, Omaha, Neb.
Cooke, Joyce..KFDM, KFDM-TV, Beaumont, Tex.
Cooper, Madge.....WMRN, Marion, Ohio
Cope, Kitty....WSAV, WSAV-TV, Savannah, Ga.
Cope Susan B.....WMRB, Greenville, S. C.
Corwin, Madeline.....WCRB, Boston, Mass.
Costa, Esther.....WESO, Southbridge, Mass.
Cotton, Sarah.....KGFL, Roswell, N. M.
Counce, Lois O.....WCMA, Corinth, Miss.
Coury, Connie.....WMOU, Berlin, N. H.
Cowley, Bee.....WIEL, Elizabethtown, Ky.
Cox, Cladia.....KYTV, Springfield, Mo.
Crabaugh, Marjorie W...KXRJ, Russellville, Ark.
Craig, Louise.....WSFC, Somerset, Ky.
Cramb, Beryle.....KLMR, Lamar, Col.
Crane, Carolyn.....KRMO, Monett, Mo.
Craven, Helen Marie....WGBG, Greensboro, N. C.
Crawford, Georgia A.....KCNI, Broken Bow, Neb.
Crowe, Wanda.....WMMH, Marshall, N. C.
Currier, Bernice..KMA, KMTV, Shenandoah, Iowa

— D —

Daehler, Polly.....WPAY, Portsmouth, Ohio
Daisa, Wanda.....KBTX-TV, Bryan, Tex.
Dale, Dorothy.....WBET, Brockton, Mass.
Daniels, Betty.....WDVH, Gainesville, Fla.
Daniels, Nan.....WLEA, Hornell, N. Y.
Daniels, Yevonne.....WOBS, Jacksonville, Fla.
Darling, Dixie.....WTVM, Columbus, Ga.
Davidson, Charlotte.....KSBY-TV, San Luis Obispo, Calif.
Davis, Alma..WCSC, WCSC-TV, Charleston, S. C.
Davis, Jerry (Mrs.).....WGIG, Brunswick, Ga.
Davis, Pat.....KCLW, Hamilton, Tex.
Davis, Sara.....KAGR, Yuba City, Calif.
Davis, Zona, B.....WCRA, Effingham, Ill.
Dawley, Dorothy....WSLI, WJTV, Jackson, Miss.
Day, Erin.....KGVO, KMSO, Missoula, Mont.
Dean, Jan.....KICO, Calexico, Calif.
Dean, Pat.....WFMD, Frederick, Md.
Deane, Martha..WOR, WOR-TV, New York, N. Y.
Decker, Kay.....KODI, Cody, Wyo.
Deer, Dottie.....WFMC, Goldsboro, N. C.
De Graw, Louise.....KATL, Miles City, Mont.
Deitemeyer, Ramona....KOLN-TV, Lincoln, Neb.
DeLoach, Gayle.....WIRJ, Humboldt, Tenn.
Denham, Jean.....WJBS, DeLand, Fla.
Dennis, Dorothy.....KTTN, Trenton, Mo.
Denton, Pat....KGNC, KGNC-TV, Amarillo, Tex.
Dettinger, Alma.....WQXR, New York, N. Y.
DeVore, Gloria.....KFDM-TV, Beaumont, Tex.
DeWire, Bunny.....WITT, Lewisburg, Pa.
Dial, Linda.....WESA, Charleroi, Pa.
Disque, Ruth.....WCNT, Centralia, Ill.
Ditmer, Beverly....WHGR, Houghton Lake, Mich.
Dixon, Martha.....WJIM-TV, Lansing, Mich.
Dixon, Vonda.....WARN, Fort Pierce, Fla.
Doane, Dorothy.....WILS, Lansing, Mich.
Dodge, Jane.....KVOR, Colorado Springs, Colo.
Doke, Dele.....KWTO, Springfield, Mo.
Donat, Esther..KFEQ, KFEQ-TV, St. Joseph, Mo.
Donovan, Bea.....KING-TV, Seattle, Wash.
Doonan, Katie.....WCHS, WCHS-TV, Charleston, W. Va.
Doris, Billie Jean.....WSM-TV, Nashville, Tenn.
Dorsett, Elenore.....WFNC, Fayetteville, N. C.
Dorsey, Polly.....WBMD, Baltimore, Md.
Dorsey, Thelma.....WTAY, Robinson, Ill.
Doss, Thelma.....KORC, Mineral Wells, Tex.
Dossett, Mildred.....WRJW, Picayune, Miss.
Doty, Mary.....WTRL, Bradenton, Fla.
Douglas, Jan.....WEOK, Poughkeepsie, N. Y.
Dow, Peg.....WKTQ, South Paris, Me.
Drake, Patti.....WORC, Worcester, Mass.
Drew, Sally.....WJER, Dover, Ohio
Duncan, Eleanor.....WSOY, Decatur, Ill.
Duncan, Jean.....WGGH, Marion, Ill.
Duncan, Priscilla.....KSIL, Silver City, N. M.
Dunn, Ura.....WJLK, Asbury Park, N. J.
Dunsford, Ann.....WMFD-TV, Wilmington, N. C.
Duvall, Carol.....WOOD, WOOD-TV, Grand Rapids Mich.
Dyson, Leola.....WRAP, Norfolk, Va.

— E —

Early, Michele.....KVOG, Ogden, Utah
Eason, Lib.....WVOT, Wilson, N. C.
Edmunds, June.....WKGN, Knoxville, Tenn.
Elizabeth, Faye.....WWJ-TV, Detroit, Mich.
Ellen, Joan.....WOKE, Oak Ridge, Tenn.
Elliot, Jean.....WCUE, Akron, Ohio
Ellis, Dorothy.....WLOI, Laporte, Ind.
Ellis, Lorraine.....KFSD, San Diego, Calif.
Elman, Evelyn...KTHS, KTHV, Little Rock, Ark.
Elmen, Evalyn.....KTHV, Little Rock, Ark.
Engelbrecht, Bettie.....WTVK, Knoxville, Tenn.
Entee, Edith.....WKIS, Orlando, Fla.
Ernst, Mildred.....KRTR, KWRB-TV, Thermopolis, Wyo.
Eubanks, Lani..WETZ, New Martinsville, W. Va.
Eubanks, Velma.....WMUU, Greenville, S. C.
Evans, Christine.....WHDH-TV, Boston, Mass.
Evans, Joan.....WIBC, Indianapolis, Ind.
Evans, Robbie.....WKBJ, Milan, Tenn.
Evans, Sally.....WMT-TV, Cedar Rapids, Iowa

— F —

Fabiani, Rozell.....WRBL-TV, Columbus, Ga.
Farber, Wilda.....WJTV, Jackson, Miss.
Farese, Angela.....WBOS, Boston, Mass.
Farley, Grace.....KCID, Caldwell, Idaho
Farrelle, Betty.....KSDA, Redding, Calif.
Faulk, Pauline E.....WCKB, Dunn, N. C.
Faye, Farol.....WAPO, Chattanooga, Tenn.
Feezor, Betty.....WBTV, Charlotte, N. C.
Felix, Delia.....KEVT, Tucson, Ariz.
Felton, Barbara.....WROV, Roanoke, Va.
Ferrebee, Sally.....WVPO, Stroudsburg, Pa.
Field, Iris.....WLOH, Princeton, W. Va.
Fitzgerald, Jaqueline....WKLZ, Kalamazoo, Mich.
Flemming, Mary Lou...KGRH, Fayetteville, Ark.
Flores, Mary.....WGST, Atlanta, Ga.
Flower, Elsie..KRAK, Stockton-Sacramento, Calif.
Flowers, Elizabeth.....WHSC, Hartsville, S. C.
Floyd, Odell.....WCEH, Hawkinsville, Ga.
Flynn, Gail.....WAOV, Vincennes, Ind.
Fontaine, Mary.....WKZO-TV, Kalamazoo, Mich.
Fontaine, Pat..KARK, KARK-TV, Little Rock, Ark.
Ford, Beverly.....KNOX, KNOX-TV, Grand Forks, N. D.
Ford, Gerry.....WLTC, Gastonia, N. C.
Fortescue, Priscilla.....WEEI, Boston, Mass.
Fortier, Roselle Coury.....WCOU, Lewiston, Me.
Fountain, Jean....WMFD-TV, Wilmington, N. C.
Fowler, Betty.....WOWL-TV, Florence, Ala.
Fowler, Fern.....WKOW-TV, Madison, Wis.
Fox, Phyllis.....WFAM-TV, Lafayette, Ind.

Franklin, Hazel.....WTOC-TV, Savannah, Ga.
Friberg, Alice Fairn.....WCYB, WCYB-TV, Bristol, Va.
Friis, Betty.....WGOV, Valdosta, Ga.

— G —

Gahran, Hazel.....KTOH, Lihue, Kauai, Hawaii
Galvin, Grace H.....WBRY, Waterbury, Conn.
Gardiner, Dorothy.....KTLA, Los Angeles, Calif.
Garo, Mary.....WIZZ, Streator, Ill.
Gary, Lora.....KVPI, Ville Platte, La.
Gaty, Alice.....KVPI, Ville Platte, La.
Gay, Betty.....KJLT, North Platte, Neb.
Gay, Mary.....KTBC, KTBC-TV, Austin, Tex.
Gay, Pat.....KLZ-TV, Denver, Colo.
Gearhard, Mary Alice.....WHFB, Benton Harbor, Mich.
Gellerstedt, Barbara.....WTVY, Dothan, Ala.
Giard, Mary Lou.....WHVH, Henderson, N. C.
Gibbs, Agnes.....WCSH-TV, Portland, Me.
Gifford, Phyllis Knight.....WHAS, WHAS-TV, Louisville, Ky.
Gilliland, M.....KIBH, Seward, Alaska
Gilmer, Elnora.....KSLV, Monte Vista, Colo.
Gilmore, Gloria....WEEB, Southern Pines, N. C.
Gilstrap, Karine.....KTAE, Taylor, Tex.
Giralt, Kay.....KYOU, Greeley, Colo.
Gladstein, Bobby.....KTMC, McAlester, Okla.
Glunt, Sara Lou....WTRF-TV, Wheeling, W. Va.
Godman, Carolyn.....WMCT, Memphis, Tenn.
Goke, Frances.....WSWW, Platteville, Wis.
Golbring, Arlette..KBOM, Bismarck-Mandan, N. D.
Goodman, Norma.....KTVA, Anchorage, Alaska
Goodnight, Jeanie.....KDMS, El Dorado, Ark.
Goodwin, Barbara.....WMAG, Forest, Miss.
Gordon, Lindy.....KWIL, Albany, Ore.
Gosar, Donna.....KEYY, Provo, Utah
Gottleig, Ruth.....WMSC, Columbia, S. C.
Gould, Dorothy R.....KFMA, Davenport, Iowa
Gould, Mona.....CKFH, Toronto, Ontario
Gracy, Willie Mae.....KATZ, St. Louis, Mo.
Graf, Mamie.....KGYW, Vallejo, Calif.
Graham, Peg.....KDIX-TV, Dickinson, N. D.
Grantham, Dorothy..WFVA, Fredericksburg, Va.
Graves, Constance D.....WDEV, Waterbury, Vt.
Graziani, Rory.....WWON, Woonsocket, R. I.
Greaves, Penny.....KWKC, Abilene, Tex.
Green, Beverly.....KVAL-TV, Eugene, Ore.
Green, Connie.....KBOR, Brownsville, Tex.
Green, Vera.....WAAB, Worcester, Mass.
Greendahl, Jeanne.....WMB, Kansas City, Mo.
Greene, June K.....WHAI, Greenfield, Mass.
Greene, Robbie L.....WSOK, Nashville, Tenn.
Greenwood, Katherine..WALL, Middletown, N. Y.
Gregory, Lucy.....WHRV, Ann Arbor, Mich.
Gregory, Mary Jane....WBRZ, Baton Rouge, La.
Grey, Ethel.....WIOU, Kokomo, Ind.
Grey, Freda.....WWIT, Canton, N. C.
Griffin, Helen.....WLBJ, Bowling Green, Ky.
Grimes, Ida.....WYZE, Atlanta, Ga.
Guild, Carol.....KOLO-TV, Reno, Nev.
Gunn, JoAnn.....KENO, Las Vegas, Nev.
Guy, Corris.....KTLA, Los Angeles, Calif.

— H —

Haden, Evelyn.....WKWK, Wheeling, W. Va.
Hadley, Cis.....KCJB, KCJB-TV, Minot, N. D.
Haeberle Arle.....WCCO-TV, Minneapolis-St. Paul, Minn.
Hafner, Betty.....WMOG, Brunswick, Ga.
Hagan, Frances.....KIND, Independence, Kan.
Hagler, Eloise.....WAVU, Albertville, Ala.
Hale, Ingeborg M.....WAMW, Washington, Ind.
Hall, Barbara.....WHCU, Ithaca, N. Y.
Hall, Elese.....WHAB, Baxley, Ga.
Hall, Margaret.....WCHN, Norwich, N. M.
Hall, Polly.....WBRT, Bardstown, Ky.
Halle, Jane C.....WSON, Henderson, Ky.
Hamilton, Jan.....WMAK, Nashville, Tenn.
Hamilton, Mrs. Pat.....CKOY, Ottawa, Ontario
Hanscomb, Olga..WFLA, WFLA-TV, Tampa, Fla.
Haasen, Sally.....KSVC, Richfield, Utah
Harden Jean.....WVET-TV, Rochester, N. Y.
Harlan, Cynthia.....WWTV, Cadillac, Mich.
Harpole, Mary E.....KVOU, Uvalde, Tex.
Harris, Fran.....WWJ, WWJ-TV, Detroit, Mich.
Harris Frances Kay.....KGBC, Galveston, Tex.
Harrison, Lorene...KENI-TV, Anchorage, Alaska
Harrison, Virginia.....WTRB, Ripley, Tenn.
Harston, Lynette.....KLGN, Logan, Utah
Hart, Connie.....KTBS-TV, Shreveport, La.
Hart, Helene.....KFNF, Shenandoah, Iowa
Hart, Rita.....WIBV, Belleville, Ill.
Hartnett, Alice.....KTBB, Tyler, Tex.
Haslett, Linda.....KFSB, Joplin, Mo.
Hay, Beverly.....KIST, Santa Barbara, Calif.
Hayes, Georgia.....WPST-TV, Miami, Fla.
Hayes, Mary A.....WREB, Holyoke, Mass.
Haynes, Trudy.....WCHB, Inkster, Mich.
Hayward, Joyce.....WLW-A, Atlanta, Ga.
Healey, Meg.....KIXL, Dallas, Tex.
Heiser, Gwenne.....KCLO, Leavenworth, Kan.
Hempel, Elinor.....KTTV, Hollywood, Calif.
Henderson, D. J.....WPAD, Paducah, Ky.
Henderson, Sally.....WCOA, Pensacola, Fla.
Hennessee, Edna..KSWO, KSWO-TV, Lawton, Okla.
Henriques, Betty.....WEIM, Fitchburg, Mass.
Henry, Dorothy.....KGRN, Grinnell, Iowa
Henry, Gloria.....WSJV, South Bend-Elkart, Ind.
Henry, Ione.....KRFO, Owatonna, Minn.
Henry, Rachel.....WJOT, Lake City, S. C.
Hensley, Joan.....WTLB, Utica, N. Y.
Hersh, Gladys E.....WKAP, Allentown, Pa.
Hickox, Mary.....KFI, Los Angeles, Calif.
Hill, Claire.....WWSR, St. Albans, Vt.
Hillestad, Helene.....KPSO, Falfurrias, Tex.
Hines, Kay.....KBMY, Billings, Mont.
Hinkle, Evelyn.....KNET, Palestine, Tex.
Hinshaw, Marge.....KVTV, Sioux City, Iowa
Hodges, Dorothy.....WGTM, Wilson, N. C.
Hodges, Genie.....WROD, Daytona Beach, Fla.
Hoffman, Emily G.....WPFD, Darlington, S. C.
Hoke, Doris.....WLEU, Erie, Pa.
Holland, Gloria.....WEEU, Reading, Pa.
Holliday, Mary.....KIRX, Kirksville, Mo.
Holliday, Mary.....WACO, Waco, Tex.
Hollingsworth, Mayme.....KWRF, Warren, Ark.
Holmes, Lois.....KSLA-TV, Shreveport, La.
Holmes, Virginia.....KIBS, Bishop, Calif.
Holt, Elissa.....WHAW, Weston, W. Va.
Hoogenhouse, Mary W.....WCOW, Sparta, Wis.
Horn, Elaine.....KPUG, Bellingham, Wash.
Houston, Jean.....KGHF, Pueblo, Colo.
Howard, Ann.....WDBJ-TV, Roanoke, Va.
Howard, Lucy.....WWXL, Manchester, Ky.
Hubbard, Margie Lou.....KPLT, Paris, Tex.
Hulbert, Marie.....KOLN-TV, Lincoln, Neb.
Hulick, Helen.....WPTV, Palm Beach, Fla.
Humphrey, Helen.....WWSC, Glens Falls, N. Y.
Hunt, Betty Jo.....KBIM, Roswell, N. M.
Huntspon, Nell.....WJAK, Jackson, Tenn.
Hutch, Nita...WTVN-WTVN-TV, Columbus, Ohio
Hutchins, Minabelle.....WPTW, Piqua, Ohio
Hutchins, Polly.....WLOF-TV, Orlando, Fla.
Hutchison, Elizabeth S...WGVM, Greenville, Miss.
Hutchison, Emily.....WILK, WILK-TV, Wilkes-Barre, Pa.
Hutmaker, Barbara....KUEN, Wenatchee, Wash.
Hydrick, (Mrs.) J. C. Jr..WDIX, Orangeburg, S. C.
Hyman, Maxine.....WYMB, Manning, S. C.

— I —

Ingram, Meriam.....WJWS, South Hill, Va.
Ison, Jan.....WKBV, Richmond, Ind.
Israel, Ann.....WJNO, West Palm Beach, Fla.

— J —

James, Mary Ann....WFRV-TV, Green Bay, Wis.
Jamieson, Ruth G.....WATO, Oak Ridge, Tenn.
Jarman, Frances.....WDNC, Durham, N. C.
Jennemann, Doris.....KSTL, St. Louis, Mo.
Jennings, Sunny.....WRGB, Schenectady, N. Y.
Jenquist, Dorothy....WMBV-TV, Marinette, Wis.
Jewell, Joan.....WBBC, Flint, Mich.
John, Alma.....WWRL, New York, N. Y.
Johnson, Bea.....KMBC, Kansas City, Mo. KFRM, Concordia, Kan.
Johnson, Betty.....KBTN, Neosho, Mo.
Johnson, Fran.....KHAS-TV, Hastings, Neb.
Johnson, Pat.....WHAV, Haverhill, Mass.
Jones, Ann....WLAP, WKXP-TV, Lexington, Ky.
Jones, Helen.....WEDC, Chicago, Ill.
Jones Kathryn.....WJET, Erie, Pa.
Jones, Ruth.....WDAD, Indiana, Pa.

Jones, Sue.....WCOS, Columbia, S. C.
Jordan, Barbara.....WSYR, Syracuse, N. Y.
Joye, Betty Jean.....WPRY, Perry, Fla.

— K —

Kaiser, Doren.....WBEV, Beaver Dam, Wis.
Kantzer, Gay.....WSAL, Logansport, Ind.
Karlbom, Barbara.....WJRD, Tuscaloosa, Ala.
Kaseman, Joanne.....WISL, Shamokin, Pa.
Kasten, Ruth.....WOMT, Manitowoc, Wis.
Kaufman, Yvonne.....WVSC, Somerset, Pa.
Kay, Donna.....KFIR, North Bend, Oreg.
Kearns, June....WTOC, WTOC-TV, Savannah, Ga.
Keitzel, Helen.....WBNY, Buffalo, N. Y.
Keller, Nan.....KBYE, Oklahoma City, Okla.
Kelly, Karen.....WBBW, Youngstown, Ohio
Kelly, Mary Ruth.....WDAU-TV, Scranton, Pa.
Kennedy, Carol.....WKNX-TV, Saginaw, Mich.
Ketts, Mary.....KKOG, Ogden, Utah
Key, Marian.....KDAL-TV, Duluth, Minn.
Kiely, Pat.....KDKA-TV, Pittsburgh, Pa.
Kiker, Becky.....WJMX, Florence, S. C.
Kimball, Betty.....WHAY, New Britain, Conn.
Kincaid, Clare.....KASH, Eugene, Ore.
King, June.....WJDX, WLBT, Jackson, Miss.
King, William.....WENK, Union City, Tenn.
Kinney Sue.....WLW-I, Indianapolis, Ind.
Kirby, Ann.....WGAF, Valdosta, Ga.
Kirk, Dorothy Ann....KILO, Grand Forks, N. D.
Kirk, Mary.....KBTV, Denver, Colo.
Klein, Betty.....KOGT, Orange, Tex.
Knight, Leona.....WSPD-TV, Toledo, Ohio
Knight, Phyllis.....WHAS-TV, Louisville, Ky.
Knouse, Anita.....KETX, Livingston, Tex.
Knowles, Joyce.....WBMC, McMinnville, Tenn.
Kotschwar, Jackie (Miss)...KBRL, McCook, Neb.
Kounovsky, Rosella.....KLPM, Minot, N. D.
Kovar, Ima Dell.....KNAL, Victoria, Tex.
Kraus, Betty.....WIRY, Plattsburg, N. Y.
Krenk, Mary.....KVAL-TV, Eugene Ore.
Krieger, Vivien.....WESB, Bradford, Pa.
Kummer, Eloise.....WBBM-TV, Chicago, Ill.
Kyle, Peggy.....WELS, Kinston, N. C.

— L —

Labbitt, Myrtle..CKLW, CKLW-TV, Detroit, Mich.
Lane, Marian.....WRKD, Rockland, Me.
Lang, Polly.....WNOP, Newport, Ky.
Larson, Beatrice.....WBIZ, Eau Claire, Wis.
Larson, Kay..WHEN, WHEN-TV, Syracuse, N. Y.
La Rue, Marguerite.....KRIG, Odessa, Tex.
Laubach, Betty.....WHLM, Bloosmburg, Pa.
Lauten, Jane C..WGAN, WGAN-TV, Portland, Me.
Leblanc, Barbara.....KALB, KALB-TV, Alexandria, La.
Lee, Carroll.....KECK, Odessa, Tex.
Lee, Dorothy.....KPQ, Wenatchee, Wash.
Lee, Judy.....WRCV-TV, Philadelphia, Pa.
Lee, June.....KSTR, Grand Junction, Colo.
Lee, Letha...KPAC, KPAC-TV, Port Arthur, Tex.
Lee, Pat.....WBT, Charlotte, N. C.
Lee, Patricia.....WRGS, Rogersville, Tenn.
Lee, Virginia.....WLEE, Richmond, Va.
Leonard, Beth.....KING-TV, Seattle, Wash.
Leonard, Dodee.....KGFW, Kearney, Neb.
Leonard, Elizabeth.....KING, KING-TV, Seattle, Wash.
Leslie, Ann.....WISN, Milwaukee, Wis.
Lewallen, Dorothy.....WGWR, Asheboro, N. C.
Lewis, Josephine.....WNCT, Greenville, N. C.
Lewis, Wilma.....KAVL, Lancaster, Calif.
Ley, Martha.....WHOM, New York, N. Y.
Liggett, Lucy.....WLEC, Sandusky, Ohio
Lindamood, Virginia..WSVA-TV, Harrisonburg, Va.
Linder, Helen M.....WBUY, Lexington, N. C.
Lindsey, Geri.....KPTV, Portland, Ore.
Lite, Emily.....WFBC-TV, Greenville, S. C.
Livermore, Mercer.....WKKO, Cocoa, Fla.
Lockwood, Pat.....WDAX, McRae, Ga.
Lohmann, Paula..WMBD, WMBD-TV, Peoria, Ill.
Loucks, Barbara....WADS, Ansonia-Derby, Conn.
Luebke Grace.....WFRO, Fremont, Ohio
Lull, Lucia.....WMBS. Huntsville, Ala.
Lynady, Jean.....WCDL, Carbondale, Pa.
Lynch, Doris.....KWSO, Wasco, Calif.
Lynn, Bonnie.....WBZ-TV, Boston, Mass.
Lynn, Carol.....WIRL, Peoria, Ill.
Lynn, Jane.....WKRC-TV, Cincinnati, Ohio
Lynn, Kathryn.....KFAL, Fulton, Mo.

— Mc —

McCollum, Coleen.....WCBI-TV, Columbus, Miss.
McConnell, Terry.....WSTN, St. Augustine, Fla.
McCord, Erma.....WHBU, Anderson, Ind.
McCoy, Marlys.....WMOD, Moundsville, W. Va.
McCrary, Jinx Falkenberg....WRCA, WRCA-TV, New York, N. Y.
McCrary, Judith.....WJSB, Crestview, Fla.
McCully, June.....WKXP, Lexington, Ky.
McDonald, Geri.....WCBY, Cheboygan, Mich.
McDonald, Margaret..WBAP-TV, Fort Worth, Tex.
McDonald, Mary.....KOB, KOB-TV, Albuquerque, N. M.
McElroy, Rosalie..KVOA, KVOA-TV, Tucson, Ariz.
McGirk, Eleanor.....WFBG-TV, Altoona, Pa.
McGregor, Marguerite.....WPEP, Taunton, Mass.
McIntyre, Mildred...WRCO, Richland Center, Wis.
McLellan, Annette.....KBMX, Coalinga, Calif.
McMeen, Jo.....WMRF, Lewistown, Pa.
McMurray, Barbara....WLRP, New Albany, Ind.
McNall, Trudy.....WROC-TV, Rochester, N. Y.
McNeely, Beth.....WTSP, St. Petersburg, Fla.
McPherson, Charlotte.....WTTM, Trenton, N. J.
McVay, Betty Lou.....WOI-TV, Ames, Iowa

— M —

MacEachron, Peg.....WQXT, Palm Beach, Fla.
MacLean, Jill.....WJHL-TV, Johnson City, Tenn.
Madden, Gertrude.....WWPA, Williamsport, Pa.
Madsen, Connie.....KSID, Sidney, Neb.
Magers, Jean.....WISN-TV, Milwaukee, Wis.
Malin, Theda.....WEBR, Buffalo, N. Y.
Mallory, Virginia.....WTVR, Richmond, Va.
Manabe, Winifred...KULA-TV, Honolulu, Hawaii
Mann, Peggy.....WTVD, Durham, N. C.
Mann, Suzanne.....KEEN, San Jose, Calif.
Manning, Mary.....WLAC, WLAC-TV, Nashville, Tenn.
March, Donna.....WADK, Newport, R. I.
Maria, Juana.....KIWW, San Antonio, Tex.
Marin, Fina.....KWKW, Pasadena, Calif.
Marini, Patricia.....CFCF, Montreal, Quebec
Mariotti, Dolores.....WLSV, Wellsville, N. Y.
Marks, Judy.....WXIX, Milwaukee, Wis.
Marshall, Jane.....WTTH, Port Huron, Mich.
Martin, Clara.....WBIG, Greensboro, N. C.
Martin, Esther.....KDTH, Dubuque, Iowa
Martin, Georgia.....WCEN, Mt. Pleasant, Mich.
Martin, Mollie..WBAL, WBAL-TV, Baltimore, Md.
Mason, Mary.....WHAT, Philadelphia, Pa.
Masters Margaret.....KSL, KSL-TV, Salt Lake City, Utah
Matheson, Edith....KFBB-TV, Great Falls, Mont.
Matz, Dody.....WHLF, South Boston, Va.
Mauck, Vivienne.....KBBS, Buffalo, Wyo.
May, Mary Ruth.....WMTN, Morristown, Tenn.
Maywood, Pat.....KOGA, Ogallala, Neb.
Mead, Dottie.....WSPB, Sarasota, Fla.
Melrose, Edythe Fern...WXYZ-TV, Detroit, Mich.
Mercer, Sylvia.....WHYS, Ocala, Fla.
Merritt, Betty L...WAGA, WAGA-TV, Atlanta, Ga.
Merritt, Henri.....WFIG, Sumter, S. C.
Merryfield, Mary....WMAQ, WNBQ, Chicago, Ill.
Meservy, Maye.....KVNU, Logan, Utah
Mickles, Lillian.....WHGB, Harrisburg, Pa.
Middleton, Mary Sue.....WHLN, Harlan, Ky.
Miles, Eddie Mae.....WLSM, Louisville, Miss.
Miller, Jan.....WDUX, Waupaca, Wis.
Miller, Mrs. William....WBEN-TV, Buffalo, N. Y.
Milligan, Marian..WTAD, KHQA-TV, Quincy, Ill.
Minahan, Ann D.....WCCM, Lawrence, Mass.

Mitchell Norma.....KJFJ, Webster City, Iowa
Mizner, Connie.....KVNC, Winslow, Ariz.
Moir, Joyce....KGEZ, KGEZ-TV, Kalispell, Mont.
Monk, Izabelle.....WRJN, Racine, Wis.
Monroe, Willa.....WDIA, Memphis, Tenn.
Moody, Marian McCook.....KRNO, San Bernardino, Calif.
Moon, Virginia.....KTRM, Beaumont, Tex.
Moore, Eleanor.....WSBT, South Bend, Ind.
Moore, Ellie.....WBIR-TV, Knoxville, Tenn.
Moore, Mary.....WJAG, Norfolk, Neb.
Moore, Mary Louise....WHED, Washington, N. C.
Moore, Meade.....WCNC, Elizabeth City, N. C.
Moore, Sally.....WAMM, Flint, Mich.
Morgan, Alice.....KMHT, Marshall, Tex.
Morgan, Mary.....CKLW-TV, Detroit, Mich.
Mork, Carol.....WPDR, Portage, Wis.
Morris, Mary.....WBEX, Chillicothe, Ohio
Morrison, Grace.....WERC, Erie, Pa.
Morse, Molly..KFMB, KFMB-TV, San Diego, Calif.
Morenson, Luella.....WKOW, WKOW-TV, Madison, Wis.
Moseley, June.....WACL, Waycross, Ga.
Mossman, Sally.....WMCK, McKeesport, Pa.
Motschenbacher, Nelle.....KRXL, Roseburg, Ore.
Mundy, Carolyn.....WRIB, Providence, R. I.
Myberg, Gertrude.....KGHL, KGHL-TV, Billings, Mont.

— N —

Neal, Eleanor.....WMBM, Miami Beach, Fla.
Nelson, Bette.....WBRD, Bradenton, Fla.
Nelson, Emilie.....KLTZ, Glasgow, Mont.
Nelson, Gert.....WAOK, Atlanta, Ga.
Nelson, Irene.....WLIP, Kenosha, Wis.
Nelson, Ramona H.....KRAL, Rawlins, Wyo.
Nesbit, Jean.....KCKN, Kansas City, Kan.
Neville, Helen.....WGR-TV, Buffalo, N. Y.
Newport, Joan.....KSCB, Liberal, Kan.
Nicholson, Trudi.....WLBT, Jackson, Miss.
Niedermier, Rosanna.....WPLY, Plymouth, Wis.
Norlander. Joan.....KNUJ, New Ulm, Minn.
Norman, Nancy.....WDZ, Decatur, Ill.
Norris, Waldo.....WMBR-TV, Jacksonville, Fla.
Nugent, Helen.....WKRC-TV, Cincinnati, Ohio
Nutley, Pat.....WGEZ, Beloit, Wis.
Nutting, Sue.....KNOT, Prescott, Ariz.

— O —

Oblinger, Jackie.....WHIS, WHIS-TV, Bluefield, W. Va.
O'Connor, Helen.....WCHI, Chillicothe, Ohio
O'Day, Billie.....WCKR, Miami, Fla.
O'Dell, Martha.....WTUX, Wilmington, Del.
Oehmann, Judy.....WBOF, Virginia Beach, Va.
Oliver, Sherly.....WCRE, Cheraw, S. C.
Oppenheimer, Kitty.....KTIM, San Rafael, Calif.
Oris, Josephine.....WJMJ, Philadelphia, Pa.
Ossola, Margaret.....WJAC, WJAC-TV, Johnstown, Pa.
Ouellette, Sonia.....WLAM, Lewiston, Me.
Owen, Frances.....WBLT, Bedford, Va.

— P —

Pack, Patti.....KFRE, KFRE-TV, Fresno, Calif.
Packard, Margaret O.....KTRC, Santa Fe, N. M.
Page, Mrs.....WJR, Detroit, Mich.
Page, Evalyn.....WTVL, Waterville, Me.
Page, Pat.....WPEN, Philadelphia, Pa.
Pagnotti, Ellie.....WPTS, Pittston, Pa.
Palmer, Alyce.....WTAW, Bryan, Tex.
Palmer, Pat.....KCNA, Tucson, Ariz.
Palmer, Travis.....WSSO, Starkville, Miss.
Panetta, Genevive.....WBOY, WBOY-TV Clarksburg, W. Va.
Park, Marion.....WINC, Winchester, Va.
Parker, Eloise.....KOOL-TV, Phoenix, Ariz.
Parker, Ethel.....WELM, Elmira, N. Y.
Parker, Janet.....KHUZ, Borger, Tex.
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Parnell, Sarah.....WJAM, Marion, Ala.
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Parrish, Helen.....KNXT, Los Angeles, Calif.
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Pauley, Gay.....MBS, New York, N. Y.
Payne, (Mrs. Reg. G.....KDET, Center, Tex.
Pearson, Jane.....KTOW, Oklahoma City, Okla.
Pedlow, Marian.....WDRF, Chester, Pa.
Penland, Nell Bates.....WAYX, Waycross, Ga.
Perdue, Toby A.....WLSD, Big Stone Gap, Va.
Perkins, Maggie....WOCB, West Yarmouth, Mass.
Persons, June.....WELY, Ely, Minn.
Person, Berdell.....KIMN, Denver, Colo.
Peters, Esther.....WLNH, Laconia, N. H.
Peters, Irene.....KWLM, Willmar, Minn.
Peters, Marianne.....KMTV, Omaha, Neb.
Pfeiffer, Mary Lou....WRFD, Worthington, Ohio
Pfluke, Enelle.....WMIE, Miami, Fla.
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Phillips, Hazel.....WWNR, Beckley, W. Va.
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Purdy, Gladys.....KVIN, Vinita, Okla.

— Q —

Quaglin, Edith.....KREX, KREX-TV, Grand Junction, Colo.
Quimby, Wilda Grim.....WRAC, Racine, Wis.

— R —

Racine, Shirley.....KSYL, Alexandria, La.
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Rolph, Olivette.....WFTM, Maysville, Ky.
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Rudolph, Joann.....WKCT, Bowling Green, Ky.
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Ryan, Patti.....WLWD, Dayton, Ohio

— S —

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Sale, Jo (Mrs.).....WLVA, WLVA-TV, Lynchburg, Va.
Salisbury, Sally...KSL-TV, Salt Lake City, Utah
Sanders, Harriet.....KLTF, Little Falls, Minn.
Sandin, Norma.....KDLM, Detroit Lakes, Minn.
Sandri, Gladys.....WIKB, Iron River, Mich.
Sands, Eleanor Hanson....WHK, Cleveland, Ohio
Sandy, Dixie.....KFH, Wichita, Kan.
Saunders, Dorothy.....KCLS, Flagstaff, Ariz.
Sawyer, Peggy.....KBTV, Denver, Colo.
Schemmerhorn, Merle.....KLCB, Libby, Mont.
Scheurich, Catherine.....WITY, Danville, Ill.
Schlautman, Irene.....KBMO, Benson, Minn.
Schrader, Marlene.....WPRC, Lincoln, Ill.
Schram, Violet.....KPOP, Los Angeles, Calif.
Schrimsher, Don....KSST, Sulphur Springs, Tex.
Schwarz, Monica....WASA, Havre De Grace, Md.
Scott, Shirley.....WSYL, Sylvania, Ga.
Seale, Voncile.....WHNY, McComb, Miss.
Seigler, Mary Alice....WALD, Walterboro, S. C.
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Shaler, Pat.....WABJ, Adrian, Mich.
Shand, Ruth.....WALE, Fall River, Mass.
Shanton, Peggy.....WSEV, Sevierville, Tenn.
Sharp, Fern.....WBNS-TV, Columbus, Ohio
Sheffield, Francis.....WTJH, East Point, Ga.
Shelton, Owanah.....KWFT,Wichita Falls, Tex.
Sherban, Ollie.....KACE, Riverside, Calif.
Shiffler, Jean.....WPTZ, Plattsburgh, N. Y.
Shorten, Martha.....KGB, San Diego, Calif.
Shriver, Melba.....KUAM, KUAM-TV, Agana, Guam, M. I.
Shumate, May Floyd.....KRXK, Rexburg, Idaho
Sim, Wilma.....KSD, KSD-TV, St. Louis, Mo.
Skach Tesse.....KBAM, Longview, Wash.
Slater, Patricia.....WNLC, New London, Conn.
Slaton, Norma.....WEBQ, Harrisburg, Ill.
Slatton, Pat (Mrs.).....WJBB, Haleyville, Ala.
Smith, Caroline.....KGUL-TV, Galveston, Tex.
Smith, Drue.....WDEF-TV, Chattanooga, Tenn.
Smith, D'Voe Lee.....KCLE, Cleburne, Tex.
Smith Eileen.....KNEX, McPherson, Kan.
Smith, Eugenia.....WJBC, Bloomington, Ill.
Smith, Irene.....KSMO, Salem, Mo.
Smith, Jane.....KVEN, Ventura, Calif.
Smith, Joan.....WEOL, Elyria, Ohio
Smith, Libby.....WDSM-TV, Duluth, Minn.
Smith, Loni.....KMO, Tacoma, Wash.
Smith, Mamie Lee.....WJAY, Mullins, S. C.
Smith, Margaret..KHQ, KHQ-TV, Spokane, Wash.
Smith, Mary.....KDZA, Pueblo, Colo.
Smith, Patricia.....WLAG, Lagrange, Ga.
Smith, Sue Marshall.....WDEC, Americus, Ga.
Smizer, Ernestine.....KFGT, Fremont, Neb.
Sontag, Esther.....WKBN-TV, Youngstown, Ohio
Southey, Jean B.....WTSL, Hanover, N. H.
Spann, June S.....KWAK, Stuttgart, Ark.
Spaulding, Jeanne.....WUSJ, Lockport, N. Y.
Spear, Bea.....KDIX, Dickinson, N. D.
Speece, Wynn Hubler.....WNAX, Yankton, S. D.
Spencer, Eula.....WXOK, Baton Rouge, La.
Standish, Martha.....WPOR, Portland, Me.
Stanley, Ginger.....WDBO-TV, Orlando, Fla.
Stanton, Marge.....KBAB, El Cajon, Calif.
Stark, Beverly.....WMTV, Madison, Wis.
Steensrud, Eileen.....WEKZ, Monroe, Wis.
Steeves, Pat.....WTWN, St. Johnsbury, Vt.
Stevens, Carrie.....WBAW, Barnwell, S. C.
Stevens, Dorothy.....WLAN, WLAN-TV, Lancaster, Pa.
Stevenson, Connie.....WKXL, Concord, N. H.
Steward, Joanne.....KVSO-TV, Ardmore, Okla.
Stewart, Becky Ann....WPBC, Minneapolis, Minn.
Stewart, Faye.....KPIX, San Francisco, Calif.
Stokes, Barbara.....WAGS, Bishopville, S. C.
Stone, Liuise.....KAAA, Kingman, Ariz.
Stone, Marlys.....KVOX, Fargo, N. D.
Storm, Marjorie.....WPCT, Putnam, Conn.
Straker, Easter....WIMA, WIMA-TV, Lima, Ohio
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Strong, Norma.....WKIC, Hazard, Ky.
Struther, Susie.....WJLB, Detroit, Mich.
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Sukoski, Deanne....WFRX, West Frankfort, Ill.
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Sullivan, Milly.....KCRA-TV, Sacramento Calif.
Sullivan, Ruth Delmar.KEYS, Corpus Christi, Tex.
Sundin, Anita...WOC, WOC-TV, Davenport, Iowa
Sweeney Ruth.....WHYN-TV, Springfield, Mass.
Swift, Mildred.....KNDE-TV, Monroe, La.

— T —

Talton, Mabel.....WMPM, Smithfield, N. C.
Tapley, Donalene.....WGUY, Bangor, Me.
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Taylor, Gertrude.....WTYN, Tryon, N. C.
Taylor, Lynn.....KFSD-TV, San Diego, Calif.
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Taylor, Rosemary.....KLAN, Renton, Wash.
Taylor, Teena.....WHMA, Anniston, Ala.
Taylor, Thelma.....WHBI, Newark, N. J.
Taylor, Willa.....WBLR, Batesburg, S. C.
Templeman, Marion.....KWPC, Muscatine, Iowa
Tench, Cris.....WCGC, Belmont, N. C.
Terrebonne, Betty....KLFT, Golden Meadow, La.
Thabes, Nordica.....KLIZ, Brainerd, Minn.
Theaux, Ray.....KVOL, Lafayette, La.
Thomas, Ann.....WMNS, Olean, N. Y.
Thompson, Bernice.....WDAS, Philadelphia, Pa.
Thompson, Betsey...WSBS, Gt. Barrington, Mass.
Thompson, Betty.....WTRC, Elkhart, Ind.
Thompson, Dobbie.....WVOP, Vidalia, Ga.
Thompson, Shirley.....WLBN, Lebanon, Ky.
Tierney, Mary Jo..KMGM-TV, Minneapolis, Minn.
Todd, Jane.....KCBS, San Francisco Calif.
Tregonning Deanna.....WMOS, Muskegon, Mich.
Trobe, Gertrude B.....WBVP, Beaver Falls, Pa.
Troutvine, Fern.....WPFB, Middletown, Ohio
Truax, Anne.....KLX, Oakland, Calif.
Tussing, Ann.....KRLC, Lewiston, Idaho
Tuttle, Sally J.....KCVL, Colville, Wash.
Tyler, Janet.....WABC-TV, New York, N. Y.

— U —

Uram, Grace.....WHEE, Martinsville, Va.

— V —

Van Andel, Dorothy..WFUR, Grand Rapids, Mich.
Vance, Beverly...WEEK, WEEK-TV, Peoria, Ill.
Van Haver Betty.....WKBZ, Muskegon, Mich.
Vaughn, Terry.....WVVW, WJBP-TV, Grafton, W. Va.
Vaught, Annalee.....KWFC, Hot Springs, Ark.
Veidt, Jerri.....KCNY, San Marcos, Tex.
Vespoint, Flora.....WHAR, Clarksburg, W. Va.
Villalongin, Carolina.KCOR-TV, San Antonio, Tex.
Voss, Jan.....WMT-TV, Cedar Rapids, Iowa

— W —

Waggoner, Ruth.....KCOL, Fort Collins, Colo.
Wakefield, JoAnn.....WTIV, Titusville, Pa.
Waldheim, Mary.....WAUD, Auburn, Ala.
Walker, Wilma.....WRKH, Rockwood, Tenn.
Wall, La Von.....KVEL, Vernal, Utah
Wallace, Meriel.....KBBA, Benton, Ark.
Walling, Esther.....WDOS, Oneonta, N. Y.
Wallis, Bonnie.....KBOI, Boise, Idaho
Walters, Helen Hamer.....WOKZ, Alton, Ill.
Walton, Sue.....WFIW, Fairfield, Ill.
Ware, Dixie.....KNDE-TV, Monroe, La.
Warner, Jo.....KPEG, Spokane, Wash.
Warren, Marione..WSOO, Sault Ste. Marie, Mich.
Washburn, Virginia.....WHAP, Hopewell, Va.
Wassner, Wanda.....WOWL-TV, Florence, Ala.
Waterhouse, Norma Jean....WCMR, Elkart, Ind.
Wayt, Dorothy.....KVFC, Cortez, Colo.
Weaver, Jeannie.....WHUC, Hudson, N. Y.
Webb, Annabell.....KSUM, Fairmont, Minn.
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Welch, Jean.....KVKM, Monahans, Tex.
Wells, Lydia.....WNAB, Bridgeport, Conn.
Weppener, Barbara.....KSBW-TV, Salinas-Monterey, Calif.
West, Kay.....KEX, Portland, Ore.
Weston, Jane.....WOWO, Fort Wayne, Ind.
Whatley, Tish.....KIHN, Hugo, Okla.
Wheeler, Mary.....KTAT, Frederick, Okla.
Wheelis, Wilma .....KDRS, Paragould, Ark.
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Williams, Marilyn.....WJBA, Washington, Pa.
Williams, Phylis.....WKAM, Goshen, Ind.
Willis, Ella Mae.....KVOM, Morrilton, Ark.
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Wills, Jeannie.....KSYD, KSYD-TV, Wichita Falls, Tex.
Wilson, Dorothy.....KHVH, KHVH-TV Honolulu, T. H.
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Wilson, Julie.....KFXM, San Bernardino, Calif.
Wilson, Reba.....WBAC, Cleveland, Tenn.
Windom, Jane.....WJPB-TV, Fairmont, W. Va.
Wing, Jerry.....KODY, North Platte, Neb.
Winn, Kay.....KSOP, Salt Lake City, Utah
Winslow, Louise.....WERE-TV, Cleveland, Ohio
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Wise, Katherine.KOMO, KOMO-TV, Seattle, Wash.
Witten, Frances.....KVMC, Colorado City, Tex.
Wolfe Naomi.....WNNJ, Newton, N. J.
Wolfenden, Stella D.....WMEV, Marion, Va.
Woodard, Lolly.....WSAU-TV, Wausau, Wis.
Workman, Helen.....WCAX-TV, Burlington, Vt.
Wormell, Lil.....WABI, Bangor, Me.
Worth, Konnie G...KGW, KGW-TV, Portland, Ore.
Worthington, Ann.....WMBS, Uniontown, Pa.
Wren, Virginia.....WLAD, Danbury, Conn.
Wright, Cathryn...WSFA-TV, Montgomery, Ala.
Wright, Nadine.....WDVA, Danville, Va.
Wright, Nina..KSOO, KSOO-TV, Sioux Falls, S. D.
Wright, Ruth.....WBYS, Canton, Ill.
Wyatt, Margaret.....WHOP, Hopkinsville, Ky.

— Y —

Yaple, Hy.....WSEE, Erie, Pa.
Young, Jean.....WEGO, Concord, N. C.
Young, Mary Emma.....WHTC, Holland, Mich.
Young, Myrtle.....KABR, Aberdeen, S. D.
Young, Norma..KHJ, KHJ-TV, Los Angeles, Calif.
Young, Ruth.....WEDO, McKeesport, Pa.

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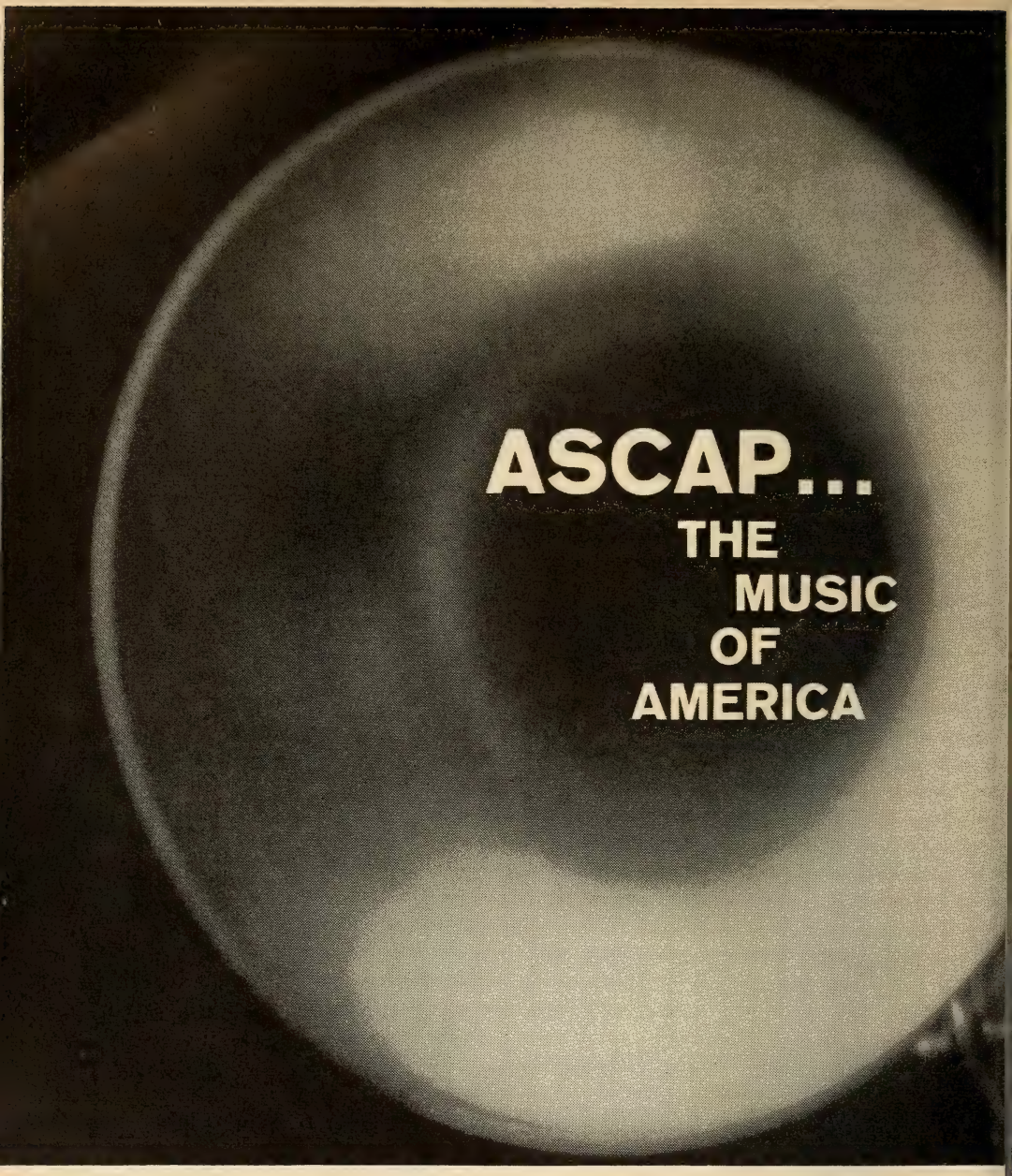
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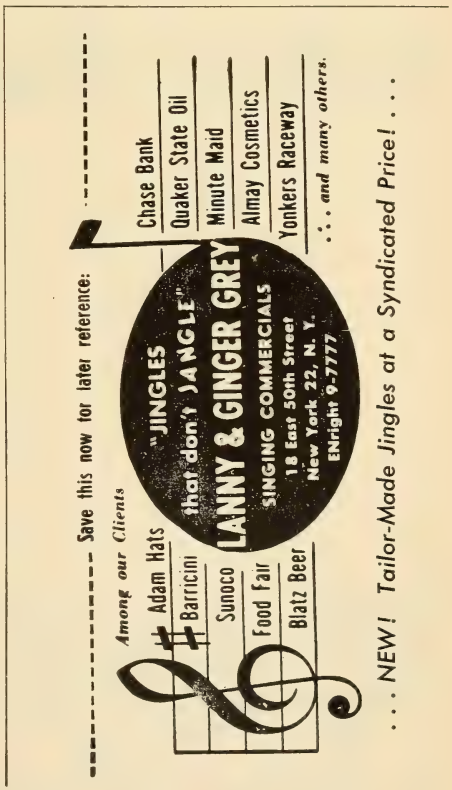
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"GINGER" JOHNSON
340 East 58th Street
New York, New York
PLaza 1-5575

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LANG-WORTH FEATURE PROGRAMS, INC.
1775 Broadway
New York 19, New York
JUdson 6-5700

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JACK LLOYD
1445 Miller Way
Hollywood 46, Calif.
OLdfield 6-4607

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ANDY LOVE PRODUCTIONS
15 West 44th Street
New York, New York
OXford 7-7592

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JERRY LYNN MUSIC CO., INC.
246 West 44th Street
New York 36, New York
LO 3-7592

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MUSIC MAKERS, INC.
45 West 45th Street
New York, New York
CIrcle 5-3737

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GEORGE R. NELSON
208 State Street
Schenectady, N. Y.
SChenectady 4-4135

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HOllywood 3-7178

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SURPRISE JINGLES
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REvere 8-5562

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JOHN WOLFE & COMPANY
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YUkon 6-5040

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PLaza 7-5685

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SIGNATURE MUSIC, INC.
c/o HANK SYLVERN
521 Fifth Ave., New York, N. Y.
MUrray Hill 7-3080

Several Cardinal Principles Apply In Developing Jingles



By LANNY and GINGER GREY
Writers, Producers, Singers of "Jingles that don't Jangle"

PERHAPS our beginning in radio as a singing duo (Ginger & Lanny — Two voices and a pianny) has produced one of our cardinal principles in creating an effective musical commercial — a jingle should be ENTERTAINING.

We therefore try to begin each jingle as though it is a pleasing, popular song. Once the entertaining element has been established, we then try to integrate the name of the product in a subtle but pleasant or amusing manner so that the listener does not tire of the musical message, no matter how often he hears it.

We think it should have a melodic strain or theme and the sponsor's name should fit the theme like the title of the average hit tune. Too many jingles are written like a few "hot licks" containing musical passages, but not in a memorable style so that the music and the message are soon forgotten.

We think, contrary to some, that JINGLES SHOULD NOT JANGLE. True, the irritating style causes a great deal of comment and undoubtedly is very successful for a short run. We still cling, however, to the theory that an old friend wears well, and if a jingle is pleasant and friendly, it may serve its master well for many years just as "Stardust" is always welcome. This reduces the need to start over each year with a new melody or idea. Contrarily, the same tune can go on year after year, building more and new friends but still keeping the old, without costly re-recording fees and the loss of the original good-will already built at considerable expense. In other words, if a client has a good jingle, we don't think it should be changed every year, any more than he should change his trade-mark or product name. But to last, and wear well, it cannot be irritating.

✲

Jingles should be SHORT AND SIMPLE. The most popular standard songs are the ones with few notes and words—easily sung, easily remembered. Who doesn't know the words to "Let Me Call You Sweetheart?" Therefore we feel one or two salient points in 15 seconds or less will sell much better than a whole minute of boring details that obviously is designed to be high pressure selling (with negative results) instead of sincere entertainment with a slight suggestion or tie-in with the product's name which few can resent.

Finally, the PRESENTATION is important. If the jingle is not produced properly, the melody or message may never reach its goal.

The musical background should never overshadow the voices, and in our opinion, except where a choral or group effect is essential to the mood that is being created, the fewer voices, the better.

We sincerely feel that in most cases when you employ more than two voices, the clarity of the message begins to diminish. One voice is very clear—two add more interest because the basis of all life is the couple—boy-girl, husband and wife. These are the two most important people you can reach.

✲

Let us give credit, however, to a few very outstanding cigarette commercials that have proved the exception and are excellent. Still look how simple, successful, and popular boy-girl jingles have been, like: I GO FOR A MAN WHO WEARS AN ADAM HAT, YOU'LL WONDER WHERE THE YELLOW WENT, and the PAPER-MATE PEN jingles. These are further proof that the most effective and least costly, are the boy-girl commercials. Most of the Nation's most popular jingles have few voices. One of the earliest and most successful of all, the PEPSI-COLA JINGLE, started and gained nation-wide popularity with just one male voice.

In conclusion, we feel that the trend is toward the better commercials and we are glad to see that. It is not unusual to hear people say: "The jingle was the best part of that program, last night." Like a picture is worth a thousand words, we feel a jingle is worth a thousand words of commercial copy.

SONG HITS OF 1957

January 1, 1957 to January 1, 1958

THE 35 SONG HITS WITH THE LARGEST RADIO AND TELEVISION AUDIENCES ARE LISTED BELOW IN ORDER OF THE TOTAL ACI POINTS RECEIVED IN THE ACI SURVEYS DURING THE YEAR. Songs in STAGE, FILM or TV productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began in the fall of 1956 are noted by the date . . . (1956).

Total ACI Points	Number of Weeks in ACI Survey	Song Title	Production	Publisher
40514	38	*AROUND THE WORLD (1956)	(Around The World In 80 Days)	Young
32357	25	*Fascination		Southern
31759	22	Round and Round		Rush
27151	28	Tammy	(Tammy And The Bachelor)	Northern
26607	23	Marianne		Montclare
24627	16	Banana Boat Song		E. B. Marks-Bryden
24316	26	Love Letters in the Sand		Bourne
23512	26	I'm Gonna Sit Right Down and Write Myself a Letter		DeSylva-Brown & Henderson
19728	18	Young Love		Lowery
18901	19	*Chances Are		Korwin
18733	20	Honeycomb		Hawthorne
18246	15	*All the Way	(The Joker Is Wild)	Maraville
18163	13	Singing the Blues (1956)		Acuff-Rose
17824	24	And That Reminds Me (My Heart Reminds Me)		Symphony House
17217	17	Butterfly		Mayland-Presley
16738	18	In the Middle of an Island		Mayfair
16621	13	*April Love	(April Love)	Feist
16101	26	An Affair to Remember	(An Affair To Remember)	Feist
15874	12	True Love (1956) (High Society)		Buxton Hill
15496	14	Don't Forbid Me		Roosevelt
15456	19	Chantez Chantez		Chantez
15421	31	I Could Have Danced All Night (1956)	(My Fair Lady)	Chappell
15023	16	*Melodie D'Amour		Rayven
13147	21	So Rare		Robbins
13136	18	Do I Love You (Because You're Beautiful)	(Cinderella)	Williamson
12874	17	Little Darlin'		Excellorec
12595	16	I Dreamed (1956)		Trinity
12402	26	*Till		Chappell
11722	21	White Silver Sands		Fellows-Peer
11508	19	Almost Paradise		Peer
11419	26	It's Not for Me to Say	(Lizzie)	Korwin
11310	19	Just in Time (1956)	(Bells Are Ringing)	Stratford
11282	16	All Shook Up		Shalimar
11029	15	I'm Walkin'		Reeve
10851	16	Mutual Admiration Society (1956)	(Happy Hunting)	Chappell

Issued with copyrighted ACI SURVEY for week ending January 9, 1958.
Office of Research, Inc.

A. S. C. A. P.

By PAUL CUNNINGHAM
President

THE American Society of Composers, Authors and Publishers serves our nation's television and radio broadcasters in the clearance of music copyrights for the performance of its varied and extensive repertory.

Through the simple machinery of an agreement between the licensee and our society, acting on behalf of the writers and publishers of the nation's outstanding compositions, the licensee obtains complete clearance of the entire catalog of its members' works.

With a membership of more than 5,000, ASCAP is proud of the caliber of music its members make available to the broadcasting industry, as well as every phase of the entertainment world.

The Society maintains headquarters at 575 Madison Avenue, New York City, with 24 branches throughout the country. Officers as of January 1, 1958, are:

Paul Cunningham	President
Louis Bernstein	Vice-President
Otto A. Harbach	Vice-President
John Tasker Howard	Secretary
Frank H. Connor	Treasurer
George W. Meyer	Assistant Secretary
J. J. Bregman	Assistant Treasurer

The Board of Directors is comprised of 12 writers and 12 publisher-members, elected biennially, the writers by writer-members, the publishers by publisher-members, for two-year terms. The directors are: Writers—Stanley Adams, Douglas Moore, Paul Cunningham, L. Wolfe Gilbert, Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard, Alex C. Kramer, Ned Washington, George W. Meyer, Deems Taylor, Jack Yellen. Publishers—Louis Bernstein, Bonnie Bourne, J. J. Bregman, Irving Caesar, Frank H. Connor, Max Dreyfus, John D. Marks, Jack Mills, Gustave Schirmer, Maurice Scopp, Herman Starr, Adolph Vogel.

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Admont Music, Inc.
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Almanac Music, Inc.
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Amco Music Co.
Amenra Music
American Academy of Music, Inc.
American Music Co., The
American Music Edition
American Music Publishing Co.
"AMI" Educational Service, Inc.
AMPCO Music, Inc.
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Boulder Music Corp.
Bourne, Inc.
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Brooks Music Corp.
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Brull Music, Inc.
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Church, John, Co., The
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Citation Music, Inc.
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Clarion Music Co.
Clover Music Co.
Cloverleaf Music
Cohan, George M., Music Publ. Co., Inc.
Coleman-Ross Co., Inc.
Collie Music
Colony Music, Inc.
Columbia Pictures Music Corp.
Commander Publications
Commercial Music Co.
Commonwealth Music Co.
Composers Music
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Concerto Music Corp.
Congress Music Publications
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Connelly, Reg, Music, Inc.
Consolidated Music Publ., Inc.
Consonant Music, Inc.
Cooper Music Corp.
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Crest Music Co.
Crestview Music Corp.
Criterion Music Corp.
Cromwell Music, Inc.
Crystal Music Publishers, Inc.
Cunningham, Paul, Inc.
Cusenza, Frank J., Music Publishing Co.

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Dash, Connelly, Inc.
Davis, Joe, Music Co., Inc.
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Dawson Music Co., Inc.
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Deep River Music, Inc.
Deerhaven Music Corp.
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Delkas Music Publishing Co.
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Denric Music Corp.
Denslow Music, Inc.
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Desilu Music Corp.
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Ditson, Oliver, Co.
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Dorian Music Publishers, Inc.
Doris Music Corp.
Dorsey Brothers' Music, Inc.
Double-A Music Corp.
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Dubonnet Music Publishing
Duet Music, Inc.
Durante, Jimmy, Music Publ. Co., Inc.

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Essex Music, Inc.
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Fanfare Music Co.
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Favorite Music, Inc.
Favorite Publishers, Inc.
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Fields, Arthur, Publiations
Fillmore Music House
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Fortune Music, Inc.
42 Publishing Co., Inc.
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Fox, Sam, Publishing, Inc.
Frank Music Corp.
Franklin, Jimmie, Music Publ.
Friend Music Publ. Co., Inc.

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Gallico, Al, Music Co., Inc.
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Global Music, Inc.
Gold, Jack, Music Co.
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Hometown Music Co., Inc.
Homeyer, Charles W., & Co., Inc.
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Horton, Vaughn, Inc.
House of Nacio Herb Brown

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Hudson Music Corp.
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Huntzinger, R. L., Inc.

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International Music, Inc.
Ivanhoe Music, Inc.
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James Music Co.
James, Music, Inc.
Jan-Lee Music
Jay IV Company,The
Jaybar Music Co.
Jayvee Music Publishing Co.
Jefferson Music Co.
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Jenkins Music Co.
Jennings Publishing Co.
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Jonathan Music Co., Inc.
Jones, Isham, Music Corp.
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Keith Music
Kellem, Milton, Music Co., Inc.
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Kelton, Inc.
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Kenmor Music Co.
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Kenyon Music Corp.
Keyboard, Inc.
Keynote Music Co.
Keystone Music Co. of Calif.
Kickapoo Music Co.
King, Charles E.
Kingsway Music Corp.
Knickerbocker Songs, Inc.
Knollwood Music Corp.
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Kulma Music Corp.

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Largo Music Co.
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Manners Music
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Marlen Music Co.
Marlo Music Corp.
Marlong Music Corp.
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Mars Records, Inc.
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Martin, James H., Inc.
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Marvin Music Co.
Maser Music Publishing Corp.
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Maurice, Peter, Music Co., Ltd., The
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Maxwell-Wirges Publications
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Maytone Music Publishers
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Melody Music, Inc.
Melomusic Publications, Inc.
Melrose Music Corp.
Melrose, Walter, Music Co.
Memory Music Publishers
Merit Music Co.
Met Music Publications
Midway Music Co.
Milbee Music, Inc.
Milene Music
Milford Music Co.
Miller, Bob, Inc.
Miller Music Corp.
Mills Music, Inc.
Miranda Music Pub. Co.
Mitchell Music Corp.
Mode Music, Inc.
Modern Music Pub.
Mogull, Ivan, Music. Corp.
Mokell Music
Monaco, James V., Inc.
Monitor Music Corp.
Monmar Music, Inc.
Mood Music Co., Inc.
Morley Music Co., Inc.
Morris, Edwin H., & Co., Inc.
Movietone Music Corp.
Muirfield Music Corp.
Musette Publs., Inc.
Musi-Chord Pub. Co.
Music Hall Songs, Inc.
Music Makers Pub. Co.
Music Productions
Music Workshop
Musical Works
Musicland Pub. Co.

Mutual Music Society, Inc.
Myers Music

Nacio Pub., Inc.
National Music Pub. Corp.
Nationwide Songs, Inc.
Neiburg, Al J., Music Pub.
Neilson Music Co.
New Sounds inModern Music
New World Music Corp.
New York Music
Newman, Charles, Pub.
Newman, Lee, Music
Noble Music Corp.
North & Son Music, Inc.
Northern Music Corp.
Noteworthy Music, Inc.
Novelty Music Co.

Oahu Publishing Co.
Oakland Music Co.
O'Connor and Miller Music Corp.
Octave Music Pub Corp.
Odette Music Corp.
Official Music Co., Inc.
O'Flynn, Charles, Pub.
O'Kay Music Co.
Old Homestead Pub. Co.
Olman, Abe, Music, Inc.
Omar Music Corp.
Oriole Music Corp.
Orlob Music Co.
Orten Music Co.
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Paradise Music Corp.
Parakeet Music Corp.
Paramount Music Corp.
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Piper Music Co.
Planetary Music Pub. Corp.
Players Music Corp., The
Pleasant Music Pub. Corp.
Plymouth Music Co., Inc.
Pollsam Music Co.
"Pops" Music Pub. Co.
Popular Music Co.
Portilla Music Corp.
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Presser, Theodore, Co.
Prestige Publishing Co.
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Priscilla Music Corp.
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Randy-Smith Music Corp.
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Record Music Corp.
Record Songs, Inc.
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Reliable Music Publisher
Religious Song Guild, Inc.
Remick Music Corp.
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Renault Music Co., Inc.
Rene, Leon, Pub.
Revere Music Co.
Revil Music, Inc.
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Rialto Music Pub. Corp.
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Ricordi, G., & Co.
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Rinn Music Co., Inc.
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Ritter, Tex, Music Pub., Inc.
Riverside Music Pub.
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Robbins, J. J., Inc.
Robbins Music Corp.
Robert Music Corp.
Roberty Music Co.
Robinson, J. Russel, Inc.
Rodeheaver Co., The
Rodeo Music Co.
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Roncom Music Co.
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Rosemeadow Pub. Corp.
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Sanjud Music Co., Inc.
Sanson Music Co.
Sapphire Songs
Saunders Pub., Inc.
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Schroeder, D. L.
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Schuster, Joe, Music Pub.
Schwartz Music Co.
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Second Music Pub. Co., Inc.
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Sequence Music, Inc.
Shale Enterprises, Inc.
Shamrock Music Pub., Inc.
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Shawnee Press, Inc.
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Shelley Music, Inc.
Sheriton Music Pub. Co.
Sherman, Al, Music Co.
Sherwin Music, Inc.

Shilkret, Nathaniel Music Co., Inc.
Show Tunes, Inc.
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Thomas, John, Music Corp.
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Voss Music Co.

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Walton Music Corp.
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By CHARLES A. WALL
President and Treasurer

ASSOCIATED MUSIC PUBLISHERS, INC., a wholly owned subsidiary of Broadcast Music, Inc., serves the radio and television industry in the field of serious music. It is recognized at the present time as one of the principal publishers and exploiters of contemporary music in the United States and controls a very extensive and expanding catalog of orchestral, band, chamber, instrumental and choral works by the foremost American and foreign composers. In addition AMP also represents exclusively in the United States many of the most famous serious music catalogs of Europe such as Breitkopf & Haertel and Schott of Germany, Schott and Universal Edition of England, Universal Edition of Austria and Switzerland, Eschig of France, Union Musical Espanol of Spain, Suvini Zerboni and Sonzogno of Italy, and many others.

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BROADCAST MUSIC, INC.

By CARL HAVERLIN
President

BECAUSE it expresses our philosophy in 1958 just as emphatically as it did in 1957, we are repeating below our statement in last year's RADIO ANNUAL AND TELEVISION YEARBOOK:

During each day of the eighteen years of its existence Broadcast Music, Inc., has adhered steadfastly to one basic principle—competition is healthy and necessary. Because of this credo, BMI operates as a competitive force in the field of performing rights. Because it believes in competition, BMI operates in a manner intended to benefit all composers, all writers, all music publishers, all users of music.

The result has been to establish an open door and an open market place for all creators of music and for all publishers of music. Benefits of the BMI policy continue to flow not only to well established publishers and writers, but to the newcomers who have come into the field since the creation of BMI.

In order to maintain a constantly growing source of music and to provide a steady challenge to the progressive composer, writer, and publisher, BMI has devoted its attention to all types of music. As a result, national, indeed world-wide, interest has been focused on fields of music once considered geographically limited or intellectually esoteric. The resultant democratization of musical elements has developed a truly American music, one which is made up of many forces, popular, country and western rhythm and blues, concert. Because of this, the creators and the developers of these musical forces have found new opportunities.

Today, BMI is proud of the fact that so many publishers, composers and writers have found inspiration and remuneration in the open market place.

BMI begins its nineteenth year of existence as it did its first . . . dedicated to the one basic principle—competition in music is as healthy and necessary as in any other field of American endeavor.

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THIS past year it occurred to a group of us at SESAC that the time was ripe for a musical renaissance. That there was a great need on the part of most music users—radio and television stations included—for good music in quality performance was as certain as is our being in the midst of an atomic age. SESAC knows it has fulfilled much of the need by sending gratis to the broadcasting industry great quantities of recorded albums, all composed of the SESAC copyrighted repertory. Over 75,000 albums, featuring the finest in popular, jazz, classical, country and western, religious, mood, polka, and band selections, have been released to the radio and television stations of this country and Canada. Each selection in these albums has been chosen with care and discrimination. That the effort was and is successful is a matter of record—over 10,000 comment cards have been received from the broadcasting industry proclaiming the high caliber of these recordings, and telling us that they play an important part in the stations' all-round musical programming. So, by the simple science of numbers and based upon reports from the broadcasting industry itself, SESAC performances for 1957 again spiralled to great heights.

Not only are we at SESAC hopping to keep abreast of daily requests, but, also, as a result of this spotlighting of the SESAC repertory are the record companies, performing artists, orchestral societies, choral groups, dance orchestras and the producers of the country's leading radio and television shows all bolstering their programs with what remains the best music in America—the SESAC repertory.

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It is our hope that in some way the care, taste, talent, and repertory that have gone into the production of the SESAC Transcribed Library will not only bring happiness and entertainment to all races and creeds the world over, but, also, will serve as an instrument of peace through which the peoples of the world will come to know and understand each other better. If our music and efforts are instrumental in such an achievement, then the past years have been worth every day of their living and the future holds no challenge that we cannot meet.

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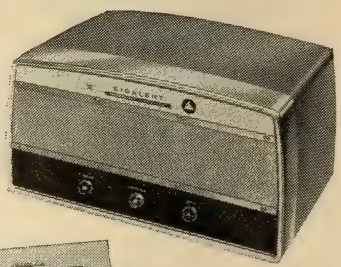


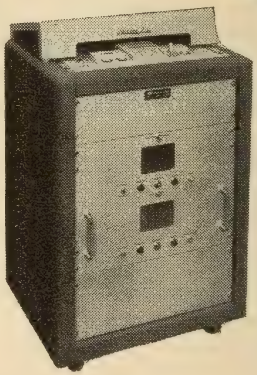
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Phone: Justin 6108

RONALD H. CULVER
Lohnes & Culver, Munsey Bldg.
Washington 4, D. C.
Phone: DIstrict 7-8215

GEORGE C. DAVIS
504 Munsey Bldg., Washington 4, D. C.
Phone: Sterling 3-0111

THOMAS B. FRIEDMAN
235 Quadro Vecchio Dr.
Pacific Palisades, Calif.
Phone: GLadstone 4-2837

GEORGE M. FRESE
Route 3, Box 3276, Wenatchee, Wash.
Phone: NOrmandy 3-5864

GAUTNEY & JONES
1052 Warner Bldg., Washington 4, D. C.
Phone: National 8-7757

PAUL F. GODLEY
Offices and Laboratories: Great Notch, N. J.
Phone: Montclair 3-3000

CLAUDE M. GRAY
P. O. Box 602, Birmingham 1, Ala.
Phone: TRemont 1-3570

J. B. HATFIELD
906 36 Ave., Seattle, Wash.
Phone: FRanklin 7860

JOHN B. HEFFELFINGER
8401 Cherry St., Kansas City 10, Mo.
Phone: Hiland 4-7010

W. J. HOLEY
1146 Briarcliff Pl., N.E., Atlanta, Ga.
Phone: TRinity 4-3328

GUY C. HUTCHINSON
P. O. Box 32
1100 W. Abrams St., Arlington, Texas
Phone: CRestview 4-8721

EDWARD W. JACKER
420 S. Chase Ave.
Lombard, Ill.

VIR N. JAMES
1316 S. Kearney St., Denver 22, Colo.
Phone: SKyline 6-6113

JANSKY & BAILEY, INC.
1735 De Sales St., N.W.,
Washington 6, D. C.
Phone: Metropolitan 8-5411
Laboratories
1339 Wisconsin Ave., N.W., Wash. 7, D. C.
Phone: ADams 4-2414

WALTER F. KEAN
1 Riverside Road, Riverside, Ill.
Phone: Riverside 7-2153

KEAR & KENNEDY
1302 18th St., N.W., Washington 6, D. C.
Phone: Hudson 3-9000

JOHN J. KEEL
1121 E. Capitol St., Washington 3, D. C.
Phone: LIncoln 4-5131

G. F. LEYDORF
Savings & Loan Bldg., Birmingham, Mich.
Phone: MIdwest 6-0929

HARRY R. LUBCKE
2443 Creston Way, Hollywood 28, Calif.
Phone: HOllywood 9-3266

WALLY MATSON
1220 SW Stark St., Portland 5, Ore.
Phone: CApitol 3-2443

RUSSELL P. MAY
711 Fourteenth St., N.W.,
Washington 5, D. C.
Phone: Republic 7-3984

JAMES C. McNARY
National Press Bldg., Washington 4, D. C.
Phone: District 7-1205

JOHN A. MOFFETT
1405 G St., N.W., Washington 5, D. C.
Phone: REpublic 7-6646

T. G. MORRISSEY
5700 West 28th Ave., Denver, Colorado
Phone: BElmont 3-5320

PAGE, CREUTZ, GARRISON and WALDSCHMITT
710 Fourteenth St., N.W.,
Washington 5, D. C.
Phone: Executive 3-5670

DALE POLLACK
751 Main St., Waltham, Mass.
Phone: TWinbrook 4-6048

OSCAR REED JR.
1735 DeSales St., N.W., Washington, D. C.
Phone: MEtropolitan 8-5411

WILLIAM E. RICHARDSON & ASSOCIATES
1017 S.W. Washington, Portland 1, Ore.
Phone: CApitol 8-7777

A. D. RING & CO.
Pennsylvania Bldg., Washington 4, D. C.
Phone: Republic 7-2347

J. G. ROUNTREE
5622 Dyer St., Dallas 6
Phone: EMerson 3-3266

MERL SAXON
622 Hoskins St., Lufkin, Texas
P. O. Box 575
Phone: 3-4242

ROBERT M. SILLIMAN & ASSOCIATES
1405 G St., N.W.
Washington 5, D. C.
Phone: Republic 7-6646

HAROLD C. SINGLETON
4488 S.W. Council Crest Dr., Portland 1, Ore.
Phone: CApitol 3-1201

LYNNE C. SMEBY
4806 Montgomery Lane, Washington 14, D. C.
Phone: OLiver 2-8520

CARL E. SMITH CONSULTING RADIO ENGINEERS
4900 Euclid Ave., Cleveland 3, Ohio
Phone: HEnderson 2-3177

ALFRED E. TOWNE
420 Taylor St., San Francisco, Calif.
Phone: PRospect 5-3100

T & T RADIO MEASUREMENTS CO.
2557 Atlantic Ave., Long Beach 6, Cal.
Phone: Long Beach 4-2015

EDWARD M. WEBSTER
9518 E. Stanhope Rd., E. Kingston, Md.
Phone: OLiver 4-1523

MARTIN R. WILLIAMS
7401 East 14th St., Indiannapolis 19, Ind.
Phone: FLeetwood 6-0388

NATHAN WILLIAMS
20 Algoma Blvd., Oshkosh, Wis.
Phone: Blackhawk 885

GRANT R. WRATHALL
Aptos, Calif.
Phone: (Santa Cruz) MUrray 8-3352

CHARLES S. WRIGHT
Pennsylvania Bldg., Washington 4, D. C.
Phone: REpublic 7-2347

EQUIPMENT MANUFACTURERS

Specializing in AM & FM Radio and Television

Acme Camera Corp.
2704 W. Olive Ave., Burbank, Cal.
Phone: VIctoria 9-3144
President .....Edward Furer
Vice-President .....John Kiel
Secy.-Treas. .....Frank Shea
PRODUCTS: TV recording cameras, kinephoto monitors, animation art equipment.

Adler Electronics, Inc.
1 Le Fevre Lane, New Rochelle, N. Y.
Phone: NEw Rochelle 6-1620
President .....Ben Adler
PRODUCTS: Manufacturers of low-power TV broadcast equipment: TV translators, antennas, UHF transmitters: automatic control equipment: Maximag components, magnetic amplifiers, Servo amplifier, motor controls and regulated power supplies.

Admiral Corporation
3800 W. Cortland St., Chicago 47, Ill.
Phone: Spaulding 2-0100
N. Y. Phone: PLaza 7-7500
Pres., Chairman.....Ross D. Siragusa
Exec. Vice-Pres.-Treas.....John B. Huarisa
Vice-Pres., Gov't Labs.....J. F. Gilbarte
Vice-Pres., Sales.....Carl E. Lantz
Vice-Pres., Purchasing.....Frank J. Kazda
Vice-Pres., Prod.....Cy S. Rossate
Vice-Pres. Operations.....V. Barreca
Secretary, Ass't Treas....George E. Driscoll
Vice-Pres., Gen. Counsel.....F. H. Uriell
Vice-Pres., Adv.....Edmond I. Eger
Gen. Sales Mgr.....Richard J. Bambury
PRODUCTS: Television receivers, television consoles and combinations, table radios, graphs, high fidelity phonographs.

Aero Electronics Co.
1512 N. Wells St., Chicago 10, Ill.
Phone: WHitemhall 3-0401
President.....B. S. Maximoff
General Manager.....T. A. Beresney
PRODUCTS: Custom built equipment, engineering services.

Affiliated Photographic Co.
21 W. 45th St., N. Y. 36, N. Y.
Phone: JUdson 2-0522
Manager, TV Division.....T. Meyer
PRODUCTS: Slides, Telpos, flip-cards, black & white or in color. Made to order.

Airtron Inc.
1101 W. Elizabeth Ave., Linden, N. J.
Phone: HUnter 6-1000
President .....David Ingalls
Vice-Presidents.....J. W. Anderson, T. N. Anderson, Robert Carr, J. W. Hamilton
PRODUCTS: Duplexers, mixers, direction couplers, flexible waveguides.

Alford Manufacturing Company, Inc.
299 Atlantic Ave., Boston 10, Mass.
Phone: HAncock 6-2150
PRODUCTS: TV broadcast transmitting antennas, diplexing filters, hybrids, coaxial switches.

Allied Radio Corp.
100 N. Western Ave., Chicago 80, Ill.
Phone: HAymarket 1-6800
Sls. Mgr., Indust., Bdcst. Div.....S. H. Levey
PRODUCTS: Distributors of radio, TV, and industrial electronics parts and equipment including broadcast station tubes, parts, and supplies.



Altec Lansing Corp.

1515 S. Manchester Blvd., Anaheim, Calif.
Phone: PRospect 4-2900
161 Sixth Ave., New York 13, N. Y.
Phone ALgonquin 5-3636

President ..... G. L. Carrington
Exec. V.P. ..... A. A. Ward
Dir., Advanced Eng. ..... J. K. Hilliard
Gen. Sales Mgr. ..... H. S. Morris
Adv. Mgr. ..... R. J. Carrington
Comptroller ..... C. R. Rinisland

PRODUCTS: Speech input consoles and amplifiers, microphones, limiter amplifiers, monitoring loudspeakers, public address and sound reinforcement systems for studios, AM and FM.

Ameco

(A division of Antennavision, Inc.)
2949 W. Osborn Rd., Phoenix, Ariz.

PRODUCTS: Antenna site equipment, distribution amplifiers, fixed pads, line splitters, customer outlet and tap boxes, terminating resistors and cable lashers.

American Electronics, Inc.

(Audio & Recordata Divs.)
9449 W. Jefferson Blvd., Culver City, Calif.
Phone: TE 0-7245

Division Mgr. ..... Harold Arlidge
Prod. Mgr. ..... Rolf Gruenstein
Chief Eng. ..... Edward Kinney
V.P., Chg. of Marketing ..... Glenn Ronk
Marketing Mgr., Consumer Prod. ..... James Hervey

PRODUCTS: Magnetic tape recording equipment.

American Microwave Corp.

11754 Vose St., North Hollywood, Cal.

President ..... Fred W. Bailey
Vice-Pres. ..... Charles Theodore
Secretary ..... E. L. Fraser
Treasurer ..... J. W. Johnstone, Jr.
Chief Engineer ..... Philip D. Bayless

PRODUCTS: Microwave relay systems, microwave antennas and components for all TV purposes including remote, STL & off-air pickups.

American Telephone & Telegraph Co.

(Long Lines Dept.)
250 Park Ave., New York 17, N. Y.
Phone: EXeter 3-5725

Div. Comm. Mgr. ..... F. R. MacFarland

COMMUNICATIONS: Provision of network service to meet the Broadcasting Industry's requirements for the interstate, national, and international transmission of television and radio program material; telephone and teletypewriter services for the coordination and administration of broadcasting operations.

Amperex Electronic Corp.

230 Duffy Ave., Hicksville, N. Y.
Phone: Wells 1-6200

President ..... Frank Randall
Product Mgr. (Transmitting Tubes) ..... Chas. Roddy
Dist & Renewal Tube Sls. Mgr. ..... A. J. Peterson

PRODUCTS: Tubes—vacuum & gas, transmitting & power, rectifiers, vacuum condensers.

Ampex Corp.

934 Charter St., Redwood City, Calif.
Phone: EMerson 8-1481
N. Y. Phone: PLaza 3-9232

President ..... George I. Long, Jr.
Ch. of Board ..... Alexander M. Poniatoff
V.P., Gen. Mgr. ..... Robert Sackman
Mgr. Professional ..... Neal McNaughton

Products Division

Marketing Mgr. ..... Robert Miner

Prof. Prod. Division

Nat'l Sales Mgr. ..... Robert Paulson

PRODUCTS: Video and audio magnetic tape recorders, tape duplicators, automatic station programming equipment and Videotape for video recorders.

Amplifier Corp. of America

398 Broadway, New York 13, N. Y.
Phone: WOrth 6-2929

President ..... R. Epstein
Vice-Pres. ..... N. M. Haynes
Purchasing Agent ..... M. R. Ellis
Sales Manager ..... A. J. Gillette
Advertising Mgr. ..... Harold Wallerstein

PRODUCTS: Magnemite Portable, VU Magnemite, Weathertite VU Magnemite and Weathertite Magnemite, Magneraser, Magneloop, Stereo Magnemite, Flutter Meter, A.V.C. Amplifier, Secret Recorder, Flyweight Magnemite.

Amplitel, Inc.

342 W. 40th St., New York 18, N. Y.
Phone: BRyant 9-0710

President ..... Herbert M. Ardston
Vice-President ..... Harry Morris, Jr.
Chief Engineer ..... Norman Perlman
Sales Manager ..... Jack Saunders

PRODUCTS: Community antenna systems, master amplified antenna systems, individual RF amplifiers, broad band amplifiers, line dividers, TV outlets, closed circuit systems for schools, industrial plants, etc.

Andrea Radio Corp.

27-01 Bridge Plaza North, L.I.C.1, N.Y.
Phone: STillwell 4-5411

President ..... Frank A. D. Andrea
Sec., Ch. Eng. ..... H. J. Heindel
Dir. of Purchasing ..... Bruce B. Donald
Comptroller ..... A. Abbene
Sales Mgr. ..... John M. Dierkes
Gen. Export Manager ..... Ramon Masvidal

PRODUCTS: Household television receivers and Hi-Fi phonographs; special electronic products; military electronics.

Andrew Corp.

363 E. 75th St., Chicago 19, Ill.
Phone: TRiangle 4-4400

Chairman ..... Dr. V. J. Andrew
V.P., Gen. Mgr. ..... C. Russell Cox

Sales Manager.....R. C. Bickel
Director of Marketing.....R. P. Lamons
Director of Engineering.....J. Brown
Director of Advertising.....E. Heitsch
Branch Offices
P. O. Box 416, Ridgewood, N. J.
Phone: GIlbert 5-2500
P. O. Box 225, Westwood, Mass.
Phone: DEdham 3-5520
941 E. Maryland Ave., Claremont, Calif.
Phone: LYcoming 6-3505
606 Beach St., Whitby, Ont.
Phone: MOhawk 8-3348
PRODUCTS: UHF & VHF transmission line system; Multi-V FM antenna; coaxial switches, telescoping masts; tower lighting equipment.

Animation Equipment Corp.

38 Hudson St., New Rochelle, N. Y.
Phone: 6-8138
President.....John Oxberry
PRODUCTS: Animation stands, compounds, punches, process cameras, and accessories.

Arthur Ansley Manufacturing Co.

New Hope, Pa.
Phone: AXtel 7-2711
President.....A. C. Ansley
PRODUCTS: Printed circuits, printed circuit assemblies.

A. R. F. Products, Inc.

7627 Lake St., River Forest, Ill.
Phone: FOrest 9-6000
President.....A. H. Maciszewski
Vice-Pres.....John H. Pakan
Gen. Sales Mgr.....R. J. Napolitan
PRODUCTS: Signal generators, deviation meters, custom radio-phonograph sets, closed circuit TV systems.

Arvin Industries

13th St. and Big Four RR, Columbus, Ind.
Phone: 5521
Chairman, President....Glenn W. Thompson
Vice-President.....John C. Marshall
Dir. of Sls., Radio Div.....Richard Williams
Western Sls. Mgr., Radio Div..Weldon Payne
Eastern Sls. Mgr., Radio Div...Craig Britton
Dir. of Sls., Radio Sp. Prod..Herbert Holmes
Chief Engr., Radio Div.....E. C. Hittle
Treas., Cred Mgr.....T. Earl Robinson
V.P., Dir. of Purchases.....Fred Daniel
Advertising Mgr.....James Jewell
V.P., Dir. of Industrial Rel....Yandell Cline
Export Mgr.....G. J. Kluyskens
Service Mgr.....Robert Barnard
Traffic Mgr.....Carl Boswell
PRODUCTS: Radios: Table model, clock radio, portable AC-DC, FM radio, transistor radio.

Atlantic Electronics Corp.

89 Jefferson St., Passaic, N. J.
Phone: PRescott 9-3900
President.....Arthur Green
PRODUCTS: Rebuilders of CR tubes.

Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-6640
President.....Wm. C. Speed
Vice-President-Sec.....Bryce Haynes
PRODUCTS: Recording discs (Audio-discs), recording and playback points (Audio-points), Magnetic Recording Tape (Audiotape), Magnetic Recording Film (Audio-film).

Audio Master Corp.

17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725
President.....Herbert Rosen
PRODUCTS: Transcription and electric playback machines, recording tape, portable tape recorders.

Auricon Div., Berndt-Bach, Inc.

6968 Romaine St., Hollywood, Calif.
Phone: HOllywood 2-0931
Exec. Vice-Pres.....Walter Bach
PRODUCTS: Auricon 16mm sound-on-film TV newsreel cameras, for optical and/or "Filmagnetic" sound with picture: Auricon "TV-T" television Transcription (Kinescope) recording camera with optical and/or "Filmagnetic" sound with picture.

Automatic Radio Mfg. Co., Inc.

122 Brookline Ave., Boston, Mass.
Phone: COmmonwealth 6-1420
Sales Mgr.....E. L. Housman
PRODUCTS: Table radios, clock radios, portables, auto radios, tractor radios, Tom Thumb, Tom Thumb Jr., Tomboy.

B & R Electronics Co.

1178 E. 180th St., N. Y. 60, N. Y.
Phone: SYcamore 2-3510
President.....I. Rothman
PRODUCTS: Radio receivers.

Semon Bache & Co.

636 Greenwich St., N. Y. 14, N. Y.
Phone: WAtkins 4-2121
President.....David Hirsch
V.P., Sales & Adv. Mgr.....Ben Newton
Assistant Treas.....P. Schoenfeld
Secretary.....R. M. Dreyfuss
PRODUCTS: Manufacturers of mirrors, fabricators of glass, proprietary mirror items: heat resisting glass, heat absorbing glass, ground glass, lenses, etc.

Background Engineers, Inc.

7313 Santa Monica Blvd., Hollywood, Cal.
Phone: HOllywood 5-4161
President.....W. S. Tillisch
PRODUCTS: Rear projection rental service including projectors (Bodde Projector), rear projection screen, rear projection slides and effects.

E. J. Baughman Co.

1914 N. Cogswell Rd., El Monte, Calif.

Phone: GIlbert 4-7586
Owner.....E. J. Baughman
PRODUCTS: Microphone booms, hangers, studio lighting equipment.

Bausch & Lomb Optical Co.
683 St. Paul St., Rochester 2, N. Y.
Phone: LOcust 2-3000
N. Y. Phone: CIrcle 7-5400
Pres.....Carl S. Hallauer
PRODUCTS: Balopticon TV slide projection and motion picture camera lenses.

Bayside Timers
45-25 162nd St., Flushing 58, N. Y.
Phone: INdependence 3-8935
Gen. Mgr.....Gale Dorothea
PRODUCTS: Design and manufacture timers, dimmers, and electrical controls.

John F. Beasley Construction Co.
P. O. Box 1624, Muskogee, Okla.
Phone: MUrray 7-6381
President.....John F. Beasley
Vice-President.....Lothar E. Berg
Secretary-Treasurer.....Andrew B. Lytle
PRODUCTS: Steel erectors (radio-television towers and antennas).

Bell Television Inc.
552 W. 53rd St., N. Y. 19, N. Y.
Phone: JUdson 6-4350
President .....Martin Sugar
Service Manager.....James Bronis
PRODUCTS: Assembles remote receivers and manufactures solderless coaxial connectors.

Bell and Howell Company
7100 McCormick Blvd., Chicago 45, Ill.
Phone: AMbassador 2-1600
Manager.....George L. Oakley
PRODUCTS: Photographic equipment and closed circuit installations.

Benco Television Associates, Ltd.
27 Taber Rd., Rexdale, Ont.
Phone: CHerry 4-4296
President .....P. Freen
PRODUCTS: Community antenna and distribution systems.

Bendix Aviation Corp. (Red Bank Div.)
Eatontown, N. J.
Phone: 3-2000
General Manager.....E. F. Kolar
Pur. Dir.....L. Fyfe
PRODUCTS: CR and special purpose tubes.

Charles Beseler Co.
219 S. 18th St., East Orange, N. J.
Phone: ORange 6-6500
General Manager.....H. H. Myers
PRODUCTS: Projectors.

Blaw-Knox Equipment Div.
Box 1198, Pittsburgh, Pa.
Phone: STerling 1-2700
Mgr., Tower & Antenna.....R. A. Troman
PRODUCTS: Steel towers for AM and FM.

Blonder-Tongue Laboratories, Inc.
9 Alling St., Newark 2, N. J.
Phone: MArket 2-8151
Sales Mgr.....Joseph H. Kerner
PRODUCTS: TV amplifiers, UHF converters, video monitors, field strength meter VHF amplifiers, TV distribution systems, projection TV receiver, AM-FM tuner, Bi-Tran (TV Multi-Plex transmission system for pay-TV or auxiliary public service broadcast).

Browning Laboratories, Inc.
750 Main St., Winchester, Mass.
Phone: WInchester 6-3700
President.....G. G. Greene
Chief Engineer.....H. Paul
Sales & Prom. Mgr.....M. Halse
Prod. Mgr.....A. Costa
PRODUCTS: FM Simplex-Multiplex receiving and transmitting equipment for the Background Music Industry including—Simplex-Multiplex receivers and tuners and adaptors. Modulation monitors, FM monitors and relay receivers. Other subsidiary communication authorization special service equipment.

Bryg, Inc.
324 S. McKean St., Butler, Pa.
Phone: BUtler 72-795
Pres., Gen. Mgr.....Samuel H. Depew
Vice-Pres., Eng.....Dr. Adolph Razdow
Treasurer.....Ralph A. Nicholas, Sr.
PRODUCTS: Vidicon color equipment, which uses panchromatic black and white film for color telecasting, including projector, film camera and electronic units. Trinoscope recording unit which records color programs on panchromatic black and white film. Equipment available in 16mm. or 35mm.

Burke & James, Inc.
321 S. Wabash Ave., Chicago, Ill.
Phone: HArrison 7-8393
President .....George Drucker
PRODUCTS: Photo equipment.

Calbest Electronics Co.
4801 Exposition Blvd., Los Angeles 16, Calif.
Phone: REpublic 1-7291
President .....I. Dubin
Dir. of Engineering.....Herbert Fremont
Chief Engineer.....Harold Parker
Dir. Merch.....Charles B. Epstein
PRODUCTS: Manufactures TV and radio

chassis, home radio intercom systems, Hi-Fi amplifiers—FM-AM tuner combination.

Califone Corp.

1041 N. Sycamore Ave., Hollywood 38, Calif.
Phone: HOllywood 2-2353

President.....Robert G. Metzner

PRODUCTS: Portable transcription players, high fidelity magnetic tape recorders.

Calvideo Tube Corp.

5222 W. 104th St., Los Angeles, Calif.
Phone: ORegon 8-3995

President .....Stephen Tidik

PRODUCTS: TV picture tubes.

Camera Equipment Co., Inc.

315 W. 43rd St., New York 36, N. Y.
Phone: JUdson 6-1420

President.....Frank C. Zucker
Vice-President.....Burton H. Zucker
Sec'y.-Treas.....Margaret B. Zucker
General Mgr.....Eugene H. Levy

PRODUCTS: Motion picture & television camera accessories. Rental of motion picture cameras, film editing equipment, lighting and sound equipment. Mfrs. of balanced TV head tripod, professional Jr. friction head tripod and geared head, small gyro, metal and mini-pro tripods, adjustable collapsible triangle, 3 wheel portable collapsible dolly, spider dolly, micro relay pan & tilt head, cone lights. Repair service for all types of professional cameras, recorders, and film editing machines and light equipment. Special design work to customers specifications.

Canadian General Electric Co., Ltd.

Royce Works, 830 Landsdown Ave.,
Toronto 4, Ont.
Phone: LEnnox 4-6511

(Electronic Equipment & Tube Dept.)

V.P., Gen. Mgr.....R. M. Robinson
Mgr., Engineering.....H. S. Dawson
Mgr. Marketing.....I. A. Mayson
Mgr., Product Service.....A. L. Hames
Adv. & Sales Prom.....M. D. Locke

PRODUCTS: Complete broadcast transmitting and studio equipment and systems; broadcast consulting; engineering, production, and test facilities for development and manufacture of electronic products.

Canadian Marconi Co.

2442 Trenton Ave., Mt. Royal, Montreal
Phone: REgent 8-9441

President.....S. M. Finlayson
V.P., Gen. Mgr.....J. J. Kingan
Mgr., Comm. Products Div...C. P. McNamara
Gen. Sales Mgr.....J. A. Hammond

PRODUCTS: AM transmitting, broadcast studio, and TV transmitting and studio equipment; transmitting receiving tubes for these units.

Cannon Electric Co.

3208 Humboldt St., Los Angeles 31, Calif.
Phone: CApitol 5-1251

President, Gen. Mgr.....R. J. Cannon

PRODUCTS: Audio and TV camera connectors.

Capehart Corp.

216 W. 14th St., New York 11, N. Y.
Phone: WAtkins 4-5900

President.....Robert A. Gross
Vice-Pres., Sales.....William F. Smith

CBS-Hytron

(A Div. of CBS Inc.)
100 Endicott St., Danvers, Mass.
Phone: SPring 4-2360
Newark, N. J.: Market 3-5832

President.....Arthur L. Chapman
V.P., Gen. Mgr., Semi-conductor Oper.....Robert G. Marchisio
V.P., Gen. Mgr., Receiving Tube Oper.....Michael Callahan
V.P., Sales.....John Q. Adams
Mgr., Receiving Tube Operations.....Joe C. Harmony
Mgr., Semiconductor Operations.....Dr. B. H. Alexander
Mgr., Marketing Admn....George W. Nevin
Equipment Sales Mgr.....L. H. Niemann
Mgr. Gov't Sales.....Fred H. Garceion
Controller.....Walter J. Hungerford
Credit Mgr.....Malcolm S. Jones
Advertising Mgr.....Harry G. Burnett
Dir. of Purchasing.....Edward R. Carroll
Dir. of Personnel.....Albert S. Nelson
Distributor Sales Mgr.....John H. Hauser
Export Div.....CBS International
Dir., Res. & Develop.....Dr. Russell R. Law
Dir., Gen. Engineering.....Edgar K. Wimpy

Plant Managers

Danvers.....Charles E. Coffin
Lowell.....Edward J. Quirk
Salem.....Walter J. Foran
Newburyport.....Joe C. Harmony
Kalamazoo.....A. J. Harcher

PRODUCTS: Electron tubes and semiconductor products.

Century Lighting, Inc.

521 West 43rd St., New York 36, N. Y.
Phone: CH 4-7050

President .....Edward Kook
Chmn. & Exec. V.P.....Saul Levy

Branch Offices

1477 N.E. 129th St., N. Miami, Fla.
1820 Berkeley St., Santa Monica, Calif.

PRODUCTS: TV and photographic lighting equipment, lighting accessories, lighting controls and dummerboards C-I electronic lighting control, Port-O-Vox (wireless microphone).

Cinema Engineering Div. (Aerovex Corp.)

1100 Chestnut St., Burbank, Calif.

Phone: VIctoria 9-5511
General Manager.....James L. Fouch
PRODUCTS: Studio and motion picture sound equipment.

Cinematic Developments & Cinechrome Laboratory

2125 32nd Ave., San Francisco, Calif.
Phone: MOntrose 4-2435
President.....Arthur H. Hart
PRODUCTS: Design and development of special motion picture equipment.

CMG Industries—Ideas, Inc.

615 S. Second St., Laramie, Wyo.
Phone: FRanklin 5-2597
PRODUCTS: Electriduct — Stumbleproof over-the-floor electrical extension cords. Flixiduct — Stumbleproof over-the-floor rubber ducts for cables and telephone, intercom, etc., wiring.

Collins Radio Co.

855 - 35th St., N. E., Cedar Rapids, Iowa
Phone: EM 3-0281
Best. Sales Mgr.....John M. Haerle
Branch Offices
1900 N. Akard St., Dallas, Tex.
Reg. Sls. Mgr.....T. W. Sharpe
1510 W. Verdugo., Burbank, Calif.
Reg. Sls. Mgr.....G. T. Tasto
1200 18th St., N. W., Washington, D. C.
Reg. Sales Mgr.....W. McKnight
4711 N.W. 36th St., Miami, Fla.
Sales Mgr.....L. O. Embree
261 Madison Ave., New York, N. Y.
Phone: MU 7-6740
Office Mgr.....C. W. Service
311 - 2nd Ave., S.E., Central Branch Office
Cedar Rapids, Iowa
Reg. Sales Mgr.....J. H. Hamilton
PRODUCTS: AM Broadcast transmitters, antenna phasing and tuning equipment, FM antennas, TV-STL microwave equipment, broadcast and recording studio speech equipment and accessories.

Community Engineering Corp.

Box 824, State College, Pa.
Phone: Adams 7-7221
Chairman.....John L. McLucas
President.....James R. Palmer
Vice-President.....Floyd B. Fischer
PRODUCTS: Community antenna systems and system rebuilding and modernizing service. Wide band sweep generators.

Conrac, Inc.

19217 E. Foothill Blvd., Glendora, Calif.
Phone: EDgewood 5-1241
President.....W. J .Moreland
Vice-Pres., Engr.....J. Grayson Jones
Vice-Pres., Mfg.....R. M. Alston
Treasurer.....K. L. Peyton
Secretary.....P. C. Kemp
PRODUCTS: Color monitors and monochrome monitors. Off-the-air receivers for monitoring and re-broadcast applications.

Continental Electronics Manufacturing Company

4212 S. Buckner Blvd., Dallas 27, Tex.
Phone: EVergreen 1-1137
President .....James Weldon
Sales Mgr.....Thomas B. Mosely
PRODUCTS: AM Broadcast transmitters (both standard and short wave).

Comprehensive Filmtreat, Inc.

421 W. 54th St., New York 19, N. Y.
Phone: CO 5-0372
President .....Michael Freedman
Vice-Pres. .....Stanley Gitner
Sec'y.-Treas. .....Jane Leni
PRODUCTS: Comprehensive filmtreat process: For second and subsequent runs on films in constant use; print life service; comprehensive film rejuvenation.

John A. Costelow Co., Inc.

125 Kansas Ave., Topeka, Kansas
Phone: CEntral 3-6598
President.....John A. Costelow
Vice-Pres., Treas.....K. A. Costelow
PRODUCTS: Distributes Lehigh towers, Andrew Co. antennae, co-axial line, Hughey & Phillips tower lighting equipment.

Crouse-Hinds Co.

Wolf & 7th Sts., Syracuse 1, N. Y.
Phone: GR 4-1011
Chmn., Pres.....John R. Tuttle
Exec. Vice-Pres.....Robert J. Sloan
Vice-Pres., Sales.....Erle R. Monesmith
Mgr., Illumination.....J. S. Haney
PRODUCTS: Flashing beacons and aviation obstruction lights for marking radio and television towers in accordance with CAA and FCC requirements and specifications. Flashing switches and electronic controls for above.

Cubic Corp.

5575 Kearny Villa Rd., San Diego 11, Calif.
Phone: BR 7-6780
President.....Walter J. Zable
Vice-President.....R. V. Werner
PRODUCTS: Microwave test equipment and components.

Dage Television Div. (Thompson Products, Inc.)

W. 10th St., Michigan City, Ind.
General Manager.....J. L. Lahey
Gen. Sales Manager.....J. R. Howland
Asst. Gen. Mgr.....W. T. Relyea
Chief Eng.....J. Alinsky
PRODUCTS: Closed circuit TV cameras and systems. Professional broadcast studio cameras and equipment.

Da-Lite Screen Co., Inc.

Warsaw, Ind.
Phone: AMherst 7-8101

President.....C. C. Cooley
Vice-President.....H. E. Christiansen
Vice-President, Sales.....C. J. Cerney

PRODUCTS: Projection screens, accessories.

Date Television Division

(Thompson Products, Inc.)
West Tenth St., Michigan City, Ind.

Gen. Mgr.....J. L. Lahey
Sales Mgr.....J. R. Howland

PRODUCTS: Closed Circuit, broadcast, color TV equipment.

Datom Industries, Inc.

221 W. 17th St., New York, N. Y.
Phone: ALgonquin 5-0301

President.....Oscar Dolgin

PRODUCTS: Radio receivers.

Daven Co.

530 W. Mt. Pleasant Ave., Livingston, N. J.
Phone: 6-4300

President.....Lewis Newman
Sales, Gen. Mgr.....E. L. Grayson

PRODUCTS: Vacuum tube voltmeters. Noise and distortion meters. Transmission measuring equipment. Test equipment, audio and RF attenuators, components, switches, wirewound resistors, metal film resistors.

Dearborn Glass Co.

6600 S. Harlem Ave., Bedford Park, Ill.
Phone: LUdlow 5-0900

President.....W. A. Williams
Executive Vice-President.....L. J. Paulick

PRODUCTS: Reflection free tube faces, flat and bent implosion plates.

Delco Radio
(Division of General Motors)

700 E. Firmin, Kokomo, Ind.
Phone: GLadstone 2-8211

General Manager.....B. W. Cooper
Sales Manager.....D. A. Sandberg

PRODUCTS: Automobile Radios, power transistors; defense equipment: Ground-to-air communication equipment and two-way radio communication equipment.

Dewald Radio Mfg. Co.

35-15 37th Ave., Long Island City, N. Y.
Phone: STillwell 4-9334

President.....David Wald
Engineer.....Mark Glaser
Sales Mgr.....Edwin Weisl, Jr.

PRODUCTS: Transistor portables, clock radios, AM-FM Hi-Fi tuners, amplifiers.

Diamond Power Specialty Corp.

Box 415, Lancaster, Ohio
Lancaster, Ohio
Phone: OLive 3-6540

Chairman.....W. P. Thomas
President.....W. J. Fitzhugh
V.P., Gen. Sales Mgr.....L. B. Schueler

PRODUCTS: Industrial TV systems, Utilicon camera tube, PC 600 camera tube.

Dorne & Margolin, Inc.

29 New York Ave., Westbury, N. Y.
Phone: EDdgewood 4-3200

President.....Arthur Dorne
Vice-Pres., Treas.....Joseph Margolin

PRODUCTS: Antenna research, development and production.

Dresser-Ideco Company

875 Michigan Ave., Columbus 8, Ohio
Phone: AX 9-2123

President.....J. L. Pausch

PRODUCTS: AM, FM and TV Broadcast Antenna Towers.

Allen B. Du Mont Laboratories, Inc.

750 Bloomfield Ave., Clifton, N. J.
Phone: MUlberry 4-7400

Chairman.....Allen B. Du Mont
President.....David T. Schultz
Vice-Pres., Treas.....Donovan H. Tyson
V.P., Dir. Eng. Div.....Thomas T. Goldsmith, Jr.
V.P., Tube Oper.....Stanley J. Koch
V.P., Ind. & Mil. Eqiup. Div.....F. H. Guterman
V.P., Equip. Mfg. Div....Raymond C. Maude
Asst. Treas., Gen. Credit Mgr.....Robert W. Norcross
General Counsel.....George Etkin
Controller.....George G. McConeghy
Gen. Super.....Bruce T. Du Mont
Ind. Rel. Dir.....Edward Van Houten
Gen. Mgr. Qual. Control..Nicholas De Falco
Pub. Rel. Mgr.....Edward W. Allen, Jr.

TUBE OPERATIONS

Vice-Pres.....Stanley J. Koch
Staff Asst.....Robert E. Rutherford
Dir. of Eng.....Kenneth A. Hoagland
Dir. of Purch.....William J. Voss
Ind. Sales Mgr.....Roy A. Olerud
TV Sales Mgr.....Robert G. Scott

Television Tube Division

Manager.....William Carlin

ENGINEERING DIVISION

760 Bloomfield Ave., Clifton, N. J.

Vice-Pres.....Dr. Thomas T. Goldsmith, Jr.

Research and Development

35 Market St., East Paterson, N. J.

Director.....R. T. Cavanagh

INTERNATIONAL DIVISION

515 Madison Ave., New York, N. Y.
Phone: PLaza 1-1652

Director.....Ernest A. Marx
Asst. Dir.....Robert I. Gaines
European Rep.....James Segre

WEST COAST PLANT

11800 W. Olympic Blvd., Los Angeles 64, Cal.
Phone: GRanite 7-4271

Manager.....M. B. Kline

BOARD OF DIRECTORS

Chairman.....Allen B. Du Mont
Directors.....Barney Balaban,

Armand G. Erpf, Thomas T. Goldsmith, Jr., Paul Raibourn, David T. Schultz, Percy M. Stewart, Edwin L. Weisl.

PRODUCTS: TV receivers, high fidelity phonographs, radios, industrial TV systems; mobile radio equipment, TV picture tubes and industrial cathode-ray tubes, cathode-ray instruments, electronic instruments, automation control systems, radar, loran, and government electronics.

Dynamic Electronics-New York, Inc.

73-39 Woodhaven Blvd., Forest Hills, N. Y.
Phone: ILlinois 9-7000

President.....J. M. Winer
Exec. V.P.....S. Levy
Vice-Pres.....J. D. Winer
Treasurer.....Louis Faferman
Chief Engineer.....P. Gale
Sales Manager.....David Cole

PRODUCTS: "Quadnaural" speaker systems, amplifiers, preamplifiers, AM-FM tuners, "Studio Series" consoles, two unit hi-fi ensembles, "filter-tenna" TV antennas, "twin gyro" invisable indoor TV antennas, TV-FM high fidelity accessories.

Eastman Kodak Co.

343 State St., Rochester 4, N. Y.
Phone: LOcust 2-6000

Mgr., Motion Picture Film Dept.
Donald E. Hyndman
342 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7080
Mgr., East Coast Office.....E. M. Stifle
130 E. Randolph Dr., Chicago 1, Ill.
Phone: RAndolph 6-7476
Mgr., Midwest Office.....K. M. Mason
6706 Santa Monica Blvd., Hollywood 38, Calif.
Phone: HOllywood 9-3101
Mgr., West Coast Office.....Emery Huse

PRODUCTS: Motion picture film and equipment for TV use, recording cameras, camera lenses, television film projectors.

Eckstein Radio & Television Co.

2601 E. Franklin Ave., Minneapolis 6, Minn.
Phone: FEderal 9-7509

President.....E. A. Eckstein
Vice-Pres.....N. F. Johnson
Secy.-Treas.....W. G. Martz

PRODUCTS: Home and car radio receivers.

Eitel-McCullough, Inc.

San Bruno, Calif.
Phone: JUno 8-1212

President.....W. W. Eitel
Exec. Vice-President.....J. A. McCullough
Vice Pres., Mfg.....G. F. Wunderlich
Vice Pres., Finance.....E. E. McClaran
Dir. of Marketing.....O. H. Brown
Dir. of Research.....J. S. McCullough

PRODUCTS: Eimac Electron, power transmitting tubes.

Electrical Tower Service, Inc.

325 S. Washington St., Peoria 2, Ill.
Phone: 3-9846

President.....Stanley Bernstein

PRODUCTS: Erection and maintenance of TV towers.

Electro-Voice, Inc.

Cecil & Carroll Sts., Buchanan, Mich.
Phone: OXbow 5-6831

President.....A. R. Kahn
Executive Vice-President.....R. E. Siekman
V.P., Best. Microphones.....L. R. Burroughs

PRODUCTS: Microphones and accessories, monitor and auditioning loudspeakers.

Electronics Development Co., Inc.

3743 Cahuenga Blvd., N. Hollywood, Calif.
Phone: STanley 7-3223

Pres., Chief Eng.....Joseph H. Leaming
Sec., Treas.....Fred P. Leaming
Gen. Mgr.....D. W. Baisch

PRODUCTS: Audiplex sound diplexing units, air to ground transmitters, design and development of special studio equipment, low power 200 watt TV transmitters.

Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.
Phone: Chestnut Hill 7-6800

Pres. & Treas.....Kenneth C. Meinken
Vice-Pres.....Ken C. Meinken, Jr.
Vice-Pres., Sales Mgr.....R. F. Brunner
Purchasing Agent.....Albert Holmes

PRODUCTS: Cathode Ray Receiving, Multi-gun and Special Purpose Cathode Ray Tubes; Multi-Channel Oscilloscopes; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Generators; Electronic Engineering and Development.

Elizabeth Iron Works, Inc.

Box 360 Elizabeth, New Jersey
Phone: ELizabeth 4-2000

President.....Harry Diamond

PRODUCTS: Manufactures towers.

Emerson Radio & Phonograph Corp.

14h & Coles Sts., Jersey City 2, N. J.
Phone: SWarthmore 5-3500

President.....B. Abrams
Secretary-Treasurer.....M. Abrams
Exec. Vice-Pres.....Dorman D. Israel
V.P. Govt. Elec.....Morton P. Rome
V.P. Purchasing.....Harvey Tullo
V.P., Manufacturing.....Louis G. Pacent
V.P., Research Lab.....Harold Goldberg
V.P., Gov't Rel.....John D. Small
Dir. of Sales.....Arnold M. Henderson
Dir. of Adv.....George Forman
V.P., Sales.....Eugene A. Tracey
V.P., Controller.....Abraham Vogel
Dir., Comm. Eng.....Maurice Levy
Export Manager.....Joseph Kattan

PRODUCTS: TV receivers, radios, phonographs, air conditioners & electronic equipment for Govt. Defense Pgms.

Entron, Inc.

4902 Lawrence St., Bladensburg, Md.
Phone: APpleton 7-9585

President.....H. M. Diambra
V.P., Sales.....R. J. McGeehan
V.P., Production.....George G. Edlen
Dir., Technical Publication..B. van Sutphin
Treas.....H. M. Kannee
Chief Engineer.....H. E. Blum

PRODUCTS: R. F. Distributions systems, closed circuit TV systems, industrial TV systems, R. F. Community TV Systems, Red Dot master antenna systems, closed circuit educational TV systems, coaxial cable taps, solderless coaxial cable connectors, R. F. frequency converters, wide and narow band amplifiers, regulated power supplies, R. F. matching transformers, R. F. Attenuators, R. F. mixers, VHF couplers, coaxial terminating resistors.

Esquire Radio Corp.

62-01 15th Ave., Brooklyn, N. Y.
Phone: BEnsonhurst 6-2755

President.....A. R. Lieberman
Vice President.....Jerrold A. Lieberman
Secretary.....E. W. Lieberman
Treasurer.....J. P. Lieberman
Sales Manager.....Herman Marsen
Chief Engineer.....T. S. Block
Production Mgr.....Anthony Umina
Purchasing Agent.....David Parker
Controller.....Ted Eilenberg

PRODUCTS: Manufacturers of radios, phonographs and Hi-Fi combinations.

Fairchild Recording Equipment Corp.

10-40 45th Ave., Long Island City
Phone: STillwell 4-6163

President.....Sherman M. Fairchild
Exec. Vice-Pres.....Ruben E. Carlson
Sales Mgr.....R. G. Bach

PRODUCTS: Professional magnetic tape, disc recording and playback equipment including pickup cartridges, professional arms, cutters, amplifiers, equalizers, power amplifiers, preamplifiers, complete recording and playback installations.

Federal Telecommunications Laboratories (Div. of IT & T)

500 Washington Ave., Nutley 10, N. J.
Phone: NUtley 2-3600

President.....Henri G. Busignies
Vice-President.....A. G. Clavier
Vice-President.....P. C. Sandretto
V.P., Secy.-Treas.....D. M. Day

PRODUCTS: Studio & microwave equipment.

Federal Telephone and Radio Co.

A Division of IT&T Corp.
100 Kingsland Road. Clifton, New Jersey
Phone: NUtley 2-3600

President.....Admiral John E. Gingrich
V.P., Apparatus Div.....T. M. Douglas
V.P., Comptroller.....G. Banino
V.P., Components Div....Frank M. Biles, Jr.
Director, Indust. Rel.....R. E. Chasen
Secretary & Counsel.....W. B. Levet
Treasurer.....W. E. Ogilvie, Jr.
Advertising Mgr.....Crump Smith

Apparatus Division

Mgr. Purchasing Dept...Charles G. Sherwood
Sls. Mgr., Aviation Prod.....Ralph Lehman
Commercial Sales Mgr.....H. E. Taylor, Jr.
Sls. Mgr., Mobile Radio.....H. R. White

PRODUCTS: Radio and Television broadcast equipment, transmitting and rectifying tubes, microwave radio relay links and carrier systems, HF cable, radar, miniature and standard rectifier stacks, battery chargers and power supplies, measuring equipment, transformers, diodes, TV lead-in, community TV cable, geranium power rectifiers.

Fish-Schurman Corp.

70 Portman Rd., New Rochelle, N. Y.
Phone: NE 6-1300

President.....Murray Yawitz

PRODUCTS: Optical elements including Dichroic mirrors and beam splitters for color TV, lenses, prisms, glass slides for transparencies, 3 light & single light additive color motion picture printing heads.

Fisher Radio Corp.

21-21 44th Drive, Long Island City, N. Y.
Phone: EXeter 2-2500

President.....Avery R. Fisher
Vice-Pres....George P. Maerkle, Ben Arons
Director of Sales.....J. J. Park

PRODUCTS: Hi-Fi Radio, Phonographs.

Florman & Babb, Inc.

68 West 45th St., New York 36, N. Y.
Phone: MU 2-2928

President.....Arthur Florman
Vice-President.....John Babb
Treasurer.....Shirley Babb
Secretary.....Barnett Mafchir
Sales Manager.....Leonard W. Hollander

PRODUCTS: Film repair and splicing block, Magic "Mylar," Pro-Cine tripods, Leg-Lok triangles, split reels, changing bags, Cinevoice 400 Conversions, Gator Griplites, film footage counters, Pic-Sound readers, cameras slates, Cine calculators, flanges, fish-pole mike booms.

Foto-Video Laboratories, Inc.

36 Commerce Rd., Cedar Grove, N. J.
Phone: PIlgrim 4-6000

Pres., CE.....Albert J. Baracket
Board Dir.....Desmont Lazotte
Vice-Pres.....A. R. Fiore
Treasurer.....Carl Fiore

PRODUCTS: 2-Channel color & monochrome video DA & mixer, 600 Ma. 250 to 300 V DC, regulated low voltage supply, keyed video signal generator, 5-Channel sync. distribution amplifier, amplitude linearity tester, lin. & convergence dot gereator, 525—Line TV sync. generator, color subcarrier

generator, 5" TV waveform monitor, 225 MA 250 to 300 V DC regulated low voltage supply. High pass filter, video line amplifier, aperture & phase corrector, color burst keying generator, sync. signal simulator, differential test set, sync. switching unit, master control panel, monoscope camera, 2" x 2" flying spot canner, portable 525-line TV sync. generator, sync. slave, color bar signal generator, TV light box, vidicon film multiplexer, color TV sync generator, color TV tester. Associated test slides and charts, monochrome vidicon camera, monochrome vidicon camera, color image orthicon camera, color vidicon camera, demonstration slides.

Jack A. Frost

234 Piquette Ave., Detroit 2, Mich.
Phone: TRinity 3-8030

Owner.....Jack A. Frost
Asst. Gen. Mgr.....E. A. Taube

PRODUCTS: Rental equipment for motion picture, theatrical, studio and TV lighting equipment and accessories.

Gabriel Electronics Div. (The Gabriel Co.)

135 Crescent Rd., Needham Heights 94, Mass.
Phone: HIllcrest 4-005

General Manager.....C. W. Coleman

PRODUCTS: Microwave relay antennas, passive reflectors, parabolic reflectors, mobile communications antennae.

Gates Radio Co.

123 Hampshire St., Quincy, Ill.
Phone: BAldwin 2-8202
N. Y. Phone: MUrray Hill 7-7971

President.....P. S. Gates
Vice-President.....L. I. McEwen
Secretary.....A. S. Petzoldt
Sales Manager.....L. J. Cervone
Adv. Dir.....John Price
Dir. of Engr.....N. L. Jochem
Works Manager.....Howard Young
Purchasing Agent.....John Bowers

Branch Offices
13th & E St., N. W., Washington 4, D. C.
Phone: MEtropolitan 8-0522
2700 Polk Ave., Houston, Tex.
Phone: CApitol 8-8536
7501 Sunset Blvd., Los Angeles 46, Calif.
Phone: HOllywood 2-6351
1133 Spring St., N. W., Atlanta, Ga.
Phone: TRinity 6-0369

PRODUCTS: Radio broadcast transmitters AM; radio broadcast transmitters FM; TV broadcast transmitters UHF and VHF; speech input equipment for radio and video; transcription turn tables; recording equipment; communications transmitters (high frequency); communications transmitters (very high frequency); airway communications equipment; homing beacon equipment; directional phasing equipment; antenna coupling equipment; transmission line equipment; portable remote amplifiers; rack cabinets (relay); cabinets (transmitter); master control systems.

General Communications

Box 169, Fort Atkinson, Wisc.
Phone: JOrdan 3-5547

President.....E. D. Petersen
Secy.-Treas.....C. O. Bell

PRODUCTS: Monitors, power supplies, camera, program and dial monitor switching systems.

General Electric Co.

Electronics Park, Syracuse, N. Y.
Phone: GRanite 6-4411
N. Y. Phone: PLaza 1-1311

Appliance and TV Receiver Division
Appliance Park, Louisville, Ky.
Phone: GLendale 4-7511

Vice-Pres., Gen. Mgr.....C. K. Rieger

TV Receiver Dept.
Electronics Park, Syracuse, N. Y.

General Manager.....Herbert Riegelman
Manager Marketing.....Jack S. Beldon
TV Sales Manager.....Joseph F. Effinger
Sales Mgr., Special Products..T. J. Nicholson
Mgr., Adv. & Special Prom..Dale O. Akridge

PRODUCTS: TV Receivers—monochrome and color.

Technical Products Department
Electronics Park, Syracuse 1, N. Y.
Phone: GRanite 6-4411

General Manager.....W. J. Morlock
Manager—Marketing (Broadcast Equipt. and Allied Military Equipment).....P. L. Chamberlain
Manager—Marketing (Closed circuit TV).....F. P. Barnes

PRODUCTS: Radio and TV broadcast equipment, including transmitters, antennas and studio gear, for color and monochrome TV, closed circuit TV equipment, scatter communications equipment, high frequency heating equipment.

Electronic Components Division
General Electric Co., Owensboro, Ky.
Phone: MUrray 3-2401

General Manager.....L. B. Davis

Receiving Tube Dept.
General Electric Co., Owensboro, Ky.
Phone: MUrray 3-2401

General Manager.....I. D. Daniels

PRODUCTS: Radio and TV receiving tubes, "Five-Star" high reliability tubes, micro-miniature metal ceramic receiving tubes.

Power Tube Dept.
Bldg. 267, General Electric Co., Schenectady 5, N. Y.
Phone: FRanklin 4-2211

General Manager.....J. F. McAllister

PRODUCTS: Metal-ceramic transmitting tubes, TV camera tubes, microwave tubes, industrial power tubes, tank-type ignitrons.

Cathode Ray Tube Dept.
Electronics Park, Syracuse 1, N. Y.
Phone: GRanite 6-4411

General Manager H. F. DeLong

PRODUCTS: TV picture tubes, industrial cathode ray tubes, radar indicator tubes.

Semiconductor Products Dept.
Electronics Park, Syracuse 1, N. Y.
Phone: GRanite 6-4411

General Manager.....H. B. Fancher
PRODUCTS: Transistors (germanium and silicon) for all entertainment, commercial, and military markets; germanium and silicon rectifiers for electronic and electrical equipment; germanium and silicon diodes for electronic and electrical equipment.

Specialty Electronic Components Dept.
General Electric Co., W. Genesee St.,
Auburn, N. Y.
Phone: 3-7321
General Manager.....C. G. Lloyd
PRODUCTS: Printed wiring boards, leadless ceramic capacitors, encapsulated resistor-capacitor networks, ferrites, delay cable, precision metal parts for electronic tubes, technical ceramics, high fidelity sound components and phono accessories.

Communication Products Dept.
Electronics Park, Syracuse 1, N. Y.
Phone: GRanite 6-4411
General Manager.....H. Van Aken
PRODUCTS: Mobile communication equipment, two-way-radio, microwave, radio traffic coordination units, power line carrier, terminal equipment.

Radio Receiver Dept.
General Electric Co., 1285 Boston Ave.,
Bridgeport 2, Conn.
Phone: EDison 4-1012
General Manager.....W. P. Von Behren
PRODUCTS: Full line of portable radios, clock-radios, table radios.

General Precision Laboratory, Inc.

63 Bedford Rd., Pleasantville, N. Y.
Phone: ROgers 9-5000
Bd. Chmn., Technical Dir.....R L. Garman
Pres., Gen. Mgr.....J. W. Murray
Vice Pres.....Blair Foulds
Sales Manager.....N. M. Marshall
PRODUCTS: UHF transmitters, sudio and portable TV equipment; television projection systems; industrial and institutional closed-circuit television systems.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 6-4400
N. Y. Phone: WHitney 3-3140
President.....C. C. Carey
Vice-Pres for Sale A. E. Thiessen
Treasurer.....Lawrence H. Pexton
Secretary.....John D. Quackenbos
Sales Manager.....M. T. Smith
Export Manager.....S. W. DeBlois
V.P., Engr.....D. B. Sinclair
Publicity Manager.....C. E. Worthen
Service Manager.....H. H. Dawes
PRODUCTS: AM, FM and TV frequency and modulation monitors, distortion and noise meters, audio test oscillators, transmitter test equipment.

Glasscraft Co.

4755 Telegraph Rd., Los Angeles, Calif.
Phone: ANgelus 9-7249
Pres.....R. H. Seaman
Gen. Mgr.....H. A. Hutchins
Factory Supt.....J. Voorhees
PRODUCTS: TV picture tubes, glass factory equip., strain gauges.

Granco Products, Inc.

36-07 20th Ave., Long Island City 5, N. Y.
Phone: RAvenswood 1-0400
President .....Henry Fogel
V.P., Chg. Sales.....Loyd Dopkins
V.P. Chg. Mfg.....Seymour Napolin
PRODUCTS: AM-FM radios, radio-phonograph combination.

Grand Iron Works, Inc.

525 Tiffany St., New York 59, N. Y.
Phone: DAyton 8-2600
President.....B. E. Alpern
PRODUCTS: Manufactures and erects towers.

Grossman Radio and Electric Co.

81 Spring St., New York, N. Y.
Phone: WOrth 6-0790
Partners.....Benjamin Hyman, Mortimer Grossman
PRODUCTS: Radio, Phonograph Kits.

Guild Radio & TV Co.

460 N. Eucalyptus Ave., Inglewood, Calif.
Phone: ORegon 8-7771
Sales & Exec. Head.....Lou Dolgin
Production Chief.....Jack E. Ackerman
Chief Engineer.....Herbert Fremont
PRODUCTS: Country Belle, Country Belle Music Maid & Spice Chest Radios, Grafanola and Bonnet Box, radio-phono. high fidelity combinations.

Hallamore Electronics Co. (Div. of The Siegler Corp.)

Pres., Siegler Corp.....John G. Brooks
Pres., Hallamore Electronics
Lloyd G. Hallamore
Exec. V.P.....John J. Burke
PRODUCTS: Closed-circuit TV industrial systems, and electronic communication systems.

J. M. Hamilton, Inc.

Box 2432, Gastonia N. C.
Phone: UNiversity 4-2115
PRODUCTS: Tower erection and maintenance.

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.
Phone: LOngacre 5-1300
Chairman of Board.....Joseph Lush
President.....Lloyd A. Hammarlund
Vice-Pres., Treas.....Edward A. Wittmer
Vice-Pres., Mfg.....Hugh A. McCloskey
Vice-Pres., Sales.....F. F. Sylvester
Vice-Pres., Eng.....R. M. Daugherty
Secy. & Compt.....Walter Knorr
Advertising & Promotion
Manager .....Lescarbour Agency

Personnel Director.....George Froehlich
Purchasing Manager.....William Griffin

PRODUCTS: Communication receivers and accessories, standard and special variable capacitators, remote supervisory controls, diversity receivers.

Harwald Co., Inc.

1245 Chicago Ave., Evanston, Ill.
Phone: DAvis 8-7070

President .....Robert Grunwald

PRODUCTS: Automatic slide projector, Inspect-o-Film automatic film inspecting machine.

Harwood Manufacturing Co.

466 W. Superior St., Chicago 10, Ill.
Phone: WHitehall 3-0465

President .....Sidney Swislow
Vice-President, Gen. Mgr.....J. P. Kennedy

PRODUCTS: Photographic and electronic lighting equipment, sheet metal fabricating, spun metal reflectors, portable lighting bars.

Hewlett-Packard Co.

275 Page Mill Rd., Palo Alto, Calif.
Phone: DAvenport 5-4451

President .....David Packard
Vice-President.....William R. Hewlett

PRODUCTS: TV & FM monitors and test equipment.

Hinners-Galanek Radio Corp.

66-02 Austin St., Forest Hills 74, N. Y.
Phone: ILlinois 9-0800

President, Sls. Mgr.....Frank Hinners
V.P., Treas.....Leo J. Galanek
Chief Engineer.....Daniel P. Brand
Chief Mechanical Eng....Irving R. Balinkoff
Purchasing .....Mildred Towey
General Manager.....Jerry Di Mucci
Credit Manager.....Grace V. Ramey
Prod. Mgr.....Paul Swist
Traffic Mgr.....Mach Wachs

PRODUCTS: AM radios, table radios, portables, transistor portables, short wave radios and clock radios.

Hoffman Electronics Corp.

3761 S. Hill St., Los Angeles, Calif.
Phone: RIchmond 7-9661

President.....H. Leslie Hoffman
Vice-Pres., Treas.....C. E. Underwood
Secretary.....H. S. Hazeltine
Administrative Asst.....Marvin Whitney
V.P., Engineering.....I. J. Kaar
Vice President.....M. E. Paradise
Adv. Dir.....E. A. Tischler
Mgr. Patent Dept.....B. L. Birchard

Consumer Products Division

V.P., Sales.....P. E. Bryant
Asst. Sls. Mgr.....D. D Spence
Advt Mgr.....W. Baldwin
Sls. Prom. Mgr.....D. Van Winkle
Dir. of Eng. & Mfg.....J. Stevens
Dir. of Engineering.....C. A. Nichols
Prod. Mgr.....F. J. Vogt
Quality Control Dir.....H. Roemer

Laboratories Division

President.....J. D. McLean
Vice Pres.....L. Mendelson
Vice-Pres., Dir. of Mfg.....G. M. Hafner
Chief Eng.....R. A. Mather
Director of Purchasing.....R. A. Gingrich
Dir. Military Sales.....T. C. Clark
Advertising Director.....E. P. Davis

PRODUCTS: TV & radio receivers, hi-fi phonographs, military electronic equipment.

Holt Electronic Research Labs.

105 E. Spruce St., Mahanoy City, Pa.
Phone: 1228

Chief Eng.....Luther Holt

PRODUCTS: Community TV. Cable equipment, preamps, head end A.G.C. units. Crystal control converters, V.H.F., U.H.F. Five adjacent channel broadband amplifiers, nine adjacent channel broadband amplifiers without changing line amplifier locations, or installing locations in between, also custom made equipment and accessories.

Houston-Fearless Corporation

11801 W. Olympic Blvd., Los Angeles, Calif.
Phone: BRadshaw 2-4331

Asst. Sales Mgr.....A. J. Kjontvedt
Vice-President.....K. B. Elliott

PRODUCTS: Pedestals, friction heads, geared heads, dollies, cranes, remote control heads, etc.

Huggins Laboratories, Inc.

711 Hamilton Ave., Menlo Park, Calif.
Phone: DAvenport 3-0013

President.....Richard A. Huggins
Chief Engineer.....Lester Roberts

PRODUCTS: Manufacturer and developer of traveling wave tubes, backward wave oscillators and associated solenoids.

Hughey & Phillips, Inc.

3200 N. San Fernando Blvd., Burbank, Calif.
Phone: VIctoria 9-1104

V.P., Gen'l Mgr.....J. H. Ganzenhuber

PRODUCTS: 300 mm. beacons, obstruction lights, photo-electric controls, beacon flashes, special junction boxes, microwave tower light control & alarm systems, and complete kits for: tower lighting, sleet melter power and control.

Hycon Mfg. Co.

1030 S. Arroyo Pky., Pasadena, Calif.
Phone: RYan 1-9381

President .....Trevor Gardner
Exec. V.P.....D. G. Sauernman

PRODUCTS: Microwave systems and components, TV service equipment.

Industrial Television, Inc.

369 Lexington Ave., Clifton, N. J.
Phone: GRegory 3-0900

President.....Horace Atwood, Jr.
Vice-President.....Louis M. Rehak

PRODUCTS: Monochrome and color monitors, field strength meters.

Industrial Tubes, Inc.
321 Stevens St., Geneva, Ill.
President.....J. H. Hutchings
PRODUCTS: Thyratrons, rectifiers, and special electronic tubes for industrial use.

Insuline Corp. of America
186 Granite St., Manchester, N. H.
Phone: NA 5-8511
Ex. Vice Pres.....A. S. Blumenthal
Controller, Treasurer.....H. J. Lynch
V.P., Gen. Sls. Mgr.....J. J. Niesi
Mfg. Mgr.....C. E. Strickland
Asst. V.P., Sls.....J. J. Maresca
Purchasing Agent.....E. L. Bramhall
PRODUCTS: Adapters, phone pick-up; aligning tools; amplifier chassis; angles and brackets antenna, auto radio, antenna connectors; antenna kits; antennas, home mast; antennas, FM & television; auto radio noise suppressors.

International Research Associates (Division of Iresco, Inc.)
2221 Warwick Ave., Santa Monica, Calif.
Phone: TExas 0-4415
President.....L. E. Brown
PRODUCTS: TV monitors, receivers, video sync equipment.

International Telemeter Corp.
2000 Stoner Ave., Los Angeles, Calif.
Phone: GRanite 8-7751
Chairman .....Paul Raibourn
President.....L. A. Novins
Vice-Pres.....P. MacNamara, C. I. Lappen
PRODUCTS: Ampli-vision community antenna equipment, pay TV systems.

Inter-State Communications Co.
845 Chicago Ave., Evanston, Ill.
Phone: DAvis 8-4800
General Manager.....Warren B. Cozzens
Sales Mgr.....Michael J. Cudahy
PRODUCTS: Microwave relay equipment & systems.

Jackson Electrical Instrument Co.
18 S. Patterson Blvd., Dayton 2, O.
Phone: BAldwin 4-0367
President.....J. Myron Fulkerson
Purchasing Agent.....E. W. De Laet
Secy-Treas.....J. E. Beery
PRODUCTS: Electronic equipment.

Jerrold Electronics Corp.
23rd and Chestnut Sts., Philadelphia, Pa.
Phone: LOcust 4-0707
N. Y. Phone: SYcamore 2-3700
President .....Milton Shapp
Vice Presidents.....Donald Kirk, Jr., Henry J. Arbeiter, Caywood Cooley
Asst. to the Pres.....Zalmon H. Garfield,
Sales Manager.....William Miller
Dir. of Pub. Rel.....Daniel Aaron
PRODUCTS: CATV Systems, cable theater, test instruments, preamplifiers and accessories.

E. F. Johnson Co.
Waseca, Minn.
Phone: 990
General Manager.....E. F. Johnson
General Sales Mgr.....E. T. Herbig Jr.
PRODUCTS: Antenna insulators, RF contactors, isolation inductors, inductors.

Kahn Research Laboratories, Inc.
22 Pine Street, Freeport, N. Y.
Phone: FReeport 9-8800
President.....Leonard R. Kahn
V.P. Chg. of Sls.....Kenneth B. Boothe
PRODUCTS: Compatible single-sideband system for AM broadcast transmitters.

Kay Electric Co.
14 Maple Ave., Pine Brook, N. J.
Phone: CAldwell 6-4000
Partner.....Hary R. Foster
Partner, Chief Eng.....Elmo E. Crump
Sales Manager.....John Gilmore
PRODUCTS: Broadcast test equipment.

Kent Television, Inc.
505 Driggs Ave., Brooklyn, N. Y.
Phone: EVergreen 8-2272
General Manager.....Jack Mendelson
Sales Manager.....Benjamin Wax
Prod. Mgr.....L. L. Hechtlinger

Kimble Glass Co. (Subsidiary of Owens-Illinois Glass Co.)
Owens-Illinois Bldg., Toledo 1, Ohio
Phone: CHerry 2-6543
Montclair, N. J. Phone: PIlgrim 6-3852
President.....R. H. Mulford
V.P., Gen. Mgr.....J. P. Kearney
V.P., Chief Engr.....F. D. Pinotti
Plant Mgr., TV Plant (Columbus) .....C. E. Reed, Jr.
Sls. Mgr., Electronic Prods. Div..J. P. Gleason
Mgr. New Products, Electronic Prods. Div.....G. P. Molloy
PRODUCTS: TV bulbs.

Kimco Sales, Inc.
342 W. 40th St., New York 36, N. Y.
Phone: OXford 5-3782
Executive-in-charge .....John Newton
PRODUCTS: Representative for Kline iron and steel.

Kline Iron & Metal Co., Inc.
1225 Huger St., Columbus, S. C.
Phone: 4-0301
President.....B. H. Kline
Tower Eng.....J. R. Trotter
PRODUCTS: Manufactures and erects towers. For TV antennas, AM and FM radio, microwave systems.

Kliegl Bros., Inc.
321 W. 50th St., New York, N. Y.
Phone: COlumbus 5-0130
Vice President.....Herbert A. Kliegl
TV Sales Mgr.....Herbert R. More

PRODUCTS: TV studio lighting equipment: spotlights, scoops, pattern and slide projectors; lighting distribution system including connector strips, ceiling and wall outlet boxes, multi-conductor cable; studio lighting control centers including the Rotolector and SAF-PATCH automatically nonarching cross-connecting boards, dimmer consoles with either transformer, electronic or magnetic amplifier dimmers, preset boards from 2 to 10 scenes as well as preset Memory Boards.

Kollmorgen Optical Corp.
347 King St., Northampton, Mass.
Phone: JUstice 4-0280
President.....E. O. Kollmorgen
Vice-President.....J. C. Milligan
Sales Manager.....William C. O'Donnell

PRODUCTS: Motion picture equipment, TV projection lenses and mirrors, 16 mm projection lenses, custom optical equipment.

Kriss Electronics Corp.
191 Oraton St., Newark, N. J.
Phone: HU 4-3137
President.....Charles J. Kriss
Prod. Mgr.....Emanuel Jasuik

PRODUCTS: TV tubes, cathode ray tubes.

Kuthe Laboratories, Inc.
730 S. 13th St., Newark, N. J.
Phone: BIgelow 2-6000
President.....W. P. Maginnis
Sls. Eng.....H. M. Brady

PRODUCTS: Hydrogen thyratrons.

Ladue Supply, Inc.
8870 Ladue Rd., St. Louis 24, Mo.
Phone: PArkview 5-6490
President.....W. E. Ball
Vice-President.....J. C. Coonrod

PRODUCTS: Cemsteel package TV and radio stations.

Lambda-Pacific Engineering, Inc.
14725 Arminta St., Van Nuys, Calif.
Phone: STate 3-2400
President.....L. W. Mallach
Sls. Mgr.....H. L. Arment

PRODUCTS: Microwave systems, portable and fixed. Full color and Monochrome. 5600 mc to 12,000 mc.

Lansdale Tube Co.
(Div. of Philco Corp.)
Church Road, Lansdale, Pa.
Phone: ULysses 5-4681
Vice-Pres., Gen. Mgr.....W. J. Peltz
Gen. Sales Mgr.....C. H. Warshaw
Operations Mgr.....Richard S. Mandelkorn
Gov't. Sls. Mgr.....W. F. Maher
Mgr., Tube Sales.....J. J. Grabiec

PRODUCTS: Transistors, semi conductor diodes, receiving tubes, cathode ray tubes.

Lehigh Structural Steel Co.
17 Battery Place, New York 4, N. Y.
Phone: WHitehall 4-1424
Gen. Sls. Mgr.....E. A. Murphy
Ch. Eng. (Tower Dept.).....F. H. Taylor

PRODUCTS: Vertical radiators, supporting towers, relay towers.

Liberty Tower Erection Co., Inc.
Box 9123, Oklahoma City, Okla.
Phone: MElrose 7-3381
Pres., Gen. Mgr.....Earl Griffith
Secy.-Treas.....Evelyn Griffith

PRODUCTS: TV towers.

Lymar Engineers, Inc.
1432 N. Carlisle St., Philadelphia 21, Pa.
Phone: STevenson 7-4450
President.....Edward M. Beeler
Vice-President.....Samuel Sabaroff
Secy.-Treas.....Donald R. Trilling

PRODUCTS: Community TV Antenna Systems, impedence matching devices, amateur radio gear.

Machlett Laboratories, Inc.
1063 Hope St., Springdale, Conn.
Phone: FIreside 8-7511
President.....W. E. Stevenson
Sls. Mgr., Power tube div.....R. E. Nelson
Field Engineer, Eastern District.....E. H. Gilbert
Field Engineer, Central District.....D. S. Frankel
Field Engineer, West Coast District.....G. J. Taylor
Field Eng.....G. W. Whitney
Sls. Prom. Mgr.....R. N. Rose

PRODUCTS: Electron tubes for oscillator, amplifier, and modulator service in AM, TV, and FM, TV camera tubes.

Magnasync Manufacturing Co., Ltd.
5546 Satsuma Ave., North Hollywood, Cal.
Phone: STanley 7-5493
President.....D. J. White
V. P.'s.....W. H. Stutz, J. W. Green
Sls. Mgr.....H. V. Auchstetter

PRODUCTS: Motion Picture/TV recording and reproducing equipment; related accessories.

Magnavox Co.
2131 Bueter Rd., Ft. Wayne 4, Ind.
Phone: EAstbrook 9721

Chairman.....Richard A. O'Connor
President.....Frank M. Freimann
Vice President.....Edwin S. Pridham
V.P., Sec'y., Gen. Counsel.Gerard M. Ungaro
V.P., Treas.....John S. Sturgeon
V.P., Gen. Mgr., TV-Radio-Phonograph Div.....Leonard F. Cramer
V.P., Dir. TV-Radio-Phono. Engr.....J. A. Rankin
V.P., Gen. Mgr., Gov't., Industrial Divs.....Richard A. Wilson

Magnavox-Spartan

(TV-Radio-Phonograph Division)

V.P., Gen. Mgr.....Leonard F. Cramer
Asst. to V.P. & Gen. Mgr., Dir. of Publ. Rela.....R. H. Mathews
V.P., Dir. TV-Radio-Phono. Engr.....J. A. Rankin
Chief Engineer.....R. W. Sanders
Dir. of Merchandising....George H. Fezell
Adv. Mgr.....Karl H. Carstens
Sales Prom. Mgr.....Dan Cavalier
Sales Training Mgr.....Russell J. Deber

PRODUCTS: Radios: AM and AM-FM table and console, radio-phonographs and combinations, integrated high fidelity systems and instruments. Television: stands and consoles without radio; consoles with radio and phonograph, color TV.

Marconi Instruments Ltd.

111 Cedar Lane, Engelwood, N. J.
Phone: LOwell 7-0607

Manager.....R. J. Bailey
Sls. Mgr.....W. A. Buck
Ch. Eng.....S. Ellam

PRODUCTS: Measuring instruments for FM mobile radio, measuring instruments for bcstg. stations, FM/AM signal generators, frequency standards, deviation monitors, TV sideband analyzers, etc.

Mattison Television & Radio Corp.

10 W. 181st St., New York 53, N. Y.
Phone: CY 8-1400

President, Treasurer.....Richard Mattison

J. A. Maurer, Inc.

37-01 31st Street, Long Island City 1, N. Y.
Phone: STillwell 4-4600

President..... Daniel R. Ehrlich
V.P., Treasurer.....Ben Cohen
Sec'y. .....Herman Cohen
General Manager.....Donald G. McKay

PRODUCTS: 16mm. professional motion picture cameras; 16mm. sound recorders; 16mm. film phonographs. 16 & 35 mm. Galvanometers, kinescope recording equipment 16 mm., rapid processing equipment for 16 and 35 mm. film.

Maxson Instruments

(Div. W. L. Maxson Corp.)
47-37 Austell Pl., Long Island City 1, N. Y.
Phone:RAvenswood 9-1800

President.....F. H. Rohrig
Sales Manager.....C. D. Berger
Chief Engineer.....W. Kram

PRODUCTS: Langevin Mfg. Corp. audio & electronic equipment, amplifiers, and transformers.

Metropolitan Electric Mfg. Co. (Lumi-Tron Division)

22-50 Steinway St., Long Island City 5, N. Y.
Phone: AStoria 8-3200

Sls. Manager.....R. Drumheller

PRODUCTS: Studio lighting control & fixtures, lighting accessories & power equipment.

Metzner Engineering Corporation

1041 N. Sycamore, Hollywood 39, Calif.
Phone: HOllywood 2-2353

President.....Robert G. Metzner
V.P., Gen. Mgr.....Robert J. Margolis
Sls. Mgr.....Will A. Connelly
Ch. Eng.....Burton W. Farber
Purch. Agent.....Gloria R. White

PRODUCTS: Transcription turntables, transcription arms, tape decks, tape preamplifier.

Microlab

71 Okner Pkwy., Livingston, N. J.
Phone: LIvingston 6-0692

President.....Harry A. Augenblick

PRODUCTS: Coaxial attenuators, filters, dividers, terminations, UHF test equipment.

Microwave Associates

Northwest Industrial Park, Burlington, Mass.
Phone: BRowning 2-3000

President.....Dana W. Atchley Jr.
Exec. V.P.....Vess Chigas
V.P., Res. & Develop.....R. M. Walker

PRODUCTS: Microwave tubes and waveguide components.

Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.
Phone: SPring 7-7670

Secretary, Sls. Mgr.....J. M. Kuhlik, Sc.D.

PRODUCTS: Tech. recorders. Shoulder-strap type, self-contained voice recorder for interviews.

Minnesota Mining and Mfg. Co.

900 Bush Ave., St. Paul 6, Minn.
Phone: PRospect 6-8511

Sales Mgr., Magnetic Prod.....Dan Denham
Sales Mgr., Dist. Trades.....W. H. Madden

Branch Offices

6850 S. Harlem Ave., Bedford Park, Ill.
Manager.....R. A. Kelley
6023 S. Garfield Ave., Los Angeles 22, Calif.
Manager.....M. D. Benson
320 Shaw Rd., S. San Franisco, Calif.
Sls. Mgr.....F. A. Blankenbaker
700 Grand Ave., Ridgefield, N. J.
Sls. Mgr.....W. F. Enright
3700 Forest Park Blvd., St. Louis 8, Mo.

Sls. Mgr.....D. A. Gilbert
2121 Santa Anna Ave., Dallas 28, Tex.
Sls. Mgr.....R. A. Henderson
367 Grove St., St. Paul 1, Minn.
Sls. Mgr.....C. M. Jacobsen
1330 Centre St., Newton Center 59, Mass.
Sls. Mgr. .....E. F. Gregg
Box 2012, Buffalo 6, N. Y.
Sls. Mgr.....E. W. Ball
5698 Rising Sun Ave., Philadelphia 20, Pa.
Sls. Mgr.....J. T. Donahue
732 Ashby St., N. W., Atlanta 3, Ga.
Sls. Mgr.....G. S. Miles
4835 Para Dr., Cincinnati, Ohio
Sls. Mgr.....J. J. O'Brien
12200 Brookpark Road, Cleveland 30, Ohio
Sls. Mgr.....A. D. Steele
8825 Grinnel Ave., Detroit 13, Mich.
Sls. Mgr.....R. F. Woelfel
PRODUCTS: Magnetic tape & accessories.

Mitchell Camera Corp.

666 W. Harvard St., Glendale 4, Calif.
Phone: CHapman 5-1086
President.....Mrs. Eva Fox
PRODUCTS: Film cameras and accessories.

Mole Richardson Co.

937 N. Sycamore Ave., Hollywood 38, Calif.
Phone: OLdfield 4-3660
President .....Peter Mole
First Vice-Pres., Treas.....W. K. Parker
Exec. V.P., Secy.....E. C. Palmer
PRODUCTS: Photographic lighting equipment and accessories for TV studios. Microphone booms and perambulators.

Motorola, Inc.

4545 W. Augusta Blvd., Chicago 51, Ill.
Phone: SPaulding 2-6500
President.....Robert W. Galvin
Executive Vice-Pres.....Daniel E. Noble
PRODUCTS: TV and radio receivers.

Moviola Manufacturing Co.

1451 Gordon St., Hollywood, Calif.
Phone: HOllywood 7-3178
President .....Mark Serrurier
PRODUCTS: Motion picture film editing equipment.

Musicolor, Inc.

333 N. Michigan Ave., Chicago 1, Ill.
Phone: SU 7-9481
President .....Maurice Wetzel
Vice President.....Helen Spencer
Sec'y.-Treas.....James M. Spencer, Jr.
Sls. Mgr.....Vic Brown
PRODUCTS: Colorobot, the machine that paints tunes on a screen, Telecolor Light Mobiles: Telecolor TV Film Library with station breaks and ID's short abstract subjects with sound, and custom-built commercial spots.

Multiplex Services Corporation

Suite 1-A, 160 E. 55th St., New York 22, N. Y.
Phone: PLaza 3-8965
President.....William S. Halstead
Gen. Mgr.....Don Lewis
PRODUCTS: FM Multiplex transmitters and receivers.

Multi-Tron Laboratory Inc.

4624 Washington Blvd., Chicago 44, Ill.
Phone: MAnsfield 6-7310
President, Ch. Eng.....Nicholas Glyptis
PRODUCTS: Electronic tubes. Research development manufacturing. Electronics.

Muntz TV, Inc.

1000 Grey Ave., Evanston, Ill.
Phone: DA 8-7000
President.....W. A. Keil
Vice-Pres.....Jack Simberg
Treasurer.....D. J. Domin
PRODUCTS: Black and white and color TV sets, AM & FM radio, phonograph, Hi-Fi Units.

National Cine Equipment Inc.

209 W. 48th St., New York 36, N. Y.
Phone: CIrcle 6-0348
President .....John Clemens
Sec'y.-Treas.....Erwin G. Harwood
PRODUCTS: Crab-Hydrolly, Hydrolly, microphone booms, 3 wheel portable dollies, 16mm, 35mm, 70mm film synchronizers, film viewers, 35mm and 16mm. Lens mounts lenses to 40". Sales, service and rentals of television and motion picture equipment, 1 hr. magazines for film recording for 16 mm. & 35 mm. off tube.

National Television Tube Inc.

Rt. 46 at 6th St., Saddle Brook, N. J.
Pres., Sales Director.....John Sansone
Sec'y.-Treas., Engr.....A. Wasek
PRODUCTS: Cathode Ray Tubes.

National Video Corp.

4300 W. 47th St., Chicago 32, Ill.
Phone: CLiffside 4-5600
President.....Asher J. Cole
Sales Manager.....Harold Cole

Nems-Clarke Inc.

919 Jesup Blair Drive, Silver Spring, Md.
Phone: JUniper 5-8300
President.....A. S. Clarke
Director of Sls.....J. F. Whitehead
Radio & TV Sls.....A. D. Babbitt
PRODUCTS: TR-1 TV Rebroadcast receiver, field intensity meters, phase monitors, video and audio jacks, plugs, jack panels.

Neumade Products Corp.

250 W. 57th St., New York 19, N. Y.
Phone: JUdson 6-5810
President.....Mrs. Oscar F. Neu
Exec., V.P.....Lee E. Jones
PRODUCTS: Film cabinets and racks,

slide cabinets, editing equipment, film cleaners, projection tables, synchronizers, film timers, flanges, editing tables.

O'Brien Electric Corp.

6514 Santa Monica Blvd., Hollywood 38, Cal.
Phone: HOllywood 4-1117

President .....Frank O'Brien
Vice Pres.....Leona Smith
Sec'y.-Treas. .....Wallace Scales
Chief Engr.....Curt Wynn
Sales Mgr.....John Greene

PRODUCTS: Broadcast switchers, audio facilities, custom cabinets & consoles, overhead microphone hoists, disappearing microphone stands.

Olesen Rental Co.

1535 Ivar Ave., Hollywood, Calif.
Phone: HOllywood 5-5194

President.....Stewart S. Romans

PRODUCTS: TV lighting equipment, booms.

Gunnar A. Olsen Corp.

225 Broadway, New York 7, N. Y.
Phone: BArclay 7-8390

President.....Gunnar A. Olsen

PRODUCTS: Tower Antenna systems installations & maintenance.

Olympic Radio & Television

34-01 38th Ave., Long Island City 1, N. Y.
Phone: EXeter 2-5200

President .....Morris Sobin
Sp. Asst. to Pres.....Jack Ravdin
Asst. to Pres.....T. W. Buchter
Treasurer .....Louis Haber
Secretary .....A. Cooper
Vice Pres., Eng.....Ben Parzen
V.P., Sales.....Morton Schwartz
V.P., Purchasing.....W. Hegyi
V.P., Mfg.....B. Bordiga
V.P., Govt. Sls., Ind. Prod.....D. Gerstein
Sls. Admn. Mgr.....S. Lipper
Field Sls. Mgr.....M. Auster, S. R. Seltzer

PRODUCTS: Table and portable radios, radio phono combination, table, console and three-way combination TV receivers.

Packard-Bell Electronics

12333 W. Olympic Blvd., Los Angeles 64, Cal.
Phone: Granite 7-6721

Chr. of Bd.....Herbert A. Bell
President.....Robert S. Bell
V.P., Gen. Counsel, Ass't to Pres. .....W. H. Moore
Sec.-Treas.....Lowell R. Day
Chief Engineer.....O. K. Paddock
V.P. Technical Products.....R. B. Leng
V.P. Eastern Operations.....A. J. Spriggs
V.P., Manufacturing.....Jean Gleis
V.P. Sales.....Kenneth R. Johnson
Sls. Mgr., Home Prod. Div.....Robert H. Thompson
Dir. Adv. & Sales Prom.....Wm. T. Reedy
V.P. Service Div.....Carl Duffy
Personnel Director.....Robert Hogan
Purchasing Agent.....William P. Kennedy

PRODUCTS: Radios, Radio-Phonograph-Combinations. Television, Radio-Phonograph Combinations, Television-Radio-Phonograph Combinations, special electronic equipment for the Armed Services; Hi Fidelity.

Pacific Mercury Television Mfg. Corp.

8345 Hayvenhurst Ave., Sepulveda, Calif.
Phone: EMpire 2-3131

Chairman, President.....Joe Benaron
Prod. Mgr.....Allan Scharff
V.P., Eng.....Stanley Cutler

PRODUCTS: TV sets.

Page Communications Engineers, Inc.

710-A Fourteenth St., N.W., Wash. 5, D. C.

PRODUCTS: Design, construction, testing and operation of scatter and other advanced radio communications systems.

Parkersburg Rig and Reel Co.

(Div. of Parkersburg-Aetna Corp.)
620 Depot St., Parkersburg, W. Va.
Phone: 7-4521

President.....W. A. Wood

PRODUCTS: Manufactures and erects TV towers.

Peerless Film Processing Corp.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-3630

Pres., Gen. Mgr.....Kern Moyse

Pembrex Theatre Supply Corp.

1969 S. Vermont Ave., Los Angeles, Calif.
Phone: REpublic 1-3111

President .....Louis Wutke

PRODUCTS: "Pemarc" and "Telinc" projectors, and accessories.

The Pentron Corp.

777 South Tripp Ave., Chicago 24, Ill.
Phone: SAcramento 2-3201

Sls. Mgr.....Irving Rossman
Ch. Eng.....Rubin Shatasvky

PRODUCTS: Portable tape recorders, preamplifiers, professional and semi-professional equipment, mike mixers, prerecorded tapes, tape accessories.

Pembrex Theatre Supply Corp.

1969 So. Vermont Ave., Los Angeles 7, Calif.
Phone: REpublic 1-3111

President.....Louis M. Wutke

PRODUCTS: PEMARC Arc Rear Projector, PEMINC Mazda Rear Projector.

Phelps Dodge Copper Products

300 Park Ave., New York 22, N. Y.
Phone: PLaza 1-3200

PRODUCTS: Styroflex, Spirafil, Foamflex coaxial cable.

Philco Corp.

Tioga and "C" Sts., Philadelphia 34, Pa.
Phone: NEbraska 4-5100

Chairman .....William Balderston
President.....James Skinner, Jr.
Exec. V.P., Oper.....Joseph H. Gillies
Exec. V.P., Cons. Prod.....Larry F. Hardy
Exec. V.P., Marketing.....John M. Otter
Exec. V.P., Res. & Eng.....Leslie J. Woods
V.P., Sls. Prom.....Raymond B. George
Dir. of Pub. Rel.....Robert M. Jones
Adv. Dir.....Max Enelow

TV Division

Vice-Pres., Gen. Mgr.....Henry Bowes
Sls. Mgr.....Gibson Kennedy

Home Radio Division

General Manager.....James Shallow
Sales Manager.....Leonard Gross

PRODUCTS: AM and AM-FM radios, console, table, portable and combination TV receivers, Hi-Fidelity phonograph.

Philmore Manufacturing Co., Inc.

113 University Place, New York 3, N. Y.
Phone: ALgonquin 4-3363

President.....M. L. Granat
Vice-President.....Gary Granat
Chief Engineer .....Wm. Lipson
Treasurer .....Murray Granat
Sec'y.-Sls. Mgr.....Jerry Granat
Office Mgr.....Milton Greenker

PRODUCTS: Transistor portable radio kits, 3 tube, 2 band AC/DC radio kits, crystal set kits and sets, electronic kits of all kinds for hobby and school use.

Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.
Phone: STillwell 4-5454

President .....Isidor Goldberg
Exec. Vice-President.....J. N. Benjamin
Secretary-Treasurer.....I. W. Wyckoff
V.P. Sales Manager.....L. M. Sandwick
Purchasing Agent.....Paul Lefko
Asst. Nat'l Sls. Mgr.....I. I. Needle
Adv. Sls. Prom. Mgr.....A. Platt
Chief Engineer.....Richard Shottenfeld

PRODUCTS: Tuners—Hi-Fi, AM-FM; Hi-Fi amplifiers, preamplifiers, speaker systems, portable phonographs; Hi-Fi console phonographs, Hi-Fi radio-phonographs, stero components; amplifier, preamplifier.

Pioneer Electronics Corp.

2235 S. Carmelina, Los Angeles, Calif.
Phone: BRadshaw 2-8053

President.....L. M. Perrish
V.P., Gen. Sales Mgr.....Z. Goodman

PRODUCTS: Manufacturers of TV picture tubes.

Polarad Electronics Corp.

43-20 34th St., Long Island City, N. Y.
Phone: EXeter 2-4500

President.....Dr. D. L. Jaffe
Exec. V.P.....P. H. Odessey
Sls. Mgr.....A. A. Goldberg

PRODUCTS: Monitors, color and black and white; wave form monitors, TV monoscope signal sources, composite sync generators, color bar generators, color slide scanners, color cinecons, TV distribution amplifiers.

Prodelin Inc.

307 Bergen Ave., Kearny, N. J.
Phone: KEarny 2-8600

Pres., Gen. Mgr.....L. A. Bondon
Sales Manager.....J. F. Cosgrove

PRODUCTS: Coaxial transmission line.

Racine Tower Construction Co.

47 Center St., Brandon, Vt.
Phone: 85

President .....Emile Racine
Gen. Mgr.....Edgar S. Crosby
Sec-Treas.....Philip C. LaPorte

SERVICE: Tower erection—mircowave installation.

Radiant Mfg. Corp.

8220 N. Austin, Morton Grove, Ill.
Phone: CRawford 7-6300

President.....H. E. Eller
Sales Vice-Pres.....Herschel Feldman

PRODUCTS: Projection screens.

Radio Construction Co., Inc.

550 Grant St., Pittsburgh, Pa.
Phone: COurt 1-1712

PRODUCTS: Tower erection.

Radio Corporation of America

Executive Offices: 30 Rockefeller Plaza
New York 20, N. Y.
Phone: COlumbus 5-5900

Ch. of the Board..Brig. Gen. David Sarnoff
President.....John L. Burns
Ch. Exec. Comm. of Bd...Frank M. Folsom
Sr. Exec. Vice-Pres.....E. W. Engstrom

Industrial Electronic Products

Exec. V.P., Gen. Mgr.....T. A. Smith
Pres., RCA Comm., Gen. Mgr., Telecomm. Div. .....T. H. Mitchell
Mgr., Ind. Elec. Marketing Dept. .....A. R. Hopkins
Chief Engineer.....G. H. Brown
Mgr., Prod. Dept.....H. R. Swartz
Mgr. Personnel.....W. R. Fitzpatrick
Controller.....J. J. Graham
Mgr., Best. & TV Equip. Dept...E. C. Tracy
Mgr., Comm. Prod. Dept.....C. M. Lewis
Mgr., Thea. & Ind. Prod. Dept..H. M. Emlein
Mgr., Bizmac Marketing.....L. F. Jones

Electronic Components

Exec. V.P.....W. W. Watts

Electron Tube Division

415 S. 5th St., Harrison, N. J.

V.P., Gen. Mgr.....Douglas Y. Smith
Mgr., Admin.....W. H. Painter

Controller.....P. W. Hofmann
Mgr., Enter. Tube Prod.....J. B. Farese
Chief Engineer.....G. R. Shaw
Purch. Agent.....T. J. Scanlon
Mgr., Personnel.....L. A. Kameen
Gen. Comm. Mgr.....L. S. Thees
Mgr., Dist. Products.....L. F. Holleran
Mgr., Ind. Tube Prod.....C. E. Burnett
Mgr., Kinescope Oper.....H. R. Seelen
Mgr., Adv. & Sls. Prom.....H. S. Stamm
Mgr., Market Planning, Kine...C. W. Taylor
Mgr., Merchandising.....H. F. Bersche
Mgr., Market Planning, Rcvg. Tubes
.....K. G. Bucklin
Mgr., Admin. & Controls....G. C. Brewster
Mgr., Marketing - Enter. Tube Oper.
.....M. J. Carroll
Mgr., Mfg. Rcvg. Tube Oper...H. A. DeMooy
Mgr., Mfg. Ind. Tube Prod.....E. M. Wood
Mgr., Merch. Coordination....G. G. Griffin
Mgr., Merch. Parts & Equip.....J. J. Kearney
Mgr., Ind. Sls. & Tube Prod.....M. Markell
Mgr., Marketing, Ind. Tube Prod.
.....G. W. Duckworth
Mgr., Contract Admin.....J. T. Wilson
Mgr., Sls. Eng., Dist. Sls.....H. C. Vance
Mgr., Field Sls., Dist. Sls. Prod. K. B. Shaffer
Mgr., Dist. Sls.....D. S. Branigan
Adm., Market Planning, Microwaves
.....V. C. Houck
Adm., Comm. Coordination..H. S. Gwynne

Components Division
Camden, N. J.

Gen. Mgr.....William T. Warrender
Controller.....H. M. Miller
Mgr., Personnel.....C. E. Sharp
Chief Engineer.....B. V. Dale

Consumer Products

Exec. V.P.....Robert A. Seidel

RCA Victor Television Division
Cherry Hill, Camden 8, N. J.

V.P., Gen. Mgr.....C. P. Baxter
Oper. Mgr.....G. K. Bryant
Purch. Agent.....J. B. Davidson
Gen. Sales Mgr.....J. P. Bannon
Chief Engineer.....D. D. Cole
Gen. Plant Mgr.....W. E. Albright
Mgr. of Merch.....A. B. Mills
Controller.....F. R. Demmerly
Adv. & Sales Prom. Mgr.....J. M. Williams
Mgr., Prod. Develop.....H. M. Rundle
Mgr., Personnel.....P. R. Slaninka

RCA Victor Radio and "Victrola" Division
Cherry Hill, Camden 8, N. J.

V.P., Gen. Mgr.....James M. Toney
Gen. Sales Mgr.....Louis J. Collins
Controller.....O. D. Center
Chief Engineer.....J. L. Franke
Mgr., Prod. Dept.....Thomas S. Weeks
Mgr., Merchandising.....A. R. Baggs
Purch. Agent.....W. S. Strout

RCA Victor Distributing Corp.
Offices in Chicago, Detroit, Buffalo, Kansas City, Davenport, Ia., Los Angeles, and Wichita.

President.....W. M. Norton
V.P. Oper. Control & Sec.-Treas...J. A. Curl
V.P. Los Angeles Branch.....H. C. Chapman
V.P. Detroit Branch.....N. A. Corbett
V.P. Chicago Branch.....C. A. Malin
V.P. Buffalo Branch.....E. L. Dodelin
V.P. Kansas City Branch.....E. E. Hart
V.P. Davenport Branch...L. A. Baumgartner
Mgr. Wichita Branch.....G. H. Bahl

RCA Victor Record Division
155 E. 24th St., New York, N. Y.

V.P., Gen. Mgr.....G. R. Marek
Mgr., Record Oper. Dept.....James Davis
Mgr., Single Records Dept.....J. Y. Burgess
Mgr., Record Albums Dept...W. W. Bullock
Gen. Plant Mgr.....A. L. McClay
Mgr., Custom Records.....Emmett B. Dunn
Purch. Agent.....R. Bradel
Mgr., Advertising.....W. I. Alexander
Controller.....H. A. Kelleher
Mgr., Artists & Rep. Single Records.....S. H. Sholes
Mgr., Red Seal Artists & Rep.....A. Kayes

PRODUCTS: Television receivers: table and console models; console color TV receivers; HiFi phonographs and Hi-Fi phonograph AM-FM radio combinations; radio receivers: AM, AM-FM, table models; AM clock radios; "Victrola" phonographs and records; AM, FM and TV transmitting equipment; broadcast station studio equipment; antennas; mobile radio communications equipment; industrial television equipment; microphones; microwave equipment; test and measuring equipment; Antenaplex antenna systems; communications equipment; electron tubes: receiving, power, cathode-ray and special types; TV studio camera equipment; film, disc and tape recording equipment; BIZMAC computers; 16 mm. projectors; electron microscopes; theatre television equipment; marine radio equipment; aviation, communication, radar and other special apparatus for the Armed Forces.

Radio Engineering Laboratories, Inc.

29-01 Borden Ave., Long Island City 1, N. Y.
Phone: STillwell 6-2100

President.....C. R. Runyon, Jr.
V.P. & Sales Mgr.....F. A. Gunther
V.P. & Research Dir.....J. R. Day
Vice President.....Joseph Behr
Chief Engineer.....Joseph E. Tennis
Treasurer.....James A. Cronin
Sec.....C. R. Runyon, Ill.
Ind. Rel. Mgr.....James J. Kelly
Purchasing Agent.....W. J. Dunne

PRODUCTS: AM-FM and TV aural — Studio to transmitter links and antennas. FM—Microwave; radar systems; FM and relay broadcast transmitters point to point multiplex radio relay, 50-2000 mc; Yagi, corner reflector and paraboloid antennas, 50-2000 mc; FM tuner, 88-108 mc; military equipment.

Radio Receptor Co., Inc.
240 Wythe Ave., Brooklyn 11, N. Y.
Phone: EVergreen 8-6000

President .....Hugo Cohn
V.P....Ralph Mendel, Adm. Joseph J. Clark
Sec'y.-Treas. .....Harold Zeamans

PRODUCTS: Industrial TV systems.

Rangertone, Inc.
73 Winthop St., Newark 4, N. J.
Phone: HUmboldt 5-2550

President.....R. H. Ranger
V.P., Chg. Eng.....C. C. Legreid
Secretary .....Harold Gallina
Buyer .....Jay Boyer
Sales Manager.....R. E. Lewis

PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film; Dubbers; Stereophonic sound.

Rauland Corp. (Subsidiary of Zenith Radio Corp.)
4245 N. Knox Ave., Chicago, Ill.
Phone: MUlberry 5-5000

President.....E. N. Rauland

Raven Screen Corp.
124 E. 124th St., New York, N. Y.
Phone: LEhigh 4-8408

Sec'y.-Treas.....Ernest D. Reif
Manager .....Fred Rose
Engineer .....Werner Hermann

PRODUCTS: Motion picture screens, rear projection screens for TV studios, front projection screens for auditoriums, etc.; all types of screens for every purpose.

Raytheon Manufacturing Co.
5921 W. Dickens Ave., Chicago 39, Ill.
Phone: BErkshire 7-7000

President.....C. F. Adams
Exec. V.P.....H. F. Argento
Sr. Vice Pres.....P. L. Spencer
Merchandising Mgr.....Cliff Knoble
Advertising Mgr.....C. L. Petersen

PRODUCTS: Radios — AC-DC and clock radios; tubeless radios (transistor); TV sets (monochrome, color); tape recorders.

Reeves Soundcraft Corp.
10 East 52nd St., New York 22, N. Y.
Phone: PLaza 9-2644

President .....Hazard Reeves
Exec. Vice Pres.....Frank B. Rogers, Jr.
Vice Pres.....Wm. H. Deacy
Sales .....George Bassett,
Thomas R. Winters
Adv. Mgr.....Thomas Dempsey

PRODUCTS: Blank recording discs, magnetic recording tape, for audio and video recording, full width magnetic recording film, striped magnetic film, and raw stock styli.

Rek-O-Kut Company, Inc.
38-19 108th St., Corona 68, N. Y.
Phone: DEfender 5-3500

Pres. .....George Silber
Dir. of Sls.....Avery Yudin
Dir. of Adv.....Clifford Shearer

PRODUCTS: Instantaneous Recording Equipment, Transcription Turntables, Rhythmaster, a continuous variable speed phonograph and portable PA system; Challenger & Imperial disc recorder; Rondine turntable series and Recitalists portable PA system & Rondine Tone arms.

Resdel Engineering Corp.
330 S. Fair Oaks Ave., Pasadena, Calif.
Phone: RYan 1-7689

Pres., Gen Mgr.....H. K. Abajian

PRODUCTS: Electronic measuring equipment.

Resitron Laboratories, Inc.
2908 Nebraska Ave., Santa Monica, Calif.
Phone: EXbrook 3-5217

President.....V. E. DeLucia

PRODUCTS: Camera tubes for TV bestg. Vidicon tubes for following purposes—Ultra Violet Microscopy, Infra Red, Radiation Vidicons for use in Atomic Piles, Sub-Miniature Vidicons (RL 6912) for use in small portable cameras. Closed circuit TV equipment employing the miniature tube RL-6912.

Roberts Electronics, Inc.
1028 N. La Brea Ave., Hollywood 38, Calif.
Phone: HO 2-2353

President .....Robert Craig
Vice-Pres.....Robert G. Metzner
Sales Mgr.....Frederick A. Lyman

PRODUCTS: Roberts recorder (portable semi-professional tape recorder) with Hysteresis Synchronous Motor.

Roland Radio Corp.
716 S. Columbus Ave., Mt. Vernon, N. Y.
Phone: MT. Vernon 4-1500

Gen. Sales Mgr.....P. Featherstone

PRODUCTS: Radio receivers.

Howard W. Sams & Co., Inc.
2201 E. 46th St., Indianapolis 5, Ind.
Phone: CLifford 1-4531

PRODUCTS: Special products and special services. Product testing, engineering analysis, quality control test programs, comparative evaluation.

Schafer Custom Engineering
235 S. Third St., Burbank, Calif.
Phone: TH 5-3561

President.....Paul C. Schafer
Vice-Pres. .....Lee Hudson
Chief Eng.....William N. Amidon

PRODUCTS: Remote control equipment, automatic logging, automatic programming,

semi-automatic tape cartridge programming equipment.

Self Winding Clock Co., Inc.

205 Willoughby Ave., Brooklyn 5, N. Y.
Phone: MAin 2-6300

Sales Mgr.....Maurice P. Colucci

PRODUCTS: Sweep seconds, dry cell battery operated self winding clocks containing connections for receiving automatic syncronizing pulses from Western Union lines or manual synchronized pulses from control kit.

Semco Electronics Co.

8407 S. Hoover St., Los Angeles, Calif.
Phone: PLeasant 2-7657

Owner .....G. Korkos

PRODUCTS: Semco remote control TV sets and remote controls.

Semiconductor Products

Long Branch, N. J.
Phone: CApital 2-6220

Manager.....Dr. W. C. Caldwell
Marketing Mgr.....Dr. R. R. Meijer

PRODUCTS: Transistors and silicon power rectifiers.

Semon Bache & Co.

(*See Page* 1245)

Sentinel Radio Co.

(Div. of Magnavox Co.)
2131 Bueter Rd., Ft. Wayne, Ind.
Phone: EAstbrook 9721

President .....Frank Freidmann
V.P., Gen. Mgr.....Leonard F. Cramer
Nat. Sales Mgr.....Verne Roberts

PRODUCTS: Radio receivers.

Setchell Carlson Inc.

New Brighton, St. Paul 12, Minn.
Phone: MElrose 3-3131

Pres., Gen. Mgr.....B. T. Setchell
V.P. & Off. Mgr.....A. P. Chermak
Sec'y., Treas., Chief Mech. Eng.....C. Donald Carlson
Sales Admns.....H. E. Tyler, R. G. Chermak, D. E. Bursell
Adv. Mgr.....W. C. McKnight
Elect. Engrs.....Fred Melius, Chas. Gates

PRODUCTS: TV receivers and electronic equipment.

Shields Studio

5537 Suburban Tracks, St. Louis, Mo.
Phone: FOrrest 7-2535

Owner .....Tom Shields

PRODUCTS: St. Louis "Stagette", TV drops, multiple drop hanger, TV green repp drapes, draperies, tracks, rigging, "profile cut outs", TV settings.

Eugene Singer Electronics Co.

(*Closed Circuit TV Div.*)
5397 Poplar Blvd., Los Angeles 32, Calif.
Phone: CApitol 5-5705
N. Y. Phone: WIsconsin 7-0768

President .....Eugene Singer
Vice Pres. .....E. E. Reed, F. Bunlard
Sec'y & Treas.....D. Jubelier
Audio-Visual Sls.....Donald Reed

PRODUCTS: Singer Prizomatic TV Projectors. Equipment for closed-circuit meetings.

Skiatron Electronics & TV Corp.

180 Varick St. New York 14 N. Y.
Phone: WAtkins 4-7060

President .....Arthur Levey
Secretary-Treas.....Frank V. Quigley
Dir. of Subscribervision.....W. J. Shanahan

Services Offered: Electronic equipment, subscriber-vision research and development TV and electronics.

Sonora Radio & TV Corp.

2023 W. Carroll Ave., Chicago, Ill.
Phone: HA 1-6330

President.....T. F. Kelly

PRODUCTS: Radio, TV receivers.

Sonotone Corp.

Box 200, Elmsford, N. Y.
Phone: LYric 2-6400

President.....I. I. Schachtel

PRODUCTS: Vacuum tubes, amplifiers, phonograph cartridges.

S.O.S. Cinema Supply Corp.

602 W. 52nd St., New York, N. Y.
Phone: PLaza 7-0440
6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 7-2124

President, Gen. Mgr.....J. A. Tanney
Vice-Pres., Sales Mgr.....Oscar Lightstone
Vice-Pres. .....Dominic Capano
Sales Prom. Mgr.....Mitchell A. Radin

PRODUCTS: Film editing, developing, printing machines; motion picture production equipment, preview equipment and SOS Magnetic Head Attachment for preview projectors.

Spencer-Kennedy Laboratories, Inc.

1320 Soldiers Field Rd., Boston 35, Mass.
Phone: ALgonquin 4-5400

Chairman .....Fitzroy Kennedy
President & Treas.....Donald Spencer
Sales Manager.....W. K. Headley

PRODUCTS: Community antenna and industrial TV systems.

Stainless, Inc.

Third St., North Wales, Pa.
Phone: OXbow 9-4871

President.....Walter L. Guzewicz
Vice-President.....Henry J. Guzewicz
Sales.....John F. Guzewicz, John S. Fisher

PRODUCTS: Self-supporting guyed and micro wave towers; antenna masts; FM self-supporting and guyed towers.

Stancil-Hoffman Corporation

921 N. Highland Ave., Hollywood 38, Calif.
Phone: HOllywood 4-7461

President.....William V. Stancil

PRODUCTS: Magnetic recorder/reproducer for tape, Model R5. Also, magnetic tape—Duplicator for high-speed tape copies;

Model R5TD—Magnetic recorder/reproducer for 16mm., 17.5mm., and 35mm. film. Models S6 & S7—Magnetic recorder reproducer for tape; self-contained battery-operated Model M8—Magnetic recorder/reproducer up to 15 tracks for communications recording, Model CRM15. Preamplifier mixer, 4-channel, all transistor, Model AM7 500 Watt, 117 Volt power supply to furnish tuning fork-controlled 60 cycle or variable frequency output from 40 to 90 cycles; Model V1B.

Standard Electronics Division Radio Engineering Labs, Inc.

29-01 Borden Ave., Long Island City 1, N. Y.
Phone: STillwell 6-2100

President.....H. D. Runyon
Vice-Pres., Gen. Mgr.....W. H. Zillger
Mgr. TV Engr.....H. R. Smith
Mgr. Customers Ser.....W. H. Rappolt

District Sales Engineering Managers

District Sls. Eng. Mgr.....J. T. Campbell
1026 17th St., N.W., Wash 6, D. C.
Phone: REpublic 7-2246

Dist. Sls. Eng. Mgr.....L. E. Pett
432 So. Curson, Los Angeles 36, Calif.
Phone: Webster 1-4382

Dist. Sls. Eng. Mgr.....R. C. Hutchins
Preemption, Ill.
Phone: 42

Dist. Sales Eng. Mgr.....H. D. Peckham
288 Creksid Dr., Palo Alto, Calif.
Phone: YOrkshire 8-1281

Export Sales
CBS International
485 Madison Ave., New York, N. Y.
Phone: PLaza 1-2345

Canadian Sales
Pye Canada, Ltd.
Toronto, Ontario, Canada

PRODUCTS: TV Transmitters (VHF) Channels 2 to 13. 500 Watt—10 Kw.—25 Kw. —50 Kw. TV Amplifiers (same as above). Diplexers, dummy loads, harmonic filters, color notch filters (3.58mc), control consoles, sync generators, demodulators, AM-FM custom built transmitters.

Stephens Trusonic Inc.

8538 Warner Dr., Culver City, Calif.
Phone: TExas 0-6671

President .....Bert Berlant

PRODUCTS: Amplifiers, cabinets, condenser microphones.

Stereovision, Inc.

500 Fifth Ave., New York, N. Y.
Phone: LOngacre 4-6836

President .....Fred Pittera
V.P. & Tech. Dir.....Dr. Carroll H. Berill
Secy.-Treas. .....Solfred Maizus
Stereoptics Cons.....R. Fawn Mitchell
Gen. Counsels.....S. D. Reidel,
J. W. M. Rutenberg

PRODUCTS: 3D-TV films and manufacturers of Optical devices, stereo lenses.

Strong Electric Corp.

87 City Park Ave., Toledo, Ohio
Phone: CHerry 8-3741

President.....Arthur J. Hatch
Vice Pres.....Harold E. Brown
Asst. Sec'y.-Treas.....Lee T. Nelson

PRODUCTS: Incandescent and arc spotlights; trouperette incandescent spotlight; trouper and super trouper high intensity arc spotlights; universal arc slide projector for background.

Sylvania Electric Products, Inc.

1740 Broadway, New York, N. Y.
Phone: JUdson 6-2424

Chairman, President.....Don G. Mitchell
V.P., Electronic Tube
Oper.....Matthew D. Burns
V.P., Ind. Rel.....Cole H. Pilcher
V.P., Engineering
Oper.....Howard L. Richard
V.P., Marketing.....B. K. Wickstrum
V.P., Pub. Rel.....George W. Griffin, Jr.
Dir. of Adv.....Tery P. Cunningham
Dir. of Sls. Prom.....Bernard O. Holsinger
Mgr., Electronic Products
Sls.....Donald W. Gunn

Radio and TV Division
700 Elliott St., Batavia, N. Y.
Phone: BAtavia 3470

Vice Pres., Radio-TV
Oper.....Marion E. Pettegrew
Gen. Sales Mgr.....Robert L. Shaw

PRODUCTS: Television sets, home radio sets, portable radios, record players (high fidelity).

Sarkes Tarzian Inc. (Broadcast Equipment Div.)

E. Hillside Dr., Bloomington, Ind.
Phone: 7251

President .....Sarkes Tarzian
Comm. Manager.....Dan Meadows

PRODUCTS: TV transmitters.

Technicraft Laboratories, Inc.

Thomaston-Waterbury Rd., Thomaston, Conn.
Phone: ATlas 3-4315

Pres., Gen. Mgr.....Francis T. Eddy
V.P., Tech. Dir.....Alton R. Anderson
Sales Mgr.....Robert F. Carleton
Mgr. of Mfg.....James R. Nye

PRODUCTS: Rectangular, ridge and circular, rigid and flexible waveguides and waveguide components, test equipment and systems.

Tech-Master Corp.

75 Front St., Brooklyn, N. Y.
Phone: ULster 5-3535

President .....L. Lazoff
Gen. Mgr.....R. Lazoff
Sales Manager.....P. H. Witte

PRODUCTS: Wired & kits TV custom chassis, tuners, amplifiers, pre-amps radios.

Telechrome Mfg. Corp.

28 Ranick Dr., Amityville, N. Y.
Phone: 4-4446

President.....J. R. Popkin-Clorman
Exec. V.P.....S. Dubin
Vice-Pres., Sales.....H. C. Riker
Chief Engineer.....Saul Decker
Comptroller.....B. Dabowski
Prod. Mgr.....D. Birnham
Govt. Sales.....L. Bailey

Western Engineering Div.
13635 Victory Blvd., Van Nuys, Calif.
Phone: ST 2-7479

Director.....S. Krinsky

PRODUCTS: Color & monochrome generating test equipment; studio equip. (TV); video trans. equip.; monitoring equip.; oscilloscope cameras, "Trinescope" Color TV Kine-Recording monitor.

TelePrompTer Corporation

311 W. 43rd St., N. Y. 36, N. Y.
Phone: JUdson 2-3800

Chairman, Pres.....Irving B. Kahn
V. P. Sales.....Herbert W. Hobler
V.P. Engineering.....Hubert J. Schlafly, Jr.
V.P., Group Comm.....W. P. Rosensohn
Sales Mgr.: TV & Film.....Don Redell
Sls. Mgr., Staging Service.....W. Marsh
Sales Mgr. Equipment.....J. Blair
Acc. Execs.....Bart Swift, Hubert Wilke, Chuck Barris.
Dir. of Adv.....Alfred N. Greenberg
Bus. Mgr.....Robert N. Rosencrans

Branch Offices
357 N. LaBrea, Los Angeles, Calif.
Phone: WEbster 6-6195

V.P. West Coast.....Fred Barton
Manager.....George Kane

177 N. State St., Chicago, Ill.
Phone: FRanklin 2-8826

Manager.....Ted Boisumeau

1346 Connecticut Ave., Washington, D. C.
Phone: COlumbia 5-3161

Manager.....Robert Doyle

720 New Center Bldg., Detroit, Mich.
Phone: TRinity 1-2900

Manager.....Frank Noble

447 Jarvis St., Toronto, Canada
Phone: WAlnut 2-2130

Pres., TelePrompTer of Canada.....Spence Caldwell

PRODUCTS: TelePrompTer and accessories, cueing equipment for film, live TV, TV stations, public speaking; Telepro 6000 rear screen remote controlled projection; Telemation, for automatic cueing; lights, Telestage, miscellaneous studio devices, sound systems, lecterns, large screen closed-circuit TV.

Telequip Radio Co.

2559 W. 21st St., Chicago, Ill.
Phone: BIshop 7-3841

President.....E. E. Arkin

PRODUCTS: Private label TV sets.

Tele-Ray Tube Co., Inc.

984 Saw Mill River Rd., Yonkers, N. Y.
Phone: 5-8950

Chairman.....S. W. Muldowny

PRODUCTS: Tubes.

Tele-Tone Company of America

1668 Webster Ave., New York 57, N. Y.
Phone: CY 9-1900

President.....B. Berger
Secretary.....I. Rothman

PRODUCTS: Radios.

Telescript-CSP Inc.

263 W. 69th St., New York, N. Y.
Phone: TRafalgar 4-7272

President.....Robert P. Swanson
V.P. Sales.....Curtis R. Howard

PRODUCTS: TV and film studio prompting equipment.

Television Associates of Indiana, Inc.

E. Barker Ave., Lakeland, Michigan City, Ind.
Phone: TRiangle 4-7207

President.....W. C. Eddy

PRODUCTS: Custom built remote controlled studio lighting equipment; Microwave relay equipment; reflectors and mounting supports, parapet clamps, metal tripods. Studio Equipment: camera dollies, tripods, Hi-hats and lo-hats for camera mounting. Continuous devices and accessories for 16 mm, 8 mm film and for magnetic tape.

Television Equipment Co.

161 E. Grand Ave., Chicago 11, Ill.
Phone: MIchigan 2-2281

President.....M. A. Behrend
Vice-Pres.....Jack Behrend
Secretary.....Jean Behrend

PRODUCTS: Speedi-Q, film cue marker which punches 4 holes at one time.

Television Specialty Co., Inc.

350 West 31st St., New York 1, N. Y.
Phone: LOngacre 4-2334

President.....K. A. Jenkins
Sec'y Treas.....L. Jenkins
Traffic Mgr.....Carman Laurino

Latin American Representative
G. A. Vasseur
Calle 9 No. 251, Vedado, Havana, Cuba

Canadian Representative
447 Jarvis St., Toronto

PRODUCTS: Rear projection screens, studio lights and lighting equipment, film production and kine-recording equipment, dollies, tripods, mike-booms, film processing equipment, and television special effects, "TSC 4000" rear screen projector; "TSC 67" rear projection screen, rear projection slides, camera modifications.

Television Transmission Co.

301 Peru St., Peru, Ill.
Phone: 1106

Vice-President.....Earle S. Nelson, Sr.
V.P., Mgr.....Earle S. Nelson, Jr.

Chief Engineer.....J. A. Biggs
PRODUCTS: Community antenna systems and industrial TV components.

Television Utilities Corp.
112-33 Colonial Ave., Corona 68, N. Y.
Phone: TW 8-1000

President.....A. E. Siegel
Vice-President.....Charles Odom
Design Eng.....Frank P. Vanaman
PRODUCTS: TV video monitors; video line and distribution amplifiers; 17 inch pulse cross monitors; industrial TV sync generators; all above equipment used in broadcasting and closed circuit TV, Video flying spot scanners for 2" x 2" slides. 6" x 8" slides and 16 millimeter sound on film motion pictures.

Television Zoomar Corp.
500 Fifth Ave., New York, N. Y.
Phone: BRyant 9-5835

President.....Jack A. Pegler
Treas.....Frank G. Back
PRODUCTS: Studio Zoomar lens, universal Zoomar lens, field Zoomar lens.

Tel-Instrument Electronics Corp.
728 Garden St., Carlstadt, N. J.
Phone: WEbster 3-1600

President.....J. Roemisch
V.P., Sales Mgr.....E. W. Brinkerhoff
Chief Eng.....D. L. Schacher
PRODUCTS: Test equipment for TV, studio equipment for monochrome & color.

TNT Tele-Sessions, Inc. & Theatre Network Television, Inc.
575 Madison Ave., N. Y. 22, N. Y.
Phone: MU 8-3220

President.....Nathan L. Halpern
Dir. of Pgms.....Marc Daniels
Dir. of Oper.....Edward F. Addiss, Jr.
Eastern Sales Mgr.....J. B. O'Connor
Central Sales Mgr.....Gordon N. Morford
Midwest Sales Mgr.....Fred V. Davis
Western Sales Mgr.....Douglas George
Services Offered: Closed-circuit TV for business, industry, and entertainment.

Thompson Products Inc.
2196 Clarkwood Rd., Cleveland, Ohio
Phone: HEnderson 16765
(Electronics Division)

Manager.....J. W. Davidson
Sales Mgr.....F. J. Weihmiller
PRODUCTS: TV transmitter switches, distributed through Andrew Corp., Chicago.

Tower Construction Co.
2700 Hawkeye Drive, Sioux City, Iowa
Phone: 5-7653

Owner.....M. M. Lasensky
PRODUCTS: Towers, microwave passive reflectors and tower erections.

Trav-Ler Radio Corp.
571 W. Jackson Blvd., Chicago, Ill.
Phone: HArrison 7-9151

President.....Joe Friedman
Asst. To President.....Harold J. Schulman
Gen. Sales Mgr.....Ed G. May
Adv. Mgr.....Bob Cohen
Vice-Pres., Mfg.....Ellis Friedman
PRODUCTS: Radio, TV, Phonograph, Hi-Fi.

Transitron, Inc.
186 Granite St., Manchester, N. H.
Phone: NAtional 5-9701

President.....S. K. Lackoff
Vice-Pres., Eng.....R. H. Baer
PRODUCTS: Electronic test equipment, communications equipment, Hi-Fi equipment, components test equipment.

Trans-Lux Corporation
625 Madison Ave., New York 22, N. Y.
Phone: PL 1-3110

President.....P. E. Furber
Vice President.....A. Giles
Sales Dir.....B. Roth
PRODUCTS: Rear projection screens, background scenery projectors, screen frames and tripods.

John D. Trilsch, Inc.
Box 14201, Houston 21, Texas
Phone: REpublic 4-2545

President.....John D. Trilsch
Vice President.....George M. Patrick
Secretary.....R. M. Thornton, Jr.
PRODUCTS: Radio, microwave and television towers.

Truscon Steel Division
Republic Steel Corp.
1315 Albert St., Youngstown 1, Ohio
Phone: RIverside 6-7211

Gen. Mgr., Sales.....C. B. McGehee
Mgr., Sls. Tower Prod.....J. D. Kirkwood
PRODUCTS: Radio towers for AM & FM, TV and micro wave, copper mesh ground screen.

Tung-Sol Electric Inc.
95 Eighth Ave., Newark 4, N. J.
Phone: HUmboldt 2-4200

Chairman.....H. W. Harper
President.....Louis Rieben
Exec. Vice-Pres.....Milton R. Schulte
Vice-Pres., Sales.....G. W. Keown
Gen. Sales Mgr.....J. D. Van der Veer
PRODUCTS: Tubes, lamps.

Union Switch & Signal Div.

(*Westinghouse Air Brake Co.*)
1789-1807 Braddock Ave., Pittsburgh, Pa.
Phone: CHurchill 2-5000

Vice-Pres., Gen. Mgr.....A. M. Wiggins
Mgr., Apparatus Sales.....P. K. Eckhardt

PRODUCTS: Low frequency control and communication for TV tower elevators, audio tone remote control systems, transistorized telephones.

U. S. Recording Company

1121 Vermont Ave., N.W. Washington 5, D. C.
Phone: LIncoln 3-2705

Sales Manager.....F. A. Wilkins

PRODUCTS: Manufacturers and distributors of audio, sound and hi-fidelity equipment. Manufacturer Panacoustic transcription equipment, audio consoles and custom equipment. Distribute, Magnecord, Bogen, Pultec Presto equipment, microphones and loudspeakers. Specializing in engineering manutacturing and assembling custom equipment for radio Broadcast stations. Complete Studio and Technical plant for Sound Recording—both tape and disc.

Vacuum Tube Products Co., Inc.

2020 Short St., Oceanside, Calif.
Phone: SAratoga 2-7648

President.....H. W. Ulmer
Vice Pres.....James J. Sutherland
Purch. Agent.....L. J. Huking

PRODUCTS: Special cathode ray tubes, Xenon Thyratrons, high vacuum rectifiers, vacuum gauges and controls.

Vallen Inc.

225 Bluff St., Akron, Ohio
Phone: BLackstone 3-4933

President.....E. J. Vallen

PRODUCTS: Vallen panorama track, all-steel and aluminum tracks, electric curtain controls.

Victor Animatograph Corp.

(Division of Kalart)
Plainville, Ohio
Phone: SHerwood 7-1663
N. Y. Phone: JU 2-5170

President .....Hy Schwartz
Vice-President.....Horace O. Jones
Treasurer.....Morris Schwartz

PRODUCTS: Victor 16mm. sound motion picture proj., Soundview 35mm. filmstrip and sound slide projectors.

Visual Electronics Corp.

342 W. 40th St., New York 18, N. Y.
Phone: LOngacre 4-0518

President.....James B. Tharpe
Vice-President.....John P. Gallagher
Secretary .....Herbert Bloomberg
Mgr., Closed Cir. Oper.....M. A. Mayers
Chief Eng.....F. Cecil Grace

PRODUCTS: National distribution of all technical supplies and accessory equipment for TV broadcast equipment. Also off the air pick up and microwave relay systems, lower power installations and TV studio equipment, specialize in designing custom engineered TV systems. Mfrs. and distributors of Orth Saver.

Ware Coupling and Nipple Co.

5 Milner St., Ware, Mass.
Phone: 905

President.....D. W. Howe, Sr.

PRODUCTS: Conelrad alarm, remote control equipment.

Westbury Electronics, Inc.

300 Shames Drive, Westbury, N. Y.
Phone: EDgewood 4-8300

President.....H. B. Abajian
Prod. Mgr.....H. C. Cochran
Gen. Sales Mgr.....Harry R. Clark
Ind. Sales Mgr.....V. J. Lombardo
Purch. Agent.....William J. McBride
Chief Eng.....Edward Caldicott

PRODUCTS: Line amplifiers, bridging amplifiers, broad band amplifiers, power supplies, chain amps. substitution oscillator, power line filters, line splitters, attenuator pads, connectors, equalizer attenuator, coring tool set, tap offs, variable attenuator, faders, high voltage supply.

Westinghouse Electric Corp.

(*Television-Radio Division*)
Route 27 & Vineyard Rd., Box 71, Metuchen, N. J.
Phone: LIberty 8-5000

Vice-Pres. .....Chris Witting
Gen. Mgr.....E. J. Kelly

Asst. Gen. Mgr.....G. C. Larson
Works Mgr.....R. A. Schieber
Gen. Sales Mgr.....T. B. Kalbfus
Sales Mgr., TV.....R. M. Fichter
Sales Mgr., Radio.....C. J. Urban
Sales Mgr., Hi-Fi.....R. H. G. Mathews
Service Mgr.....K. H. Brown
Adv. & Sales Prom. Mgr.....R. W. Johnson
Eng. Mgr.....N. S. Kornetz
Purchasing Agent.....L. W. Tomlinson

PRODUCTS: Television Receivers, AM Radio Receivers, AM/FM Radio Receivers, High Fidelity Instruments.

Weston Electrical Instrument Corp.

Subsidiary of Daystrom, Inc.
614 Frelinghuysen Avenue, Newark 12, N. J.
Phone: BIgelow 3-4700

Mgr. Elec'l. Sls.....R. K. Putnam

Branch Office
205 W. Wacker Dr., Chicago 6, Ill.
Phone: FR 2-4656

Sales.....C. G. Miller

50 Church St., New York 7, N. Y.
Phone: WOrth 4-3510

Sales.....W. J. Healey

701 Pennsylvania Bldg., 425 13th St., N.W., Washington, D. C.
Phone: DIstrict 7-3636

Sales.....L. F. Parachini

PRODUCTS: Electrical Indicating Instruments, Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Industrial and Laboratory Thermometers, Weston Aircraft Instruments.

Wheeler Laboratories, Inc.

122 Cutter Mill Rd., Great Neck, N. Y.
Phone: HUnter 2-7876

President.....Harold A. Wheeler
Chief Eng.....David Dettinger

PRODUCTS: Consulting services and laboratory facilities for special problems in the field of radio and electronics—microwave waveguide components on special order.

Wickes Engineering & Construction Co.

12th St. & Ferry Ave., Camden, N. J.
Phone: WOodlawn 4-4912

President.....R. G. Wickes

PRODUCTS: Color Coder (Encoder); Interlace Signal Generator; Color Bar Generator, Convergence Dot Generator, Multi-Burst Generator, Amplitude Linearity Tester, Video Distribution Amplifier, Pulse Distribution Amplifier, Vector Display Equipment, Envelope Delay Tracer, Phase Correction Network—HF, Fixed, Crossover Filter—Portable or rack mounting.

Wind Turbine Co.

E. Market St., West Chester, Pa.
Phone: 3110

President.....R. W. Weeks

PRODUCTS: AM vertical radiators, FM receiving antennas, towers for support of FM and TV tranmitting antennas—supply and installation.

Wollensak Optical Co.

850 Hudson Ave., Rochester 21, N. Y.
Phone: COngress 6-1000

President.....E. A. Springer
Vice-President.....A. A. Wollensak

PRODUCTS: TV & motion picture camera lenses.

Zane Construction Co., Inc.

18 Northfield Ave., West Orange, N. J.
Phone: ORange 3-2576

President.....H. Bernard Zane

PRODUCTS: Tower erection and maintenance.

Zenith Radio Corp.

6001 W. Dickens Ave., Chicago 39, Ill.
Phone: Berkshire 7-7500
N. Y. Phone: PLaza 1-3700

Pres. and Gen. Mgr.....E. F. McDonald, Jr.
Exec. V-P.....Hugh Robertson
V-P and Dir. of Sales..Leonard C. Truesdell
V-P in Chg. of Eng.....G. E. Gustafson
V-P in Chg. of Prod.....Donald MacGregor
V-P Advertising.....Erik Isgrig
V.P. in Chg. Indust. Rel.....J. M. Ferren
V-P & Gen. Counsel.....J. S. Wright
V-P Distribution.....C. J. Hunt
V-P and Treas.....S. Kaplan
V-P in Chg. of Purchases.....J. E. Anderson
V-P in Chg. of Res.....Dr. Alexander Ellett
V-P, Patents.....Francis W. Crotty
V-P, Export.....John A. Miguel, Jr.
Secty. and Asst. V-P.....Karl E. Hassel
Asst. V-P.....J. E. Brown
Asst. Treas and Asst. Secty.....J. Kuhajek
Asst. Secty.....H. M. Chesser
Indust. Rel. Dir.....J. M. Ferren
Public Relations Director.....Ted Leitzell

PRODUCTS: RADIOS—Table: AM, AM-FM; Radio-Phono Combination: AM table, AM, AM-FM console; Portables: Transistor battery only, battery AC-DC.

TELEVISION: Table and console, also AM-FM radio-phonograph combination. Hi-Fi record players; hearing aids.

RADIO

COMMERCIAL AM PROGRAMS OF 1957

PROGRAM TITLES
SPONSORS
NETWORKS
ADVERTISING AGENCIES

ANNUAL

1958

COMMERCIAL AM PROGRAMS OF 1957

(NETWORK)

The following pages contain a complete alphabetical listing of program titles of the four national radio networks' commercial programs heard during the 12-month period ending Dec. 31, 1957. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABN, CBS, MBS, and NBC. Programs are all of 13-week duration or longer.

—A—

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Affairs of Dr. Gentry	American Dairy Assn. (Dairy Prod.)	NBC	Campbell-Mithun
	Anahist Co. (Cold Remedies)		Ted Bates & Co.
	Best Foods Inc. (Fannings Pickles)		Dancer-Fitzgerald-Sample
	Grove Labs (Bromo Quinine)		Gardner Advertising
	Procter & Gamble (Gleem)		Compton Advertising
	Standard Brands Inc. (Instant C&S Coffee)		Compton Advertising
	Standards Brands Inc. (Royal Dessert)		Ted Bates & Co.
	Swift & Co. (Allsweet)		J. Walter Thompson
Allen, Mel	Allstate Insurance Co.	ABN	Leo Burnett Co.
Amos 'n' Andy Music Hall	5-minute participation, "Impact" plan	CBS	
Anderson, The Herb Oscar Show	Foster Milburn	ABN	Street and Finney
	H. J. Heinz		Maxon, Inc.
	The Nestle Co., Inc.		Bryan Houston
	Sterling Drug, Inc.		Compton Advertising

—B—

Back to God	Christian Reformed Church	MBS	Stoetzel & Assocs., Inc.
Backstage Wife	7½ minute unit participation by: Bristol Myers Co.	CBS	Doherty, Clifford, Steers & Shenfield
	Carter Products Inc.		Ted Bates & Company
	Colgate-Palmolive Peet		Ted Bates & Company
	The Mentholatum Co. and others		J. Walter Thompson
Bancroft, Griffing and the News	Aero Mayflower Transit Co., Inc.	CBS	Caldwell, Larkin & Sidener-Van Riper

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Bandstand	American Dairy Assn. (Dairy Prod.)	NBC	Campbell-Mithun
	Anahist Co. (Cold Remedies)		Ted Bates & Co.
	Best Foods Inc. (Fannings Pickles)		Dancer-Fitzgerald-Sample
	Calgon Inc. (Calgon)		Ketchum, MacLeod & Grove
	Carter Prod. (Arrid, Little Liver Pills)		Ted Bates & Co.
	General Foods (Inst. Postum)		Young & Rubicam
	General Foods (Jello)		Young & Rubicam
	H. J. Heinz Co. (Best of 57 record)		Maxon, Inc.
	Hotpoint Co. (Electrical Appliance)		Maxon, Inc.
	Norwich Pharm. Co. (Pepto Bismol)		Benton & Bowles
	Pan Amer. Coffee Bureau (Coffee)		Robert W. Orr & Assoc.
	Procter & Gamble (Gleem)		Compton Advertising
	RCA (RCA Records)		Grey Advertising
	Readers Digest Assn. (Magazine & Book Club)		J. Walter Thompson
	Standards Brands Inc. (Instant C&S Coffee)		Compton Advertising
	Standard Brands Inc. (Royal Dessert)		Ted Bates & Co.
	Sterling Drug Co. (Haley's M.O.)		Dancer-Fitzgerald-Sample
	Swift & Co. (Allsweet)		J. Walter Thompson
	Vick Chem. Co. (Vicks Prods.)		Morse International
	Whitehall Pharm. Co. (Anacin)		John F. Murray Adv.
Benny, Jack, Program	The Home Insurance Co.	CBS	Albert Frank-Guenther Law
Bible Study Hour	Evangelical Foundation Inc. (Religion)	NBC	Paul Locke Assn.
Block, Martin	Carling Brewing Co.	ABN	Benton & Bowles
Breakfast Club	Ac'cent International	ABN	Needham, Louis and Brorby
	Admiral Corporation		Henri, Hurst & McDonald
	American Bird Food Mfg. Corp.		George H. Hartman Company
	American Pop Corn Company		George H. Hartman Company
	Asco Electronics, Inc.		Jerome O'Leary Advertising Agency
	Ball Brothers		Applegate Advertising Agency
	Beatrice Foods Co.—. LaChoy Div.		Mason, Warner Company
	Beatrice Foods Co.— LaChoy Div.		Foote, Cone & Belding
	Beech-Nut Packing Company		Young & Rubicam
	Beltone Hearing Aid Co.		Olian & Bronner, Inc.
	Bristol-Myers Co. (Bufferin, Sal Hepatica)		Young & Rubicam
	Bristol-Myers Co. (Trushay)		B.B.D. & O.
	Campana Sales Company		Erwin Wasey, Ruthrauff & Ryan
	Carter Products		Sullivan, Stauffer, Colwell & Bayles
	Chrysler Corporation		McCann-Erickson
	Dixie Cup Company		Hicks & Greist

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Drackett-Windex & Drano		Young & Rubicam
	Drackett-Dazy & Twinkle		Ralph H. Jones
	Duffy-Mott Co., Inc.		Young & Rubicam
	E. I. Du Pont de Nemours		B.B.D. & O.
	Ecko Products		Dancer-Fitzgerald-Sample
	Fred Fear Easter Egg Color Co.		Ted Bernstein Associates
	Food Plus, Inc.		Beacon Advertising Assoc.
	Food Specialties, Inc.		Charles F. Hutchinson, Inc.
	Frito Company, Inc.		Tracy-Locke Company, Inc.
	General Foods Corp. (Jello, Calumet)		Young & Rubicam
	General Foods Corp. (Post Cereals)		Benton & Bowles
	General Foods Corp. (Kool Aid)		Foote, Cone & Belding
	General Foods Corp. (La France)		Young & Rubicam
	Haysma Co.		O'Neil, Larson & McMahon
	H. J. Heinz Company		Maxon, Inc.
	The Kretchmer Corp.		George H. Hartman Corp.
	KVP Company		Grant Advertising
	Lewyt Corp.		Hicks & Greist
	Magla Products		Ed Leib Advertising Agency
	McCall Corporation		Donahue & Coe
	Dumas Milner Corporation		Gordon Best Company
	Mishawauka Rubber & Woolen Mfg. Co.		Campbell-Mithum
	John Marell & Co.		Campbell-Mithun
	C. H. Musselman Co.		Arndt, Preston, Chapin, Lamb & Keen, Inc.
	The Nestle Co., Inc.		Bryan Houston
	Chas. Pfizer & Co., Inc.		Leo Burnett Company
	Pioneer Industries, Inc.		Feigenbaum & Werman
	Pharma Craft Corp., Inc.		J. Walter Thompson
	Rust Craft Publishing Co.		Chambers & Wiswell, Inc.
	Sandura Company, Inc.		Hicks & Greist
	The Scholl Mfg. Co., Inc.		Donahue & Coe
	Sleep Eze Company		Mottl & Siteman Agency
	United States Steel Corp.		B.B.D. & O.

—C—

CBS Radio Farm News	5-minute participation, "Impact" plan	CBS	
Changing Times	Kiplinger News Letter Magazine	CBS	Albert Frank-Guenther Law
City Hospital	5-minute participation, "Impact" plan	CBS	
Collingwood, Charles, with the News	P. Lorillard Co.	CBS	Young & Rubicam
Counterspy	Ex-Lax, Inc. (Ex-Lax)	MBS	Warwick & Legler
	Kraft Foods Co. (All-Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads, Parkay margarine)		Needham, Louis & Brorby
	Helaine Seager (Pink Ice)		Dunnan & Jeffrey

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Sterling Drug (National Brands Div.; Fizrin)		Carl S. Brown Co. Inc.
Couple Next Door, The	**7½-minute unit participation by The Mentholatum Co., others**	CBS	J. Walter Thompson

—D—

Datelines and the Bible	**Dawn Bible Institute**	MBS	Wm. Gleeson Co.
Drake, Galen, Show	**5-minute participation, "Impact" plan**	CBS	
Draper, Rusty, Show	**5-minute participation, "Impact" plan**	CBS	
Dreier, Alex	**Morton Salt Co.** (Salt & Salt Prod.)	NBC	Needham, Louis & Brorby
	Skelly Oil Co. (Gas & Oil)		Bruce B. Brewer

—F—

FBI in Peace and War	**5-minute participation "Impact" plan**	CBS	
Fights	**Gillette Safety Razor Corp.** (Razors, Pens, Toni Prods.)	NBC	Maxon Inc.
Fisher, Eddie	**Coca-Cola Co.**	MBS	McCann-Erickson
Five Star Matinee	**Amer. Dairy Assn.** (Dairy Prod.)	NBC	Campbell-Mithun
	Ex-Lax Inc. (Ex-Lax)		Warwick & Legler
	Grove Labs (Bromo Quinine)		Garner Advertising
	Hotpoint Co. (Electrical Appliance)		Maxon Inc.
	Norwich Pharm. Co. (Pepto Bismol)		Benton & Bowles
	Procter & Gamble (Gleem)		Compton Advertising
	Quaker Oat Co. (Quaker Oats)		Wherry, Baker & Tilden
	Readers Digest (Magazine & Book Club)		J. Walter Thompson
	Standard Brands Inc. (Instant C&S Coffee)		Compton Advertising
	Standard Brands Inc. (Royal Dessert)		Ted Bates & Co.
	Sterling Drug Co. (Haley's M.O.)		Dancer-Fitzgerald-Sample
	Swift & Co. (Allsweet)		J. Walter Thompson
	Vick Chem. Co. (Vicks Prods.)		Morse International
	Whitehall Pharm. Co.		John F. Murray Adv.
Foley, Red	**Agricultural Division of Dow Chemical Company**	ABN	MacManus, John & Adams

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Foley, Red, The Show	Dow Chemical Co. (Chem. Prod.)	NBC	MacManus, John & Adams
Ford Road Show	Ford Motor Company Ford Division	CBS	J. Walter Thompson
Frank and Ernest	Dawn Bible Institute	MBS	Wm. Gleeson Co.
French, Ken	B. T. Babbitt (Bab-O)	MBS	Donahue & Coe
	H. J. Heinz (Soups)		Maxon, Inc.

—G—

Gang Busters	Ex-Lax, Inc.	MBS	Warwick & Legler
	Kraft Foods Co. (All-Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads)		Needham, Louis & Brorby
	Helaine Seager (Pink Ice)		Dunnan & Jeffrey
	Sterling Drug (National Brands Div.; Fizrin)		Carl S. Brown Co., Inc.
Garden Gate	5-minute participation, "Impact" plan	CBS	
Gleeson, Art	Permanette	MBS	Dunnan & Jeffrey
Godfrey, Arthur, Time	7½-minute unit participation by:		Young & Rubicam
	American Home Foods	CBS	
	American Home Products Corp.		Young & Rubicam
	Angostura-Wupperman Corp.		Erwin Wasey, Ruthrauff & Ryan
	Armour and Company		N. W. Ayer & Son
	Bristol-Myers Co.		Young & Rubicam
	Chun King Sales, Inc.		J. Walter Thompson
	Curtis Circulation Co.		B.B.D. & O.
	The Frito Company		Tracy-Locke Company
	General Electric, Lamp Division		Grey Advertising Agency
	General Foods Corp.		Young & Rubicam
	Hartz Mountain Products Corp.		George H. Hartman Co.
	Kitchens of Sara Lee, Inc.		Cunningham & Walsh
	Knouse Foods Cooperative, Inc.		N. W. Ayer & Son
	Libby, McNeill & Libby		J. Walter Thompson
	Niagara Therapy Mfg. Co.		George L. Mallis, Inc.
	Peter Paul, Inc.		Dancer-Fitzgerald-Sample
	Pharma-Craft Company		J. Walter Thompson
	Seeman Brothers, Inc.		Norman, Craig & Kummel
	Simoniz Company		Young & Rubicam
	Singer Sewing Machine Co.		Young & Rubicam
	A. E. Staley Mfg. Co.		Erwin Wasey, Ruthrauff & Ryan
	Standard Brands, Inc.		Ted Bates & Co.
	Weco Products Co.		J. Walter Thompson
Gospel Hour, The	Gospel Hour, Inc.	MBS	Tom Harvey Agency
Graham, Billy	Billy Graham Evangelical Assn.	MBS	Walter F. Bennett Co.
Grand Ole Opry	R. J. Reynolds Tobacco Co. (Prince Albert Tobacco)	NBC	Wm. Esty Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Great Gildersleeve, The	Ex-Lax Inc. (Ex-Lax)	NBC	Warwick & Legler
	Pabst Brewing Co. (Beer, Ale & Soft Drinks)		Leo Burnett Co.
Gunsmoke	5-minute participation, "Impact" plan	CBS	

—H—

Harkness, Richard	Ralston Purina Co. (Feed for Animals)	NBC	Gardner Advertising
Harvey, Paul	Bankers Life & Casualty Co.	ABN	Grant, Schwenck & Baker, Inc.
Heatter, Gabriel, News	Beltone (Hearing Aid)	MBS	Olian & Bronner
	Consumer Drug Corp.		Dunnan & Jeffrey
	Ex-Lax, Inc. (Ex-Lax)		Warwick & Legler
	Hudson Vitamin Corp.		Pace Advertising
	Rhodes Pharmacal Co. (Imdrin)		Olian & Bronner
	Sleep-Eze Co. (Sleep-Eze)		Milton Carlson Co.
	Sterling Drug (National Brands Div., Fizrin)		Carl S. Brown Co., Inc.
Henrich, Tommy	B. T. Babbitt (Bab-O)	MBS	Donahue & Coe
	Kraft Foods Co.		Needham, Louis & Brorby
Herald of Truth	Highland Church of Christ	ABN	The Martin Company
Herman, George, and the News	Aero Mayflower Transit Co., Inc.	CBS	Caldwell, Larkin & Sidener-Van Riper
Higbie, Les	Kraft Foods Co.	MBS	Needham, Louis & Brorby
Hilltop House	Carter Prod. (Arrid, Little Liver Pills)	NBC	Ted Bates & Co.
	Pan Amer. Coffee Bureau (Coffee)		Robert W. Orr & Assoc.
	Park & Tilford (Tintex)		Emil Mogul Inc.
Hope, Bob, Show	Grove Labs (Bromo Quinine)	NBC	Gardner Advertising
Hour of Decision	Billy Graham Evangelistic Assn. (Religion)	ABN, NBC	Walter F. Bennett
House Party	7½-minute unit participation by: California Prune & Apricot Growers Association	CBS	Long Advertising, Inc.
	The Carnation Co. and others		Erwin Wasey, Ruthrauff & Ryan
How Christian Science Heals	First Church of Christ, Scientist	MBS	Hoag & Provandie
Hurleigh, Robert	Kraft Foods Co.	MBS	Needham, Louis & Brorby

—I—

Indictment	5-minute participation, "Impact" plan	CBS	

—J—

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Jackson, Allan and the News	General Motors Corp., Chevrolet Division	CBS	Campbell-Ewald Company
Just Entertainment	William Wrigley, Jr.	CBS	Erwin Wasey, Ruthrauff & Ryan

—K—

Kennedy, John B.	Kraft Foods Co. (All-Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads)	MBS	Needham, Louis & Brorby

—L—

LeSueur, Larry and the News	Miles Laboratories, Inc.	CBS	Geoffrey Wade Advertising
Lewis, Robert Q., Show	5-minute participation, "Impact" plan	CBS	
Life and the World	Quaker Oat Co. (Quaker Oats)	NBC	Wherry, Baker & Tilden
Longines Symphonette	Longines-Wittnauer Watch Co., Inc.	CBS	Victor A. Bennett Co.
Lutheran Hour	Lutheran Layman's League (Religion)	MBS, NBC	Gotham-Vladimir

—M—

Ma Perkins	7½-minute unit participations by: The Best Foods, Inc.	CBS	Earle Ludgin & Co.
			Guild, Bascom & Bonfigli
			Dancer-Fitzgerald-Sample
	Bristol-Myers Co.		Doherty, Clifford, Steers & Shenfield
	Dumas Milner Corp.		Gordon Best Co.
	Pharma-Craft Company		J. Walter Thompson
	A. E. Staley Mfg. Co.		Erwin Wasey, Ruthrauff & Ryan
MacLean, John	Kraft Foods Co. (All-Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads)	MBS	Needham, Louis & Brorby Inc.
Man Around the House	5-minute participations, "Impact" plan	CBS	
McCormick, Steve	General Foods (Jell-O)	MBS	Young & Rubicam
Metropolitan Opera	The Texas Company	ABN	Cunningham & Walsh
Miller, Howard, Program	William Wrigley, Jr. Co.	CBS	Arthur Meyerhoff & Co.
Miller, Mitch, Show	5-minute participation, "Impact" plan	CBS	

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Monitor	**Amer. Inst. of Boys' Wear** (Institutional)	NBC	B.B.D. & O.
	Amer. Motors (Rambler Cars)		Geyer Advertising
	Amer. Oil Co. (Oil & Gas)		Joseph Katz Co.
	Anahist Co. (Cold Remedies)		Ted Bates & Co.
	Carling Brew Co. (Red Cap Ale)		Benton & Bowles
	Carter Prod. (Arrid, Little Liver Pills)		Ted Bates & Co.
	Dodge Div. of Chrysler Corp. (Cars)		Grant Advertising
	Ex-Lax Co. (Ex-Lax)		Warwick & Legler
	General Mills (Cheerios)		Dancer-Fitzgerald-Sample
	Grove Labs (Bromo Quinine)		Gardner Advertising
	Grove Labs (Fitch Shampoo & Hair Products)		Harry B. Cohen Advertising
	Hotpoint Co. (Electrical Appliance)		Maxon Inc.
	Ins. Co. of North America (Insurance)		N. W. Ayer & Son
	S. C. Johnson Co.		Foote, Cone & Belding
	P. Lorillard Co. (Newport Cigs)		Young & Rubicam
	Mack Trucks (Trucks, Trucking)		Doyle, Kitchen & McCormick
	Midas Muffler Shops (Mufflers)		Bozell & Jacobs
	North Amer. Van Lines (Moving)		Applegate Advertising
	Northwest Airlines (Air Travel)		Campbell-Mithun Inc.
	Norwich Pharm. Co.		Benton & Bowles
	Olin Mathieson Chem. Corp. (Anti-Freeze)		Van Sant Dugdale & Co.
	Pabst Brewing Co. (Beer, Ale, Soft Drinks)		Leo Burnett Co.
	Pepsi-Cola Co. (Pepsi-Cola)		Kenyon & Eckhardt
	Plough Inc. (St. Joseph Aspirin & Various Medicated Products)		Lake, Spiro & Shurman, Inc.
	Princeton Knitting Mills (Fabrics)		Ehrlich, Neuwirth & Sobo, Inc.
	Procter & Gamble (Gleem)		Compton Advertising
	Quaker State Refining Co. (Motor Oil)		Kenyon & Eckhardt
	RCA (Products and Services)		Kenyon & Eckhardt
	RCA (RCA Victor Records)		Grey Advertising
	Readers Digest Assn. (Magazine and Book Club)		J. Walter Thompson
	Simoniz Co. (Simoniz)		Young & Rubicam
	Standard Brands Inc. (Instant C&S Coffee)		Compton Advertising

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Standard Brands Inc. (Royal Dessert)		Ted Bates & Company
	Vick Chem. Co. (Vicks Prods.)		Morse International
	Waverly Fabrics (Fabrics)		Ehrlich, Neuwirth & Sobo, Inc.
	Whitehall Pharm. Co. (Anacin)		John F. Murray
Morgan, Edward P.	American Federation of Labor and Congress of Industrial Organizations	ABN	Furman, Feiner & Co.
Murrow, Edward R., with the News	Ford Motor Company, Ford Division	CBS	J. Walter Thompson
Mustin, Henry	B. T. Babbitt (Bab-O)	MBS	Donahue & Coe
My True Story	Atlantis Sales Corporation	ABN	Richard A. Foley Advertising Agency
	The Bon Ami Company		Erwin Wasey, Ruthrauff & Ryan
	Campana Sales Company		Erwin Wasey, Ruthrauff & Ryan
	D-Con Company		Thompson Koch Co., Inc.
	Dromedary Company		Ted Bates & Company
	Ex-Lax, Inc.		Warwich & Legler
	Foster-Milburn Co.		Street & Finney
	General Foods Corporation		Young & Rubicam
	Leeds Chemical Products Co., Inc.		Leeds & York, Inc.
	The Nestle Co., Inc.		Bryan Houston
	The Pharma Craft, Inc.		J. Walter Thompson
	Sterling Drug, Inc. (Phillips & Bayer)		Dancer-Fitzgerald-Sample
My True Story	Amer. Dairy Assn. (Dairy Prod.)	NBC	Campbell-Mithun Inc.
	Atlantis Sales Corp. (Bird Food)		Richard A. Foley Adv.
	Best Foods Inc.		Dancer-Fitzgerald-Sample
	Ex-Lax, Inc. (Ex-Lax)		Warwick & Legler
	Foster-Milburn (Doan's Pills)		
	General Foods (Jell-O)		Young & Rubicam
	Grove Lab (Bromo Quinine)		Gardner Advertising
	Procter & Gamble (Gleem)		Compton Advertising
	Swift & Co. (Allsweet)		J. Walter Thompson
	Vick Chem. Co. (Vicks Prods.)		Morse International

—N—

National Farm and Home Hour	Allis Chalmers Mfg. Co. (Farm Equip.)	NBC	Bert S. Gettens
News Analysis with Eric Sevareid	Aero Mayflower Transit Co., Inc.	CBS	Caldwell, Larkin & Sidener-Van Riper
Newscast (Weekday)	Cadillac Motor Car, Div. of General Motor Corp.	ABN	MacManus, John & Adams
	Chrysler Division		McCann-Erickson
	Chrysler Corp.		McCann-Erickson
	Charles E. Hires Co.		N. W. Ayer & Son
	Midas Muffler Company		Bozell & Jacobs

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Plough, Inc.		Lake-Spiro-Shurman, Inc.
	R. J. Reynolds Tobacco Co.		William Esty Company
	Sterling Drug, Inc.		Compton Advertising
Newscasts (Weekend)	Norwich Pharmacal Company	ABN	Benton & Bowles
	R. J. Reynolds Tobacco Co.		William Esty Company
Newscasts & Sportscasts	Miller Brewing Company	ABN	Mathisson and Associates, Inc.
Newscast Adjacencies	B. T. Babbitt (Bab-O)	MBS	Donahue & Coe
	Benrus Watch (Watches)		Lennen & Newell
	Chrysler Corp.		McCann-Erickson
	Equitable Life (Innsurance)		Kenyon & Eckhardt
	Ex-Lax, Inc. (Ex-Lax)		Warwick & Legler
	General Foods (Jell-O)		Young & Rubicam
	P. Lorillard (Newport)		Lennen & Newell
	R. J. Reynolds (Camels)		Wm. Esty Co.
News of the World	Carter Prod. (Arrid, Little Liver Pills)	NBC	Ted Bates & Co.
	Grove Lab (No Doz)		Garfield Advertising
	Pharmacraft Co. (Coldene, Fresh, Ting, Surgeon's Lotion)		J. Walter Thompson
	R. J. Reynolds Tobacco Co. (Camels)		Wm. Esty Co.
	Scholl Mfg. Co. (Zino Pads)		Donahue & Coe
	Vick Chem. Co. (Vicks Prod.)		Morse International
News on the Hour	Bristol Myers (Bufferin)	NBC	Young & Rubicam
	Brown & Williamson Tobacco Corp.		Ted Bates & Co.
	Calif. Packing Co. (Del Monte Prod.)		McCann-Erickson
	Readers Digest Assn. (Magazine and Book Club)		J. Walter Thompson
	Time Inc. (Life Magazine)		Young & Rubicam
Nightline	Anahist Co. (Cold Remedies)	NBC	Ted Bates & Co.
	Pabst Brewing Co. (Beer, Ale, Soft Drinks)		Leo Burnett Co.
	Procter & Gamble (Gleem)		Compton Advertising
	RCA (RCA Victor Records)		Grey Advertising
	Readers Digest Assn. (Magazine and Book Club)		J. Walter Thompson
	Whitehall Pharm. Co. (Anacin)		John F. Murray
Notre Dame Football	General Motors (Pontiac)	MBS	MacManus, John & Adams
	Pharma-Craft (Coldene Products)	MBS	J. Walter Thompson
Notre Dame Warm-up	Pharma-Craft (Coldene Products)	MBS	J. Walter Thompson
Notre Dame Wrap-up	Pharma-Craft (Coldene Products)	MBS	J. Walter Thompson

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Old Fashioned Revival Hour	Gospel Broadcasting Assoc.	ABN	R. H. Alber Company
On the Line with Considine	Mutual of Omaha (Insurance)	NBC	Bozell & Jacobs
One Man's Family	Anahist Co. (Cold Remedies)	NBC	Ted Bates & Co.
	Ex-Lax, Inc. (Ex-Lax)		Warwick & Legler
	Foster Milburn (Doan's Pills)		Street & Finney
	General Foods (Jell-O)		Young & Rubicam
	Grove Labs (Bromo Quinine)		Gardner Advertising
	Hotpoint Co. (Electrical Appliance)		Maxon Inc.
	Procter & Gamble (Gleem)		Compton Advertising
	Quaker Oat Co. (Quaker Oats)		Wherry, Baker & Tilden Inc.
	Sleep Eze Co. (Sleep-eze)		Milton Carlson Co.
	Swift & Co. (Allsweet)		J. Walter Thompson
	Whitehall Pharm. Co. (Anacin)		John F. Murray Adv.
Our Gal Sunday	7½-minute unit participation by:		
	The Best Foods, Inc.	CBS	Earle Ludgin & Company
	Carter Products, Inc.		Ted Bates & Co.
	The Mentholatum Co.		J. Walter Thompson
	Sterling Drug Inc.		Compton Advertising

—P—

Paar, Jack	Renuzit Home Products Co.	ABN	Arndt, Preston, Chapin, Lamb & Keen, Inc.
People Are Funny	Ex-Lax, Inc. (Ex-Lax)	NBC	Warwick & Legler
	Pabst Brewing Co. (Beer, Ale, Soft Drinks)		Leo Burnett Co.
	Sleep-Eze Co. (Sleep-eze)		Milton Carlson Co.
Peter and Mary Show	A. E. Staley Mfg. Co.	CBS	Erwin Wasey, Ruthrauff & Ryan
Philip Morris Country Music Show	Philip Morris	CBS	N. W. Ayer & Son

—R—

Radio Bible Class	Radio Bible Class	MBS	John M. Camp and Co.
Radio Bible Class (8 A.M. Program)	Radio Bible Class	ABN	John M. Camp and Co.
Radio Bible Class (5 P.M. Program)	Radio Bible Class	ABN	John M. Camp and Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Reeves, Jim	H. J. Heinz Company	ABN	Maxon, Inc.
Revivaltime	The Assemblies of God	ABN	Walter F. Bennett & Co.
Richfield Reporter	Richfield Oil Corp. (Oil & Gas)	NBC	Hixson & Jorgenson Inc.
Road of Life	Carter Products, Inc.	CBS	Ted Bates & Co.
	The Mentholatum Co.		J. Walter Thompson
	7½-minute unit participations by above and others		
Roberts, Oral	Oral Roberts Evangelistic Association, Inc.	ABN	C. L. Miller Company, Inc.
Romance of Helen Trent	7½-minute unit participation by:		
	Bristol-Myers Co.	CBS	Doherty, Clifford, Steers & Shenfield
	The Mentholatum Co.		J. Walter Thompson
	Pharma-Craft Company		J. Walter Thompson

—S—

Saturday Sports Resume	5-minute participation, "Impact" plan	CBS	
Scott, John	Consumer Drug Corp. (Oragen)	MBS	Dunnan & Jeffrey
Second Mrs. Burton	7½-minute unit participation by:		
	The Best Foods, Inc.	CBS	Earle Ludgin & Company
	Carter Products, Inc.		Ted Bates & Co.
Secrets of Scotland Yard	Ex-Lax, Inc. (Ex-Lax)	MBS	Warwick & Legler
	Kraft Foods Co. (All-Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads, Parkay margarine)		Needham, Louis & Brorby
	Helaine Seager (Pink Ice)		Dunnan & Jeffrey
	Sterling Drug (National Brands Div., Fizrin)		Carl S. Brown Co.
Sez Who!	5-minute participation, "Impact" plan	CBS	
Singiser, Frank	Kraft Foods Co. (All-Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads, Parkay margarine)	MBS	Needham, Louis & Brorby
Sports Time	R. J. Reynolds Tobacco Co.	CBS	William Esty Company
Stern's, Bill, Sports Beat	Sterling Drug (National Brands Div., Fizrin)	MBS	Carl S. Brown Co.
Sunday Sports Resume	5-minute participation, "Impact" plan	CBS	
Sunshine Boys	National Brands Division of Sterling Drug, Inc.	ABN	Carl S. Brown Co.
Suspense	5-minute participation, "Impact" plan	CBS	

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The Telephone Hour	Bell Telephone System	NBC	N. W. Ayer & Sons
This Is Nora Drake	7½-minute unit participation by:		
	The Best Foods, Inc.	CBS	Earle Ludgin & Company
	Dumas Milner Corp.		Gordon Best Co.
	The Mentholatum Co.		J. Walter Thompson
This Farming Business	Massey-Harris-Ferguson Inc. (Farm Equipment)	NBC	Needham, Louis & Brorby
Thomas, Lowell	General Motors Corp., Delco Division	CBS	Campbell-Ewald Company
Three Star Extra	Sun Oil Co. (Oil & Gas)	NBC	Erwin Wasey, Ruthrauff & Ryan
Treasury Agent	Ex-Lax, Inc. (Ex-Lax)	MBS	Warwick & Legler
	Kraft Foods Co. (All-Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads, Parkay margarine)		Needham, Louis & Brorby
	Helaine Seager (Pink Ice)		Dunnan & Jeffrey
	Sterling Drug (National Brands Div., Fizrin)		Carl S. Brown Co.
Trout, Robert, and the News	General Motors Corp., Chevrolet Division	CBS	Campbell-Ewald Company
True Confessions	Amer. Dairy (Dairy Prod.)	NBC	Campbell-Mithun Inc.
	Grove Labs (Bromo Quinine)		Gardner Advertising
	Procter & Gamble (Gleem)		Compton Advertising
	Standard Brands Inc. (Instant C&S Coffee)		Compton Advertising
	Standard Brands Inc. (Royal Dessert)		Ted Bates & Co.
	Swift & Co. (Allsweet)		J. Walter Thompson
	Whitehall Pharm. Co. (Anacin)		John F. Murray Adv.
True Detective Mysteries	Ex-Lax, Inc. (Ex-Lax)	MBS	Warwick & Legler
	Kraft Foods Co. (All-Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads)		Needham, Louis & Brorby
	Helaine Seager (Pink Ice)		Dunnan & Jeffrey
	Sterling Drug (National Brands Div., Fizrin)		Carl S. Brown Co.
Truth or Consequences	Amer. Dairy Assn. (Dairy Prod.)	NBC	Campbell-Mithun
	Grove Labs (Bromo Quinine)		Gardner Advertising
	Pan Amer. Coffee Bureau (Coffee)		Robert W. Orr & Assoc.
	Vick Chem. Co. (Vicks Prods.)		Morse International

—V—

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Vandercook, John W.	American Federation of Labor and Congress of Industrial Organizations	ABN	Furman, Feiner & Co.
Van Voorhis, Westbrook	Kraft Foods Co. (All-Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads, Parkay margarine)	MBS	Needham, Louis & Brorby
	Whitehall Pharmacal (Anacin)		Sullivan, Stauffer, Colwell & Bayles
Voice of Firestone	The Firestone Tire & Rubber Co.	ABN	Sweeney & James
Voice of Prophecy	Voice of Prophecy	ABN, MBS, NBC	Milton Carlson Co.

—W—

Warren, Wendy, and the News	7½-minute unit participations by:		
	General Foods Corp. (Jell-O Division)	CBS	Young & Rubicam
	Miles Laboratories, Inc. and others		Geoffrey Wade Advertsiing
Weather Programs (Andre Baruch & Bea Waine)	E. I. du Pont de Nemours & Company	ABN	B.B.D. & O.
When a Girl Marries	The Bon Ami Company	ABN	Erwin Wasey, Ruthrauff & Ryan
	Bridgeport Brass Company		Hazard Advertising Co., Inc.
	Dromedary Company, Div. of National Biscuit Co.		Ted Bates Company
	General Foods Corp.		Young & Rubicam
	Good Housekeeping Magazine		Grey Advertising Agency
	Leeds Chemical Products Co., Inc.		Leeds & York, Inc.
	Park & Tilford		Emil Mogul Co.
	Pharma Craft Corp., Inc.		J. Walter Thompson
Whispering Streets	Bon Ami Company	ABN	Erwin Wasey, Ruthrauff & Ryan
	Dromedary Company, Div. of National Biscuit Co.		Ted Bates Company
	Foster-Milburn Co.		Street & Finney
	General Foods Corp.		Young & Rubicam
	Leeds Chemical Products, Inc.		Leeds & York, Inc.
	The Nestle Co., Inc.		Bryan Houston
	Park & Tilford		Emil Mogul Co.
	Seeman Brothers		Norman, Craig & Kummel
	Union Pharmaceutical Co.		Grey Advertising Co.
Wingate, John	Permanette	MBS	Dunnan & Jeffrey
	Sterling Drug		Carl S. Brown Co., Inc.
Wings of Healing	Dr. Thomas Wyatt	ABN	Century Advertising Agency
Wings of Healing	Wings of Healing	MBS	Century Advertising Agency

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Woman in My House	Best Foods Inc.	NBC	Dancer-Fitzgerald-Sample
	General Foods (Jello)		Young & Rubicam
	Park & Tilford (Tintex)		Emil Mogul Co.
	Procter & Gamble (Gleem)		Compton Advertising
	Quaker Oats Co. (Quaker Oats)		Wherry, Baker & Tilden Inc.
	Swift & Co. (Allsweet)		J. Walter Thompson
	Vick Chem. Co. (Vicks Prods.)		Morse International
	Whitehall Pharm. Co. (Anacin)		John F. Murray Adv.
Word of Life Hour	Word of Life Fellowship	MBS	Walter F. Bennett Co.
World News Roundup	5-minute participation, "Impact" plan	CBS	
World Tonight, The	5-minute participation, "Impact" plan	CBS	

—X—

X Minus One	Pabst Brewing Co. (Beer, Ale, Soft Drinks)	NBC	Leo Burnett Co.

—Y—

You Bet Your Life	DeSoto Motor Co. (Cars)	NBC	B.B.D. & O.
Young Doctor Malone	7½-minute unit participations by:		
	The Best Foods, Inc.	CBS	Earle Ludgin & Company
	Bristol-Myers Co.		Doherty, Clifford, Steers & Shenfield
	Sterling Drug Inc.		Compton Advertising
Young's, Pepper, Family	Best Foods Inc.	NBC	Dancer-Fitzgerald-Sample
	Ex-Lax Co. (Ex-Lax)		Warwick & Legler
	General Foods (Instant Postum)		Young & Rubicam
	General Foods (Jello)		Young & Rubicam
	Grove Labs (Bromo Quinine)		Gardner Advertising
	Hotpoint Co. (Electrical Appliance)		Maxon Inc.
	Park & Tilford (Tintex)		Emil Mogul Co.
	Procter & Gamble (Gleem)		Compton Advertising
	Vick Chem. Co. (Vicks Prods.)		Morse International
Yours Truly, Johnny Dollar	5-minute participation, "Impact" plan	CBS	

TELEVISION

COMMERCIAL TV PROGRAMS OF 1957

PROGRAM TITLES
SPONSORS
NETWORKS
ADVERTISING AGENCIES

YEARBOOK

1958

COMMERCIAL TV PROGRAMS OF 1957

(NETWORK)

The following pages contain an alphabetical listing by program title of the three national television networks' commercial programs during 1957. *The programs listed are for the* 12*-month period ending Dec.* 31, 1957. *Listing includes program title, sponsor and product, network and the advertising agency handling the account. Programs are all of* 13*-week duration or longer. Compilation has been made through the cooperation of ABC, CBS and NBC.*

—A—

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Adventures of Robin Hood	Johnson & Johnson (Baby Products, Surgical Dressings, Baby Shampoo)	CBS-TV	Young & Rubicam
	Wildroot Co. (Wildroot Hair Tonic)		BBDO
Afternoon Film Festival	The Kendall Company (Blue Jay Products)	ABC-TV	Leo Burnett Co.
Air Power	Prudential Insurance Co. of America (Insurance)	CBS-TV	Calkins & Holden
All Star Golf	Miller Brewing Co. (Beer)	ABC-TV	Mathisson Associates
	Wildroot Co. (Wildroot Cream-Oil Formula No. 2 & Vam)		BBDO
Allen, Steve, Show	Greyhound Corp. (Bus Travel)	NBC-TV	Grey Adv. Agency
	Pharma-Craft Co. (Cold Remedies, Deodorants)		J. Walter Thompson
	S. C. Johnson & Son, Inc. (Waxes, Polishes, Insecticides)		Needham, Louis & Brorby
Amateur Hour	Pharmaceuticals, Inc. (Serutan, Geritol, etc.)	ABC-TV	Edward Kletter
American Bandstand	General Mills (Cheerios)	ABC-TV	Dancer-Fitzgerald-Sample
	Seven-Up Company (7-Up)		J. Walter Thompson
Andy's Gang	Minnesota Mining & Mfg. Co. (Scotch Tape, etc.)	NBC-TV	BBDO
Arden, Eve, Show	Lever Brothers Co. (Dove Beauty Bar)	CBS-TV	J. Walter Thompson
	Shulton, Inc. (Old Spice Toiletries, Hair Preparations)		Wesley Associates
Armstrong Circle Theatre	Armstrong Cork Co. (Linoleum, Tile)	CBS-TV	BBDO
Assignment Foreign Legion	P. Lorillard Co. (Kent Cigarettes)	CBS-TV	Lennen & Newell
As the World Turns	Pillsbury Mills, Inc. (Family Flour, Refrigerated Dough Products, Flour Base	CBS-TV	Campbell-Mithun

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Mixes, Feeds)		
	Procter & Gamble Co. (Oxydol, Ivory Snow, Camay, Comet Cleanser)		**Benton & Bowles**
	Swift & Co. (All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food)		**McCann-Erickson**
	Vick Chemical Co. (Cold Remedies)		**Morse International**

—B—

Bachelor Father	**American Tobacco Co.** (Hit Parade Cirgarettes)	**CBS-TV**	**BBDO**
Ball, Lucille— Desi Arnaz Show	**Ford Division of The Ford Motor Co.** (Ford Automobiles)	**CBS-TV**	**J. Walter Thompson**
Baseball Game of the Week	**American Safety Razor Corp.** (Gem Razor Blades)	**CBS-TV**	**McCann-Erickson**
	Falstaff Brewing Corp.		**Dancer-Fitzgerald-Sample**
	Philip Morris (Marlboro Cigarettes)		**Leo Burnett Co.**
Beat the Clock	**Atlantis Sales Co.** (French's Mustard)	**CBS-TV**	**J. Walter Thompson**
	Hazel Bishop, Inc. (Lipstick, Rouge, Nail Polish, Cleansers, Make-up, Hair Spray, Stick Deodorant)		**Raymond Spector Co.**
	Eastman Kodak Co. (All Products)		**J. Walter Thompson**
	Gerber Products Co. (Baby Foods)		**D'Arcy Advertising**
	General Mills, Inc. (Flour, Cake Mix, Cereals)		**Dancer-Fitzgerald-Sample**
	Johnson & Johnson (Baby Products, Surgical Dressings, Baby Shampoo)		**Young & Rubicam**
	Libby, McNeill & Libby (Canned Fruits, Vegetables)		**J. Walter Thompson**
	Mogen David Wine Corp. (Mogen David Wine)		**Edward H. Weiss Co.**
	Nestle Co. Inc. (Nescafe)		**Bryan Houston Inc.**
	Nestle Co. (Quik, Nestea)		**McCann-Erickson**
	Purex Corp. (Dutch Cleanser, Beads-O'-Bleach, Sweetheart Soap, Trend, Blu-White)		**Edward H. Weiss Co.**
	Sunshine Biscuits Inc. (Biscuits, Crackers)		**Cunningham & Walsh**
	Vick Chemical Co. (Cold Remedies)		**Morse International**
Benny, Jack, Show	**American Tobacco Co.** (Lucky Strike Cigarettes)	**CBS-TV**	**BBDO**
Bergen, Polly, Show	**Max Factor Co.** (Cosmetics, Makeup)	**NBC-TV**	**Doyle Dane Bernbach**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Big Payoff, The	Colgate-Palmolive Co. (Cashmere Bouquet Soap, Palmolive Soap, Lustre-Creme Shampoo, Colgate Dental Cream, Brisk, Ad, Vel, Fab, Ajax, Rapid Shave, Halo)	CBS-TV	Bryan Houston Inc.
Big Record, The	Armour & Co. (Dial Soap, Shampoo, Chiffon Liquid Detergent)	CBS-TV	Foote, Cone & Belding
	General Motors Corp. Oldsmobile Division (Oldsmobile Automobiles)		D. P. Brother & Co.
	Kellogg Co. (Cereals and Dog Food)		Leo Burnett Co.
	Pillsbury Mills, Inc. (Flour, Cake Mix, Pie Mix, Hot Roll Mix)		Leo Burnett Co.
Big Top, The	National Dairy Products Co. (Sealtest Ice Cream, Sealtest Dairy Products)	CBS-TV	N. W. Ayer & Son
Bold Journey	Ralston Purina Co. (Ry-Krisp, Instant Ralston, Wheat Chex, Rice Chex, Regular Ralston, Purina Dog Chow)	ABC-TV	Guild, Bascom, Bonfigli
Boone, Pat, Chevy Showroom	Chevrolet Motors (Div. Gen. Motors Corp.) (Automobiles & Trucks)	ABC-TV	Campbell-Ewald Co.
Bowling Stars	American Machine & Foundry Co. (Pinspotters, Inc.) (Automatic Pinspotters, Bicycles, DeWalt Power Shops, Voit Athletic Equipment and Basketballs, and Footballs)	ABC-TV	Fletcher D. Richards
Brighter Day, The	Procter & Gamble Co. (Blue Cheer, Crisco, Gleem, Ivory Flakes, Cheer)	CBS-TV	Young & Rubicam
Broken Arrow	Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Bactine, Tabcin & Nervine)	ABC-TV	Geoffrey Wade Adv.
	Ralston Purina Company (Dog Chow)		Gardner Advertising Co.
	General Electric Co. (GE Lamps & Household & Other Electrical Appliances, TV & Radio Receivers & Other Electronic Products)		Young & Rubicam
Brothers, The	Procter & Gamble Co. (Joy)	CBS-TV	Leo Burnett Co.
	W. A. Sheaffer Pen Co. (Fountain Pens)		Russel M. Seeds Co.
Buccaneers, The	Kellogg Co. (Breakfast Cereals, Dog Foods, Soft Drinks)	ABC-TV	Leo Burnett Co.
	Sweets Co. of America (Tootsie Rolls, Tootsie Roll Pops,		Henry Eisen Adv. Agency

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Caramels, Fudge, Rockwood Wafers, Rockwood Chocolate Bars, Chocolate Figures & Coins)		
	Sylvania Electric Prod. Inc. (Sylvania Electric Products)	CBS-TV	J. Walter Thompson
Burns & Allen	**Carnation Co.** (Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink)	CBS-TV	Erwin Wasey, Ruthrauff & Ryan
	General Mills, Inc. (Cake Flour, Frosting & Baking Mixes)		BBDO
	B. F. Goodrich Co. (Tires, Tubes)		BBDO

—C—

Californians, The	**Singer Sewing Machine Co.** (Sewing Machines)	NBC-TV	Young & Rubicam
	Thomas J. Lipton Inc. (Tea, Soups, Salad Dressing)		Young & Rubicam
Captain Kangaroo	**Brown Shoe Co.** (Buster Brown Shoes)	CBS-TV	Leo Burnett Co.
	Luden's, Inc. (Luden's Cough Drops, Candy)		J. M. Mathes Inc.
	Participating Sponsors		
Cavalcade of Sports	**Gillette Safety Razor Co.** (Razors and Blades, Shaving Creams, Paper-Mate Pens & Pencils, Toni Beauty and Hair Products)	NBC-TV	Maxon, Inc.
Champion, Marge & Gower	**American Tobacco Co.** (Lucky Strike Cigarettes, Hit Parade Cigarettes)	CBS-TV	BBDO
Cheyenne	**General Electric Co.** (Portable Mixer, Vacuum Cleaner, Steam Iron, Skillet, Dryers, Flash Bulbs, Sound Production Equipment, Lamps, Floor Polishers, Refrigerators, TV Receivers, Washers, Window Fans, Radio Receivers)	ABC-TV	Young & Rubicam
Circus Boy	**Kellogg Co.** (Cereals, Dog Food)	ABC-TV	Leo Burnett Co.
	Mars, Inc. (Candy)		Knox Reeves Adv. Inc.
Circus Time	**The Bon-Ami Co.** (Jet Bon-Ami)	ABC-TV	Erwin Wasey, Ruthrauff & Ryan
	Hartz Mountain Products Corp. (Accessories and Foods for Birds, Fish, Turtles, Cats, and Dog Yummies)		George H. Hartman Co.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	The Kendall Co. (First Aid & Antiseptic)		**Leo Burnett Co.**
Climax!	**Chrysler Corp.** (Chrysler, DeSoto, Dodge, Plymouth, Imperial Automobiles)	**CBS-TV**	**McCann-Erickson**
Club Oasis	**Liggett & Myers Tobacco Co.** (Tobacco Products)	**NBC-TV**	**McCann-Erickson**
CBS Morning News	**General Motors Corp. Oldsmobile Division** (Oldsmobile Automobile)	**CBS-TV**	**D. P. Brother Co.**
Colt .45	**Campbell Soup Co.** (Soups, Spaghetti & Spaghetti Products, Spaghetti & Meat Balls, Spaghetti Sauces, Macaroni & Macaroni Products, Ravioli, Gravies, Pork & Beans, V-8 Juice, Tomato Juice, Ketchup, Swanson Television Dinners, Swanson Prepared Dinners, Swanson Prepared Main Courses, Meat Casseroles, Meat Pies, Dessert Pies, Chicken a la King, Chicken & Turkey Products, Including Packaged Poultry & Parts)	**ABC-TV**	**BBDO**
	Mennen Company (Men's & Women's Toiletries and Baby Products)		**McCann-Erickson**
Comedy Time	**Chesebrough-Ponds, Inc.** (Vaseline, etc.)	**NBC-TV**	**J. Walter Thompson**
	General Foods Corp. (Jell-O, Minute Rice, Cocoa)		**Young & Rubicam**
	Kraft Foods Co. (Cheeses, Spreads, Jellies, Candies, Salad Dressing, Fruit Drinks, Margarine & Kraft Dinner)		**J. Walter Thompson**
	The Mentholatum Co. (Mentholatum and Mentholatum Products)		**J. Walter Thompson**
	Miles Laboratories Inc. (Alka-Seltzer and One-A-Day Vitamins)		**Geoffrey Wade Adv. Inc.**
	Pharmaco, Inc. ("Medigum" Cough Remedy and "Chooz" Antacid)		**Doherty, Clifford, Steers & Shenfield**
	SOS Company (SOS Scouring Pads)		**McCann-Erickson**
	Welch Grape Juice Co. (Grape Juice and Drinks, Jams, Jellies)		**Richard K. Manoff Adv.**
Como, Perry, Show	**American Dairy Assn.** (Dairy Products)	**NBC-TV**	**Campbell-Mithun**
	Kimberly-Clark Corp. (Kleenex Tissues)		**Foote, Cone & Belding**
	Knomark Mfg. Co. Inc. (Esquire Shoe Polish)		**Emil Mogul Co.**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Noxzema Chemical Co. (Noxzema Skin Cream, Shave Cream, Suntan Lotion)		**Sullivan, Stauffer, Colwell & Bayles**
	Radio Corp. of America & Whirlpool Corp. (Radio & TV Receivers, Recorders, Major Kitchen Appliances, Washers, Dryers, Air Conditioners)		**Kenyon & Eckhardt**
	Sunbeam Corp. (Small Electrical Household Appliances)		**Perrin-Paus Co.**
Conflict	**Chesebrough-Ponds, Inc.** (Vaseline)	**ABC-TV**	**J. Walter Thompson**
Conquest	**Monsanto Chemical Co.** (Institutional)	**CBS-TV**	**Gardner Adv. Agency**
Country Music Jubilee	**Williamson-Dickie Mfg. Co.** (Dickie-work & Casual Garments)	**ABC-TV**	**Evans & Associates**
	Whitehall Pharmacal Co. (Anacin)		**Ted Bates & Co.**
Court of Last Resort	**P. Lorillard Co.**	**NBC-TV**	**Lennen & Newell**
Crosby, Bob	**Best Foods, Inc.** (Rit, Shinola, Nucoa)	**CBS-TV**	**Earle Ludgin & Co.** **Dancer-Fitzgerald-Sample**
	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)		**Ted Bates Co.**
	General Mills, Inc. (Flour, Baking Mixes, Breakfast Cereals)		**Dancer-Fitzgerald-Sample**
	Gerber Products Co. (Baby Foods)		**D'Arcy Advertising Co.**
	Mentholatum Co. (Deep Heat Rub)		**J. Walter Thompson**
	Procter & Gamble Co. (Ivory Flakes, Spic & Span)		**Compton Adv. Inc.**
	S.O.S. Co. (Scouring Pads)		**McCann-Erickson**
	Swift & Co. (All Meat & Poultry Products)		**McCann-Erickson**
	Swift & Co. (All Meat & Poultry Products, Pard, Vigoro)		**J. Walter Thompson**
	The Toni Co. (Toni Home Permanent Wave, Cleansing Creams, Hair-Care, Products, Shampoo, Lipstick)		**North Advertising**
	Wesson Oil & Snowdrift Sales Co. (Wesson Oil)		**Fitzgerald Adv. Agency**
Crossroads	**Chevrolet Motors** (Automobiles and Trucks)	**ABC-TV**	**Campbell-Ewald**
Cummings, Bob, Show	**Chesebrough-Ponds, Inc.** (Facial Makeup, Creams, Lotions, Petroleum Jelly Vaseline)	**NBC-TV**	**McCann-Erickson**
	R. J. Reynolds Tobacco Co.		**William Esty Co.**
	Colgate-Palmolive Co. (Brisk, Palmolive Soap, Halo)	**CBS-TV**	**Carl S. Brown Co.**
	R. J. Reynolds Tobacco Co. (Winston Cigarettes)		**William Esty Co.**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY

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Daly, John, and the News	Finishes Division of E. I. du Pont de Nemours & Co., Inc. (Institutional Advertising)	ABC-TV	BBDO
	Whitehall Pharmacal Co. (Anacin)		Ted Bates & Co.
	American Chicle Co. (Rolaids)		Ted Bates & Co.
	Bulova Watch Co. (Watches, Clocks, Radios, Electric Shavers)		McCann-Erickson
	Evinrude Motors, Division of Outboard Marine & Mfg. Co. (Outboard Motors)		The Cramer-Krasselt Co.
	General Cigar Company (White Owl Cigars, Robert Burns Cigars & Cigarellos)		Young & Rubicam
	The Bon-Ami Company (Jet Bon-Ami)		Erwin Wasey, Ruthrauff & Ryan
	National Carbon Co. (Div. Union Carbide Corp.) (Prestone Anti-Freeze, Eveready Batteries)		William Esty Co.
	U. S. Rubber Co. (Snow Tires)		Fletcher D. Richards
Damone, Vic, Show	General Motors Corp. Oldsmobile Division (Oldsmobile Automobiles)	CBS-TV	D. P. Brother Co.
	Kellogg Company (Cereals, Dog Food)		Leo Burnett Co.
Date with the Angeles	Plymouth Motors Corp. (Plymouth Automobiles)	ABC-TV	Grant Adv. Inc.
Dean, Jimmy, Show	Participating Sponsors	CBS-TV	
December Bride	General Foods Corp. (Instant Maxwell House Coffee)	CBS-TV	Benton & Bowles
Destiny	Ford Division of the Ford Motor Co. (Ford Automobiles)	CBS-TV	J. Walter Thompson
	General Foods Corp. (Instant Maxwell House Coffee)		Benton & Bowles
Detective's Diary	Sterling Drug Co. (Bayer Aspirin, Phillip's Milk of Magnesia, Dr. Lyon's Toothpowder, Energine Cleaning Fluid)	NBC-TV	Dancer-Fitzgerald-Sample
Dick and the Duchess	Helene Curtis Industries (Stopette, Spray Net)	CBS-TV	Gordon Best, Inc.
	Mogen David Wine Corp. (Mogen David Wine)		Edward H. Weiss Co.
Disneyland	American Dairy Assn. (Milk, Cream, Cheese, Butter, Cottage Cheese, Ice Cream, Evaporated Milk & Non-fat Milk)	ABC-TV	Campbell-Mithun, Inc.
	Derby Foods, Inc. (Peter Pan Peanut Butter, Boneless Chicken, Chicken		McCann-Erickson

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	a la King, Egg Noodles, Chicken Tamales with Sauce, Chili con Carne with Beans, Corned Beef Hash, Peanut Products, Canned Whole Chicken, Swift Meat & Poultry Products, Fresh or Canned Frankfurters & Sausages)		
	American Motors Corp. (Nash & Hudson Automobiles & Kelvinators)		**Geyer Advertising**
	General Foods Corp. (Jell-O, Jell-O Puddings & Pie Fillings, Jell-O Gelatin, Rice & Minute Potatoes, Whipped Cream Type Mixes, Baker's Instant Chocolate Drink, Kool-Aid, Kool-Shake, Birds-Eye Frozen Drink Concentrate)		**Young & Rubicam**
	Swift & Company (Meat and Poultry Products)		**McCann-Erickson**
	General Mills, Inc. (Flours, Cereals, Baking Mixes, Frosting Mixes)		**Tatham-Laird, Inc.**
	Reynolds Metals Company (Aluminum Products)		**Clinton E. Frank Inc.**
Do You Trust Your Wife?	**Liggett & Myers Tobacco Co.** (L & M Cigarettes)	**CBS-TV**	**Dancer-Fitzgerald-Sample**
Dragnet	**General Foods Corp.** (Post Cereals)	**NBC-TV**	**Benton & Bowles**
	Liggett & Myers		**Dancer-Fitzgerald-Sample**
Du Pont Show of the Month	**E. I. du Pont de Nemours Co.** (Institutional)	**CBS-TV**	**BBDO**
Du Pont Theatre	**E. I. du Pont de Nemours Co.** (Institutional)	**ABC-TV**	**BBDO**
Durante, Jimmy, Show	**P. Lorillard Co.** (Old Gold Cigarettes)	**CBS-TV**	**Lennen & Newell**

—E—

Edge of Night, The	**Atlantis Sales Corp.** (French's Mustard)	**CBS-TV**	**J. Walter Thompson**
	Florida Citrus Commission (Florida Citrus Products)		**Benton & Bowles**
	Pet Milk Company (Evaporated Milk, Milk Products)		**Gardner Advertising**
	Pillsbury Mills, Inc. (Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)		**Campbell-Mithun**
	Procter & Gamble Co. (Tide, Spic & Span, Lava Soap, Dreft, Comet Cleanser)		**Benton & Bowles**
	Standard Brands, Inc. (Coffee, Tea, Margarine)		**J. Walter Thompson**
	Vick Chemical Co. (Cold Remedies)		**Morse International**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Edsel Show	Ford Division of The Ford Motor Co. (Edsel Automobiles)	CBS-TV	Foote, Cone & Belding
Edwards, Douglas, with the News	American Can Co. (Institutional)	CBS-TV	Compton Adv. Inc.
	American Home Products Corp. (Anacin, Aero Shave, Heet)		Ted Bates & Co.
	Hazel Bishop, Inc. (Lipstick, Rouge, Nail Polish, Cleansers, Make-up, Hair Spray, Stick Deodorant)		Raymond Spector Co.
	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)		Ted Bates & Co.

—F—

Famous Film Theatre	Yardley of London, Inc. (Shaving Bowl, Shaving Cream, Brushless Shave Cream, Men's Cologne & other Yardley Products)	ABC-TV	N. W. Ayer & Son
Father Knows Best	Scott Paper Co. (Paper Napkins, Tissue, Paper Towels)	NBC-TV	J. Walter Thompson
	Lever Brothers Co. (Soaps, Detergents, Shortening)		J. Walter Thompson
Fisher, Eddie, Show of	Liggett & Myers Tobacco Co.	NBC-TV	McCann-Erickson
Ford Show (Tennessee Ernie Ford)	Ford Division of Ford Motors	NBC-TV	J. Walter Thompson
Ford Theatre	Ford Division, Ford Motor Co.	ABC-TV	J. Walter Thompson
Francis, Arlene, Show	Sterling Drug Inc. (Bayer Aspirin)	NBC-TV	Dancer-Fitzgerald-Sample
Fury	The Borden Co.	NBC-TV	Benton & Bowles
	General Foods Corp. (Post Cereals)		Benton & Bowles

—G—

General Electric Theater	General Electric Co. (Institutional)	CBS-TV	BBDO
Giant Step	General Mills, Inc. (Flour, Baking Mixes, Breakfast Cereals, Sponges, Dog Food)		BBDO
Gleason, Jackie, Show	Bulova Watch Co. Inc. (Bulova Watches)	CBS-TV	McCann-Erickson
	P. Lorillard Co. (Old Gold Cigarettes)		Lennen & Newell
Gobel, George, Show of	RCA and Whirlpool Seeger Corp.	NBC-TV	Kenyon & Eckhardt
Godfrey, Arthur, Show	American Home Products Corp. (Chef Boy-Ar-Dee Products)	CBS-TV	Young & Rubicam
	Bristol-Myers Co. (Ban, Vitalis, Ipana, Bufferin)		Young & Rubicam

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Kellogg Co. (Cereals, Dog Food)		**Leo Burnett Co.**
	Pillsbury Mills, Inc. (Pillsbury's Best Flour, Cake Mix, Pie Mix, Hot Roll Mix)		**Leo Burnett Co.**
Godfrey's, Arthur, Talent Scouts	**Thomas J. Lipton, Inc.** (Lipton's Tea, Lipton's Soup Mixes)	**CBS-TV**	**Young & Rubicam**
	The Toni Co. (Toni Home Permanent Wave, Paper-Mate Pens)		**North Advertising**
Godfrey, Arthur, Time	**American Home Products Corp.** (Chef Boy-Ar-Dee Products)	**CBS-TV**	**Young & Rubicam**
	Armour & Co. (Meat & Poultry Products)		**N. W. Ayer & Son**
	Bristol-Myers Co. (Bufferin, Ban)		**Young & Rubicam**
	Florida Citrus Commission (Florida Citrus Products)		**Benton & Bowles**
	General Foods Corp. (Baker's Coconut, Minute Rice, Baker's Cocoa, Log Cabin Syrup, Good Season's Salad Dressing Mix)		**Young & Rubicam**
	General Foods Corp. (Swansdown Cake Flour, Baker's Coconut, Minute Potatoes, Frozen Fruits & Vegetables, Meat & Fruit Pies)		**Young & Rubicam**
	Kellogg Co. (Cereals, Dog Food)		**Leo Burnett Co.**
	The Kendall Co. (Bauer & Black Division) (All Curity Products)		**Leo Burnett Co.**
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		**J. Walter Thompson**
	Mutual Benefit & Accident Association of Omaha (Insurance)		**Bozell & Jacobs Inc.**
	Norwich Pharmacal Co. (Pepto-Bismol, Unguentine)		**Benton & Bowles**
	Peter Paul, Inc. (Peter Paul Mounds, Almond Joy Candy Bars)		**Dancer-Fitzgerald-Sample**
	Pharma-Craft Co. (Coldene, Ting)		**J. Walter Thompson**
	Pillsbury Mills, Inc. (Pillsbury's Best Flour, Cake Mix, Pie Mix, Hot Roll Mix)		**Leo Burnett Co.**
	Scott Paper Co. (Paper Towels, Napkins)		**J. Walter Thompson**
	Sherwin-Williams Co. (Super Kemtone, Kem Glo, SWP House Paint, Color Harmony Book)		**Fuller & Smith & Ross**
	Simoniz Co. (Ivalon Sponges, Hilite Furniture Polish,		**Young & Rubicam**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Non-Scuff Floor Wax, Car Wax, Car Polish)		
	Singer Sewing Machine Co. (Sewing Machines, Sewing Aids, Vaccum Cleaners)		**Young & Rubicam**
	Standard Brands, Inc. (Royal Gelatin Desserts, Blue Bonnet Margarine, Frozen Orange Juice, Hunt Club Burger-Bits Dog Meal)		**Ted Bates Co.**
Good Morning	**Participating Sponsors**	**CBS-TV**	
Graham, Billy, Crusade	**Billy Graham** (Institutional)	**ABC-TV**	**Walter Bennett Co.**
Guiding Light	**Procter & Gamble Co.** (Ivory Soap, Duz)	**CBS-TV**	**Compton Adv. Inc.**
Gunsmoke	**Liggett & Myers Tobacco Co.** (L & M Cigarettes)	**CBS-TV**	**Dancer-Fitzgerald-Sample**
	Remington Rand, Inc. (Remington Electric Shavers, Office Equipment)		**Young & Rubicam**

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Harbourmaster	**R. J. Reynolds Tobacco Co.** (Camel Cigarettes)	**CBS-TV**	**Wm. Esty Co.**
Have Gun—Will Travel	**American Home Products Corp.** (Anacin, Bisodol Mints, Freezone, Infra-Rub)	**CBS-TV**	**Ted Bates Co.**
	Lever Brothers Co. (Wisk, Lifebuoy Soap)		**J. Walter Thompson**
Heckle & Jeckle Cartoon Show	**Johnson & Johnson** (Stars 'n Stripe Band-Aids)	**CBS-TV**	**Young & Rubicam**
	Sweets Co. of America Inc. (Tootsie Rolls)		**George Eisen Inc.**
Hey, Jeannie	**Procter & Gamble Co.** (Drene, Dash, Crest)	**CBS-TV**	**Compton Adv. Inc.**
High Adventure, with Lowell Thomas	**General Motors Corp. (Delco Division)** (Delco Products & United Motors Service)	**CBS-TV**	**Campbell-Ewald Co.**
Hitchcock, Alfred, Presents	**Bristol-Myers Co.** (Ipana Toothpaste, Bufferin, Vitalis, Ban)	**CBS-TV**	**Young & Rubicam**
Hollywood Film Theatre	**Evinrude Motors** (Outboard Motors)	**ABC-TV**	**Cramer-Krasselt Co.**
	5 Day Laboratories Products—Div. of Associated Products, Inc. (5-Day Deodorant Pads)		**Grey Advertising**
Hotel Cosmopolitan	**Atlantis Sales Corp.** (French's Mustard)	**CBS-TV**	**J. Walter Thompson**
	Swift & Co. (Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food)		**McCann-Erickson**
	The Toni Co. (Toni Home Permanent Wave, Hair Care Products, Shampoo)		**Tatham-Laird, Inc.**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Howdy Doody	Continental Baking Co. (Wonder Bread, Hostess Cakes)	NBC-TV	Ted Bates Co.
—I—			
I Love Lucy	Ford Division of The Ford Motor Co. (Ford Automobiles)	CBS-TV	J. Walter Thompson
	General Foods Corp. (Instant Sanka Coffee, Post's Cereals)		Young & Rubicam
	Gold Seal Co. (Glass Wax, Snowy Bleach)		Campbell-Mithun Inc.
	Procter & Gamble Co. (Lilt Home Permanent Wave, Fluffo)		Grey Advertising
	W. A. Sheaffer Pen Co. (Fountain Pens)		Russel M. Seeds Co. Inc.
It Could Be You	Alberto-Culver Co. (Alberto VO-5 Hair Dressing & Conditioning; Other Hair Products)	NBC-TV	Geoffrey Wade Adv. Inc.
	American Home Products Corp. (Waxes, Polishes, Analgesics)		Geyer Adv. Inc.
	Brillo Mfg. Co. Inc. (Brillo Cleaning Pads, Cleanser)		J. Walter Thompson
	Brown & Williamson Tobacco Co. (Tobacco Products)		Keyes, Madden & Jones
	Chesebrough-Ponds Inc. (Vaseline, etc.)		J. Walter Thompson
	General Foods Co.		Young & Rubicam
	Lehn & Fink Products Corp.		McCann-Erickson
	Miles Laboratories (Alka-Seltzer, One-A-Day Vitamins)		Geoffrey Wade Adv. Inc.
	Mentholatum Co.		J. Walter Thompson
	Pharmaco, Inc. (Laxatives, "Chooz")		Doherty, Clifford, Steers & Shenfield
	Procter & Gamble Co.		Dancer-Fitzgerald-Sample
I've Got a Secret	R. I. Reynolds Tobacco Co. (Winston Cigarettes)	CBS-TV	William Esty Co.
—J—			
Jim Bowie, Adventures of	Chesebrough-Ponds, Inc. (Vaseline Products, Cold Creams & Powders)	ABC-TV	McCann-Erickson
	American Chicle Co. (Dentyne, Clorets, Rolaids, Beeman's Chiclets, Clove Chewing Gum)		Dancer-Fitzgerald-Sample
Jones, Spike, Show	Liggett & Myers Tobacco Co. (L & M Cigarettes)	CBS-TV	Dancer-Fitzgerald-Sample
—K—			
Kitty Foyle	Brillo Mfg. Co.	NBC-TV	J. Walter Thompson

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Kraft Television Theater	**Kraft Foods Co.** (Salad Dressings, Cheeses, Margarine, Jellies, Candies)	NBC-TV	J. Walter Thompson
Kukla, Fran & Ollie	**The Gordon Baking Co.** (Silvercup Bread)	ABC-TV	N. W. Ayer & Son Inc.

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Lassie	**Campbell Soup Co.** (Campbell Soups, Baked Beans, V-8)	CBS-TV	BBDO
Leave It to Beaver	**Remington Rand, Inc.** (Remington Electric Shavers, Office Equipment)	CBS-TV	Compton Adv. Inc.
Life of Riley, The	**Lever Brothers**	NBC-TV	BBDO
Line-Up, The	**Brown & Williamson Tobacco Corp.** (Viceroy Cigarettes)	CBS-TV	Ted Bates Co.
	Procter & Gamble Co. (Cheer)		Young & Rubicam
Linkletter's, Art, House Party	**Campbell Soup Co.** (Campbell Soups, Frozen Foods)	CBS-TV	Leo Burnett Co.
	Kellogg Co. (Cereals, Dog Food)		Leo Burnett Co.
	Lever Brothers Co. (Rinso, Lux Liquid, Good Luck Margarine)		BBDO
	Pillsbury Mills, Inc. (Pillsbury's Best Flour, Cake Mix, Pie Mix, Hot Roll Mix)		Leo Burnett Co.
	Simoniz Co. (Ivalon Sponges, Hilite Furniture Polish, Non-Scuff Floor Wax, Car Wax, Car Polish)		Young & Rubicam
	A. E. Staley Co. (Sta-Flo Liquid Laundry Starch, Pro-myl, Sta-Puf)		Erwin Wasey, Ruthrauff & Ryan
	Standard Brands, Inc. (Coffee, Tea, Gelatin Desserts, Puddings, Pie Fillings, Nuts)		J. Walter Thompson
	Swift & Co. (All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food)		McCann-Erickson
	The Toni Co. (Toni Home Permanent Wave, Cleansing Creams, Hair Care Products, Shampoo, Lipstick)		North Advertising
Lone Ranger, The	**General Mills, Inc.** (Cheerios, Wheaties, Kix)	CBS-TV	Dancer-Fitzgerald-Sample
	Nestle Co. Inc. (Nestle's Quik, Chocolate Bars, Semi-Sweet Morsels)		McCann-Erickson
Lone Ranger	**General Mills, Inc.** (Cereals, Flours, Baking Mixes, Frosting Mixes)	ABC-TV	Dancer-Fitzgerald-Sample

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Swift & Co. Inc. (Meat and Poultry Products)		McCann-Erickson
Love of Life	**American Home Products Corp.** (Anacin, Bisodol, Heet, Kriptin, Aero Wax, Easy-Off Oven Cleaner, Wizard Wick Deodorizers)	CBS-TV	Ted Bates Co.
Lux Show, The, with Rosemary Clooney	**Lever Brothers Co.** (Lux Products)	NBC-TV	J. Walter Thompson

—M—

M Squad	**American Tobacco Co.** (Pall Mall Cigarettes)	NBC-TV	Sullivan, Stauffer, Colwell, Bayles
	Hazel Bishop (Cosmetics)		Raymond Spector
MacKenzie, Gisele, Show	**Schick, Inc.** (Electric Shavers)	NBC-TV	Benton & Bowles
	Scott Paper Co. (Paper Napkins, Towels, etc.)		J. Walter Thompson
Maverick	**Kaiser Industries Corp.** (Aluminum, Steel, Gypsum, Cement & Cement Products, Trucks and Automobiles, Hotels & Jeeps)	ABC-TV	Young & Rubicam
Medical Horizons	**Ciba Pharmaceutical Products** (Institutional Advertising)	ABC-TV	J. Walter Thompson
Meet McGraw	**Procter & Gamble** (Tide, Lilt, Prell, Gleem)	NBC-TV	Benton & Bowles
Meet the Press	**Pan American World Airways, Inc.**	NBC-TV	J. Walter Thompson
Mickey Mouse Club	**Am-Par Record Corp.** (Phonograph Records)	ABC-TV	Buchanan & Co.
	Armour & Co. (Sausage & Sausage Products, Beef Stew, Corned Beef Hash, Chili Con Carne, Treet, Meat Spreads)		Tatham-Laird, Inc. N. W. Ayer & Son
	Bristol Myers Co. (Ipana Toothpaste)		Doherty, Clifford, Steers & Shenfield
	General Foods Corp. (Baker's Cocoa, Baker's Chocolate (excluding candy) Frosting & Chocolate Products)		Young & Rubicam
	The Carnation Co. (Milk Products, Cheese, Ice Cream, Frozen Meats & Vegetable Pies)		Erwin Wasey, Ruthrauff & Ryan
	General Mills, Inc. (Breakfast Cereals)		Dancer-Fitzgerald-Sample
	Gold Seal Co. (Glass Wax, Christmas Stencils, Glass Wax Metal Cleaner, Snowy Bleach)		Campbell-Mithun, Inc.
	Mars, Inc. (Candies (exclusive of confections, other than candies)		Knox Reeves Advertising

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Minnesota Mining (Adhesives, Abrasives & Gift Wrap Ribbon)		**BBDO**
	Mattel, Inc. (Toys)		**Carson-Roberts, Inc.**
	SOS (Scouring Powders, Tuffy & Soil-off)		**McCann-Erickson**
	Miles Laboratories, Inc. (Bactine, One-A-Day Brand Vitamins)		**Geoffrey Wade Adv.**
	The Coca-Cola Co. (Coca-Cola)		**McCann-Erickson**
	Pillsbury Mills, Inc. (Flour, Frozen, Refrigerated & Dry Mix Products)		**Leo Burnett Co.**
Mighty Mouse Playhouse	**Colgate-Palmolive Co.** (Colgate Dental Cream)	**CBS-TV**	**Ted Bates Co.**
	General Foods Corp. (Post's Cereals)		**Benton & Bowles**
Millionaire, The	**Colgate-Palmolive Co.** (Palmolive Rapid Shave, Shave Creams, After Shave Lotion, Colgate Dental Cream, Vel Liquid)	**CBS-TV**	**Ted Bates Co.**
Mitchell, Guy	**Max Factor Co.** (Pancake Make-Up, Pan-stick, Sebb, Erase, Lipsticks, Nail Polishes, Curl Control, Creme Puff Make-Up, Hi-Fi Fluid Make-Up)	**ABC-TV**	**Anderson-McConnell Adv.**
Modern Romances	**Brillo Mfg. Co.** (Brillo Cleaning Pads, Cleanser)	**NBC-TV**	**J. Walter Thompson**
	Corn Products Refining Co. (Mazola, Karo, Kasco, Bosco)		**McCann-Erickson**
	Kraft Foods (Cheeses, Spreads, Jellies, Candies, Salad Dressing, Fruit Drinks, Margarine and Kraft Dinner)		**J. Walter Thompson**
	Sterling Drug Co. (Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyons Tooth Powder, Energine Cleaning & Lighter Fluid)		**Dancer-Fitzgerald-Sample**
Moore, Garry, Show	**Best Foods, Inc.** (Hellmann's Mayonnaise, Rit, Shinola)	**CBS-TV**	**Earle Ludgin & Co.** **Dancer-Fitzgerald-Sample**
	Bird & Son, Inc. (Flooring & Roofing Material)		**Humphrey, Alley & Richards, Inc.**
	CBS-Hytron (Tubes)		**Bennett & Northrop, Inc.**
	California Packing Co. (Del Monte Products)		**McCann-Erickson**
	Campbell Soup Co. (Franco-American Spaghetti, Campbell Soups)		**Leo Burnett Co.**
	Dow Chemical Co. (Saran Wrap)		**MacManus, John & Adams**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Florida Citrus Commission (Florida Citrus Products)		**Benton & Bowles**
	General Foods Corp. (Log Cabin Syrup, Minute Rice, Dream Whip, Baker's Coconut)		**Benton & Bowles**
	General Mills, Inc. (Flour, Mixes, Cereals, Sponges)		**Dancer-Fitzgerald-Sample**
	General Motors Corp. (Chevrolet Division) (Chevrolet Automobiles)		**Campbell-Ewald Co.**
	Gerber Products Co. (Baby Foods)		**D'Arcy Advertising**
	Hoover Co. (Vacuum Cleaners, Floor Polishers, Irons)		**Leo Burnett Co.**
	Johnson & Johnson (Baby Products, Surgical Dressings, Baby Shampoo)		**Young & Rubicam**
	Lever Brothers Co. (Rinso, Lux Liquid, Good Luck Margarine)		**J. Walter Thompson**
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		**J. Walter Thompson**
	Nestle Co. Inc. (Ever Ready Cocoa, Quik, Morsels, Chocolate Products, Nestle's Instant Coffee, Nestea)		**McCann-Erickson**
	Pittsburgh Plate Glass Co. (Paint Division) (Paints)		**Maxon, Inc.**
	S.O.S. Co. (Scouring Pads)		**McCann-Erickson**
	A. E. Staley Co. (Sta-Flo Liquid Laundry Starch, Sweetose Table Syrup, Sta-Puf)		**Erwin Wasey, Ruthrauff & Ryan**
	Sunshine Biscuits, Inc. (Biscuits, Crackers)		**Cunningham & Walsh**
	Swift & Co. (All Meat & Poultry Products)		**McCann-Erickson**
	Swift & Co. (All Meat & Poultry Products, Pard, Vigoro)		**J. Walter Thompson**
	The Toni Co. (Toni Home Permanent Wave, Hair-Care Products, Cleansing Creams, Shampoo, Lipstick)		**North Advertising**
	Vick Chemical Co. (Cold Remedies)		**Morse International**
	Yardley & Co. Ltd. (English Lavender Soap, Bath Oil, Dusting Powder)		**N. W. Ayer & Son**
Mr. Adams and Eve	**Colgate-Palmolive Co.** (Lustre-Creme Shampoo, Spray Net, Ajax)	**CBS-TV**	**Lennen & Newell, Inc.**
	R. J. Reynolds Tobacco Co. (Camel Cigarettes)		**William Esty Co.**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Munsel, Patrice, Show	Buick Motors Div. Frigidaire Div. (Gen. Motors Corp.) (Buick Automobiles & Trucks, Frigidaire-Refrigerators, Ranges, Food Freezers, Dish Washers, Room Air Conditioners, Washers, Dryers, Combination Washers & Dryers)	ABC-TV	Kudner Agency
My Favorite Husband	American Tobacco Co. (Lucky Strike Cigarettes, Hit Parade Cigarettes)	CBS-TV	BBDO
My Friend Flicka	Colgate-Palmolive Co. (Colgate Dental Cream, Veto, Ajax, Palmolive Soap)	CBS-TV	Lennen & Newell
	—N—		
NBC Matinee Theater	Chesebrough-Ponds	NBC-TV	J. Walter Thompson
	Kraft Foods		J. Walter Thompson
	Procter & Gamble		Benton & Bowles
Name That Tune	American Home Products Corp. (Anacin, Freezone)	CBS-TV	Ted Bates Co.
	Kellogg Company (Cereals, Dog Food)		Leo Burnett Co.
Navy Log	Whitehall Pharmacal Co. (Anacin)	ABC-TV	Ted Bates Co.
	National Carbon Co. (Div. Union Carbide Corp.) (Prestone Anti-Freeze, Eveready Batteries)		William Esty Co.
	American Tobacco Co. (Pall Mall Cigarettes)		Sullivan, Stauffer, Colwell & Bayles
	U. S. Rubber Co. (Tires, Keds Shoes, Foam Rubber Mattresses, Raincoats, Rubber Boots, Golf Balls, Kaylon for Mattresses, Garden Hose, Bug Sprays, Fertilizers, Trylock)		Fletcher D. Richards, Inc.
	Bulova Watch Co. (Watches, Clocks, Radios, Electric Shavers)		McCann-Erickson
	—O—		
Oh! Susanna	Nestle Co. Inc. (Nescafe)	CBS-TV	Bryan Houston, Inc.
	Helene Curtis Industries (Suave, Kingsmen Toiletries)		Edward H. Weiss Co.
Omnibus	Aluminum Limited Sales Inc. (Aluminum Products)	NBC-TV	J. Walter Thompson
	Union Carbide Corp.		J. M. Mathes, Inc.
	Aluminum Ltd., Inc. (Aluminum Products & uses)	ABC-TV	J. Walter Thompson
	Union Carbide & Carbon Corp. (Anti-freeze, Flash-lights, Batteries, Insect Repellents, Agricultural Chemicals)		J. M. Mathes, Inc.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
O.S.S.	**The Mennen Co.** (Men's & Women's Toiletries, Baby Products)	ABC-TV	McCann-Erickson
	Bulova Watch Co. (Watches, Clocks, Radios, Electric Shavers)		McCann-Erickson
Our Miss Brooks	**Best Foods, Inc.** (Hellmann's Mayonnaise, Nucoa)	CBS-TV	Dancer-Fitzgerald-Sample
	General Mills, Inc. (Flour, Cake Mix, Cereals)		Dancer-Fitzgerald-Sample
	Gerber Products Co. (Baby Foods)		D'Arcy Advertising
	Johnson & Johnson (Baby Products, Surgical Dressings, Baby Shampoo)		Young & Rubicam
	Nestle Co. Inc. (Quik, Nestea)		McCann-Erickson
Ozark Jubilee (Country Music Jubilee)	**American Chicle** (Dentyne, Beemans & Clove Chewing Gum, Rolaids & Chicklets)	ABC-TV	Ted Bates Co.
Ozzie & Harriet (Adventures of)	**Eastman Kodak Co.** (Still and Motion Picture Films, Cameras and Projectors; Articles, Equipment & Accessories)	ABC-TV	J. Walter Thompson

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Pantomime Quiz	**American Oil Co.** (Amoco-Gas, Super Permalube Motor Oil) (East)	CBS-TV	The Joseph Katz Co.
	Hamm Brewing Co. (Beer) (Midwest)		Campbell-Mithun, Inc.
	Time, Inc. (Life Magazine) (Coast to Coast)		Young & Rubicam
People Are Funny	**R. J. Reynolds Tobacco Co.**	NBC-TV	William Esty Co.
	The Toni Co. (Home Permanents, Deodorants, etc.)		North Advertising
People's Choice	**The Borden Co.** (Instant Coffee, Starlac, Ice-cream, Dairy Products)	NBC-TV	Young & Rubicam
	American Home Products Corp. (Foods, Spaghetti, Meat Balls, Ravioli, etc.)		Young & Rubicam
Perry Mason	**Libbey-Owens-Ford Glass Company** (Auto Safety Glass, etc.)	CBS-TV	Fuller & Smith & Ross
	National Carbon Co. Inc. (Prestone Anti-Freeze & Eveready Products)		William Esty Co.
	Purex Corp. (Dutch Cleanser, Beads-O'-Bleach, Sweetheart Soap, Trend, Blu-White)		Edward H. Weiss Co.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Person to Person	American Oil Co. (Amoco-Gas, Super Permalube Motor Oil) East	CBS-TV	The Joseph Katz Co.
	Hamm Brewing Co. (Beer) Midwest		Campbell-Mithun, Inc.
	Time, Inc. (Life Magazine) Coast to Coast		Young & Rubicam
Playhouse 90	Allstate Insurance Co. (Institutional)	CBS-TV	Leo Burnett Co.
	American Gas Association (Institutional)		Lennen & Newell, Inc.
	Bristol-Myers Co. (Vitalis, Ipana, Bufferin, Trushay)		BBDO
	Kimberly-Clark Corp. (Kleenex Tissues, Table Napkins, Towels)		Foote, Cone & Belding
	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
	Ronson Corp. (Ronson Shavers, Ronson Lighters)		Norman, Craig & Kummel
	Singer Sewing Machine Co. (Singer Sewing Machines, Sewing Aids, Vacuum Cleaners)		Young & Rubicam
Powell's, Dick, Zane Grey Theatre	Ford Division of the Ford Motor Co. (Ford Automobiles)	CBS-TV	J. Walter Thompson
	General Foods Corp. (Instant Maxwell House Coffee)		Benton & Bowles
Price Is Right, The	Alberto-Culver Co. (VO-5 Hair Dressing)	NBC-TV	Geoffrey Wade Advertising
	Chesebrough-Ponds, Inc. (Vaseline)		J. Walter Thompson
	General Foods Corp. (Jell-O, Baker's Chocolate, etc.)		Young & Rubicam
	Lever Brothers Co. (Wisk, Imperial Margarine, Dove)		BBDO
	The Mentholatum Co. (Mentholatum)		J. Walter Thompson
	Miles Laboratories, Inc. (One-A-Day Vitamins, Alka-Seltzer)		Geoffrey Wade Advertising
	S.O.S. Company		McCann-Erickson
	Starkist Tuna		Honig-Cooper
	Sterling Drug, Inc. (Haley's M. O., Fletcher's Castoria, Fizrin)		Dancer-Fitzgerald-Sample
	RCA (TV Sets, Radio Sets)		Kenyon & Eckhardt, Inc.
	Spiedel Corp. (Watch Bands)		Norman, Craig & Kummel
Private Secretary	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	BBDO
	Lever Brothers (Dove Beauty Bar)		Ogilvy, Benson & Mather
	W. A. Sheaffer Pen Co. (Fountain Pens)		Russel M. Seeds Co.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Pro Football Games, Baltimore Colts	National Brewing Co. of Michigan (National Bohemian & Alters Golden Lager Beer)	CBS-TV	W. B. Doner & Co.
Pro Football Games Baltimore Colts	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games Chicago Cards-Bears	American Liberty Oil Co. (Amlico Gasoline)		Taylor Norsworthy, Inc.
Pro Football Games, Chicago Cards-Bears	Falstaff Brewing Corp. (Falstaff Beer)		Dancer-Fitzgerald-Sample
Pro Football Games, Chicago Cards-Bears	Pan American Oil Co. (Gasoline and Oil)		The Joseph Katz Co.
Pro Football Games, Chicago Cards-Bears	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, Chicago Cards-Bears Green Bay Packers	Standard Oil Co. of Indiana (Gasoline and Oil)		D'Arcy Advertising
Pro Football Games, Detroit Lions	Goebel Brewing Co. (Beer)		Campbell-Ewald Co.
Pro Football Games, Detroit Lions	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, Detroit Lions	Speedway Petroleum Corp. (Products & Services for Speedway)		W. B. Doner & Co.
Pro Football Games, Green Bay Packers	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, Green Bay Packers	Pabst Brewing Co. (Pabst Beer)		Leo Burnett Co.
Pro Football Games, Los Angeles Rams-San Francisco '49ers	Falstaff Brewing Corp. (Falstaff Beer)		Dancer-Fitzgerald-Sample
Pro Football Games, Los Angeles Rams-San Francisco '49ers	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, New York Giants	P. Ballantine & Sons (Beer)		William Esty Co.
Pro Football Games, New York Giants	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, Philadelphia Eagles	P. Ballantine & Sons (Beer)		William Esty Co.
Pro Football Games, Philadelphia Eagles	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, Pittsburgh Steelers	Duquesne Brewing Co. (Beer)		Vic Maitland Associates
Pro Football Games, Pittsburgh Steelers	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Games, Washington Redskins	American Oil Co. (Amoco Gas, Super Permalube Motor Oil)		The Joseph Katz Co.
Pro Football Games, Washington Redskins	Pan American Oil Co. (Gasoline and Oil)		Joseph Katz Co.
Pro Football Games, Washington Redskins	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
Pro Football Kickoff	American Home Products Corp. (Anacin)	CBS-TV	Ted Bates Co.
	Carter Products, Inc. (Instant Rise Shaving Cream)		Sullivan, Stauffer, Colwell & Bayles
	National Carbon Co. Inc. (Prestone Anti-Freeze and Eveready Products)		William Esty Co.
Professional Hockey Games	Carling Brewing Co. Inc. (Red Cap Ale)	CBS-TV	Lang, Fisher & Stashower, Inc.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY

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Queen for a Day	**Alberto-Culver Co.** (Alberto VO-5 Hair Dressing, Conditioner, Other Hair Products)	**NBC-TV**	**Geoffrey Wade Adv. Inc.**
	American Home Products Corp. (Waxes, Polishes, Wizard Room Deodorizer, Easy-Off Oven Cleaner)		**Geyer Advertising**
	Brown & Williamson Tobacco Co.		**Keyes, Madden & Jones**
	Corn Products Refining Co. (Karo, Starches, Salad & Cooking Oils, Kasco Dog Food)		**C. L. Miller Co.**
	Chesebrough-Ponds		**J. Walter Thompson**
	The Mentholatum Co. (Mentholatum Products)		**J. Walter Thompson**
	Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day Vitamins)		**Geoffrey Wade Adv. Inc.**
	Procter & Gamble Co. (Dentifrices, Deodorants, Cleansers, Detergents)		**Dancer-Fitzgerald-Sample**
	Slenderella Systems, Inc. (Slenderella Salons and Reducing Plan)		**Management Associates of Conn. Inc.**
	S.O.S. Company (SOS Scouring Pads)		**McCann-Erickson**
	Standard Brands, Inc. (Coffee, Tea, Desserts, Margarine, Dog Food)		**Ted Bates Co.**
	Toni Co. (Hair Care and Grooming Products, Deep Magic)		**North Advertising**
	Welch Grape Juice Co. (Grape Juice and Drinks, Jellies)		**Richard K. Manoff Adv.**

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Real McCoys	**Sylvania Electric Products Inc.** (Flashbulbs, TV Sets, Hi-Fi, Radio Sets, Cameras, Camera Equipment, Phonographs, Radio & TV Tubes, Light Bulbs)	**ABC-TV**	**J. Walter Thompson**
Restless Gun	**Warner-Lambert, Inc.** (Listerine, Bromo-Seltzer, Anahist)	**NBC-TV**	**Sullivan, Stauffer, Colwell & Bayles**
Richard Diamond, Private Detective	**General Foods Corp.** (Instant Maxwell House Coffee)	**CBS-TV**	**Benton & Bowles**
Rin Tin Tin	**National Biscuit Co.** (Wheat Honeys, Rice Honeys, Shredded Wheat, Zweiback Toasts, Pretzels, Potato Chips, Bake Mixes, Waffle Mix, Rusk, Crackers, Biscuits, Cracker Meal, Cookies,	**ABC-TV**	**Kenyon & Eckhardt, Inc.**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Cereals, Pancake Mix, Cakes, Dates, Animal Foods, Bread & Rolls)		
Rountree, Martha, Press Conference	**Corn Products Refining Co.** (Mazola Salad Oil, Cooking Oil, Karo, Bosco, Nu-Soft Fabric Softener & Kasco Dog Food)	ABC-TV	C. L. Miller

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Saber of London	**Sterling Drug Co.** (Haley's M.O., Fletcher's Castoria, Fizrin)	NBC-TV	Dancer-Fitzgerald-Sample
Sally Show, The	**The Chemstrand Corp.** (Synthetic Fibers)	NBC-TV	Doyle Dane Bernbach
	Royal McBee Corp. (Typewriters, Office Machines)		Young & Rubicam
Schlitz Playhouse	**Schlitz Brewing Co.** (Schlitz Beer)	CBS-TV	J. Walter Thompson
Scotland Yard	**General Foods Corp.** (Instant Sanka)	ABC-TV	Young & Rubicam
Search for Tomorrow	**Procter & Gamble Co.** (Joy, Spic & Span, Gleem)	CBS-TV	Leo Burnett Co.
Secret Storm	**American Home Products Corp.** (Aero Wax, Wizard Wick, Easy-Off Oven Cleaner, Anacin, Heet)	CBS-TV	Ted Bates Co.
See It Now	**Pan American Airways** (Air Travel)	CBS-TV	J. Walter Thompson
Sergeant Preston of the Yukon	**Quaker Oats Co.** (Breakfast Foods)	CBS-TV	Wherry, Baker & Tilden
Shore, Dinah, Chevy Show, The	**Chevrolet Motor Div.**	NBC-TV	Campbell-Ewald Co.
Shower of Stars	**Chrysler Corp.** (Chrysler, DeSoto, Dodge, Plymouth, Imperial Automobiles)	CBS-TV	McCann-Erickson
Silvers, Phil, Show	**Amana Refrigeration, Inc.** (Refrigeration Equipment)	CBS-TV	Maury, Lee & Marshall
	Procter & Gamble Co. (Joy)		Leo Burnett Co.
	R. J. Reynolds Tobacco Co. (Camel Cigarettes)		William Esty Co.
	J. B. Williams Co. (Shave Cream, After Shave Lotion)		J. Walter Thompson
Sinatra, Frank, Show	**Bulova Watch Co.** (Watches, Clocks, Radios, Electric Shavers)	ABC-TV	McCann-Erickson
	Liggett & Myers Co. (Chesterfield, L&M, Oasis Cigarettes)		
Sir Lancelot	**Kellogg Company** (Breakfast Cereals, Dog Foods, Soft Drinks)	ABC-TV	Leo Burnett Co.
	The Wander Company (Ovaltine)		Tatham-Laird, Inc.
$64,000 Challenge, The	**P. Lorillard Co.** (Kent Cigarettes)	CBS-TV	Young & Rubicam

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Revlon, Inc. (All Revlon Products)		**BBDO**
$64,000 Question, The	**Revlon, Inc.** (All Revlon Products)	**CBS-TV**	**BBDO**
Skelton, Red, Show	**S. C. Johnson & Son, Inc.** (Johnson's Wax, Cleaners, Polishers)	**CBS-TV**	**Foote, Cone & Belding**
	Pet Milk Co. (Evaporated Milk, Milk Products)		**Gardner Adv. Agency**
Spotlight Playhouse	**S. C. Johnson & Son, Inc.** (Johnson's Wax, Cleaners, Polishes)	**CBS-TV**	**Foote, Cone & Belding**
SRO Playhouse	**American Home Products Corp.** (Anacin, Bisodol Mints, Freezone, Infra-Rub)	**CBS-TV**	**Ted Bates Co.**
	Helene Curtis Industries (Spray Net, Enden, Suave)		**Earle Ludgin & Co.**
Strike It Rich	**Colgate-Palmolive Co.** (Colgate Dental Cream, Cashmere Bouquet Soap, Lustre-Creme Shampoo, Palmolive Soap, Brisk, Florient, Vel, Ad, Fab, Ajax)	**CBS-TV**	**Ted Bates Co.**
Studio One	**Westinghouse Electric Corp.** (Westinghouse Kitchen Appliances, Radio & TV Sets, Turbojet Plane Motors)	**CBS-TV**	**McCann-Erickson**
Sugarfoot	**American Chicle Co.** (Rolaids, Clorets Gum, Beeman's Chewing Gum, Chiclets and Clove Chewing Gum)	**ABC-TV**	**Ted Bates Co.**
	National Carbon Co. (Div. Union Carbide Corp.) (Prestone Anti-Freeze, Eveready Batteries)		**William Esty Co.**
	Whitehall Pharmacal Co. (Anacin)		**Ted Bates Co.**
	Seven-Up Company (7-Up)		**J. Walter Thompson Co.**
	Bulova Watch Company (Watches, Clocks, Radios, Electric Shavers)		**McCann-Erickson**
Sullivan, Ed, Show	**Eastman Kodak Co.** (All Products)	**CBS-TV**	**J. Walter Thompson**
	Mercury Division of The Ford Motor Co. (Mercury Automobiles)		**Kenyon & Eckhardt Inc.**
Sunday News Special	**American Home Products Corp.** Anacin, Bisodol, Freezone)	**CBS-TV**	**Ted Bates Co.**
	Carter Products, Inc. (Arrid, Rise, Carter Liver Pills)		**Ted Bates Co.**
	Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX)		**Edward Kletter Associates, Inc.**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Superman	Kellogg Company (Breakfast Cereals, Dog Foods, Soft Drinks)	ABC-TV	Leo Burnett Co.
	The Sweets Co. of America (Tootsie Rolls, Tootsie Roll Pops, Caramels, Fudge, Rockwood Wafers, Rockwood Chocolate Bars, Chocolate Figures & Coins)		Henry Eisen Advertising
Suspicion	Ford Division Ford Motor Co.	NBC-TV	J. Walter Thompson
	Philip Morris & Co.		N. W. Ayer & Son

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Tales of the Texas Rangers	General Mills, Inc. (Ready-To-Eat Cereals, Dog Food, Baking Mixes, Frostings)	CBS-TV	Tatham-Laird, Inc.
	Sweets Company of America (Tootsie Rolls)		George Eisen, Inc.
	Flav-R-Straws (Flav-R-Straws)	ABC-TV	Erwin Wasey, Ruthrauff & Ryan
	The Sweets Co. of America (Tootsie Rolls, Tootsie Roll Pops, Caramels, Fudge, Rockwood Wafers, Rockwood Chocolate Bars, Chocolate Figures & Coins)		Henry Eisen Advertising
Tales of Wells Fargo	American Tobacco Co. (Pall Mall Cigarettes)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles
	Buick Motor Division of General Motors		Kudner Agency, Inc.
Telephone Time	Bell Telephone (Institutional)	ABC-TV	N. W. Ayer & Son, Inc.
Telephone Time with John Nesbitt	Bell Telephone System (Bell Telephone Service)	CBS-TV	N. W. Ayer & Son, Inc.
Temple, Shirley, Fairytales	John H. Breck, Inc.	NBC-TV	N. W. Ayer & Son, Inc.
	Hills Brothers Coffee, Inc.		N. W. Ayer & Son, Inc.
	National Dairy Products Co.		N. W. Ayer & Son, Inc.
Thin Man, The	Colgate-Palmolive Co. (Toothpaste, Soap Detergent, Cleanser, Shaving Cream and Halo)	NBC-TV	Ted Bates & Co.
This Is Galen Drake	The Best Foods, Inc. (Skippy Peanut Butter, Nucoa Margarine)	ABC-TV	Guild, Bascom & Bonfigli
This Is Your Life	Procter & Gamble Co. (Soaps, Shampoos, Cleanser, Dentifrices)	NBC-TV	Compton Advertising Inc.
Thomas, Danny, Show	Armour & Co. (Dial Soap & Shampoo)	ABC-TV	Foote, Cone & Belding
	Kimberly-Clark Co. (Kleenex)		Foote, Cone & Belding
	General Foods Corp. (Instant Sanka Coffee, Post's Cereals)	CBS-TV	Young & Rubicam
Those Whiting Girls	General Foods Corp. (Instant Sanka Coffee, Post's Cereals)	CBS-TV	Young & Rubicam

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Max Factor & Co. (Max Factor Make-up, Lipstick, Hair Spray, Shampoo)		Anderson-McConnell Adv. Agency
Tic Tac Dough	Church & Dwight Co. Inc. (Baking Soda)	NBC-TV	J. Walter Thompson
	Kraft Foods Co. (Cheeses, Jellies, Salad Dressing, Candy, Fruit Drinks, Margarine, Kraft Dinner)		J. Walter Thompson
	Procter & Gamble Co. (Detergents, Soaps)		Dancer-Fitzgerald-Sample
	S.O.S. Co. (SOS Scouring Pads, etc.)		McCann-Erickson
	Standard Brands, Inc. (Margarine, Soaps, Coffee, Tea, Royal Desserts)		Ted Bates & Co.
	RCA (TV Sets, Radios, Record Players)		Kenyon & Eckhardt
	Warner-Lambert Inc. (Listerine, Bromo Seltzer, Richard Hudnut Hair Line)		Lennen & Newell
	Starkist Tuna Fish		Honig-Cooper
	Toni Co. (Hair Care Products, Deep Magic Skin Cream)		North Advertising
To Tell the Truth	Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX)	CBS-TV	Edward Kletter Associates Parkson Adv. Agency Inc.
Today	Participating Sponsors	NBC-TV	
Tombstone Territory	Bristol Myers Co. (Headache Remedies, Deodorants, Laxatives, Dentifrices, Hair Preparations, Hand Preparations)	ABC-TV	Young & Rubicam
Top Tune & New Talent	Dodge Div. & Plymouth Div. Chrysler Corp. (Dodge & Plymouth Automobiles)	ABC-TV	Grant Advertising Co.
Trackdown	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	BBDO
	Socony-Mobil Oil Co. (Socony Products)		Compton Advertising
Treasure Hunt	Sterling Drug, Inc. (Haley's M-O, Fletcher's Castoria, Fizrin)	NBC-TV	Dancer-Fitzgerald-Sample
Treasure Hunt	Mogen David (Wine Products)	ABC-TV	Edward H. Weiss Co.
True Story	Sterling Drug Co. (Bayer Aspirin, Phillip's Milk of Magnesia, Dr. Lyon's Toothpowder, Energine Cleaning Fluid)	NBC-TV	Dancer-Fitzgerald-Sample
Truth or Consequences	Alberto-Culver Co. (Alberto VO-5 Hair Dressing Products)	NBC-TV	Geoffrey Wade Adv. Inc.
	American Home Products Corp.		Geyer Advertising
	General Foods Corp.		Young & Rubicam
	Lehn & Fink Products Corp. (Lysol)		McCann-Erickson

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Lever Brothers Co. (Detergents, Magrarine, Soap)		BBDO
	Miles Laboratories Inc. (Alka-Seltzer, One-A-Day Vitamins)		Geoffrey Wade Adv.
	Sterling Drug Inc. (Haley's M-O, Fletcher's Castoria, Fizrin)		Dancer-Fitzgerald-Sample
Turn of Fate	**Aluminum Corp. of America**	NBC-TV	Fuller & Smith & Ross
	Goodyear Tire & Rubber Co.		Young & Rubicam
Twentieth Century	**Prudential Insurance Co. of America** (Insurance)	CBS-TV	Reach, McClinton & Co.
20th Century-Fox Hour	**General Electric Co.** (General Electric Appliances)	CBS-TV	Young & Rubicam
	Revlon, Inc. (All Revlon Products)		C. J. LaRoche & Co.
Twenty-One	**Pharmaceuticals, Inc.** (Geritol, Sominex, RDX)	NBC-TV	Parkson Adv. Agency

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Undercurrent	**Brown & Williamson Tobacco Co.** (Viceroy Cigarettes)	CBS-TV	Ted Bates Co.
	Procter & Gamble Co. (Cheer)		Young & Rubicam
United States Steel Hour, The	**United States Steel Corp.** (Institutional)	CBS-TV	BBDO

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Valiant Lady	**General Mills, Inc.** (Gold Medal Flour, Pie Crust Mix, Softasilk, Bisquick)	CBS-TV	Dancer-Fitzgerald-Sample
	Nestle Co. Inc. (Nestle's Quik, Chocolate Bars, Semi-Sweet Morsels)		McCann-Erickson
	Standard Brands Inc. (Tenderleaf Tea)		J. Walter Thompson
	The Toni Co. (Prom, White Rain Shampoo)		Tatham-Laird Inc.
	Wesson Oil & Snowdrift Sales Co. (Wesson Oil)		Fitzgerald Adv. Agency
Verdict Is Yours, The	**Atlantis Sales Corp.** (French's Mustard)	CBS-TV	J. Walter Thompson
	General Mills, Inc. (Flour, Baking Mixes, Breakfast Cereals)		Dancer-Fitzgerald-Sample
	Libby McNeill & Libby Co. (Canned Fruits, Vegetables)		J. Walter Thompson

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	The Toni Co. (Toni Home Permanent Wave, Cleansing Creams, Hair Care Products, Shampoo, Lipstick)		**North Advertising**
	Swift & Co. (All Meat & Poultry, Margarine, Vigoro, Pard Dog Food)		**McCann-Erickson**
Vise, The	**Sterling Drug, Inc.** (Bayer's Aspirin, Phillips Milk of Magnesia & Phillip's Milk of Magnesia Tooth Paste)	**ABC-TV**	**Dancer-Fitzgerald-Sample**
Voice of Firestone	**Firestone Tire & Rubber Co.** (Tires, Tubes, Foamex, Velon & All Other Products Sold by Firestone Dealers & Stores)	**ABC-TV**	**Sweeney & James Co.**

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Wagon Train	**The Drackett Co.** (Drano, Windex, Twinkle)	**NBC-TV**	**Young & Rubicam**
	Edsel Division of Ford		**Foote, Cone & Belding**
	Lewis Howe Co. (Tums)		**McCann-Erickson**
Wednesday Night Fights	**Pabst Brewing Co.** (Beer, Ale & Non-alcoholic Beverages)	**ABC-TV**	**Leo Burnett Co.**
	The Mennen Company (Mennen's Shave Cream, Brushless, Lather, and Foam Shave—Pre-Shave & After Shave Lotions, Shampoos, Deodorants, Skin Bracer, After Shave Talcum, Bath Talc, Hair Cream, Men's Cologne)		**McCann-Erickson**
	Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Bactine)		**Geoffrey Wade Adv.**
Welk, Lawrence, Show	**Dodge Div., Chrysler Corp.** (Dodge Automobiles)	**ABC-TV**	**Grant Advertising**
West Point	**General Foods Corp.** (Maxwell House Coffee, Post's Cereals)	**CBS-TV**	**Benton & Bowles**
	Carter Products, Inc. (Arrid Whirl-In, Arrid Deodorant, Rise Shave Cream, Liver Pills)	**ABC-TV**	**Sullivan, Stauffer, Colwell & Bayles**
	Phillips-Van Heusen Corp. (Shirts & Men's Sportswear)		**Grey Advertising**
What's My Line?	**Helene Curtis Industries** Stopette, Poof, Finesse, Hair Dressing, Shampoos)	**CBS-TV**	**McCann-Erickson**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Remington Rand, Inc. (Remington Electric Shavers and Office Equipment)		Young & Rubicam
Wide Wide World	**General Motors Corp.** (Trucks, Autos, Parts, Service)	NBC-TV	MacManus, John & Adams
Wild Bill Hickok	**Kellogg Co.** (Breakfast Cereals, Dog Foods, Soft Drinks)	ABC-TV	Leo Burnett Co.
	The Sweets Co. of America (Tootsie Rolls, Tootsie Roll Pops, Caramels, Fudge, Rockwood Wafers, Rockwood Chocolate Bars, Chocolate Figures & Coins)		Henry Eisen Adv. Agency
	Kellogg Co. (Cereals, Dog Food)	CBS-TV	Leo Burnett Co.
Winchell, Walter, File	**Revlon, Inc.** (Facial Make-Up, Beauty Lotions, Suntan Preparations, Women's Fragrances, Beauty Creams (other than hair creams), Hair Sprays, Hair Dyes & Colorings, Baby Products, Lipsticks, Nail Polishes, Removers, Eye Preparations, Lipstick Cases, Reducing Aids, Skin Preparations, Liquid Detergents for Fabrics, Room Deodorizers)	ABC-TV	BBDO C. J. LaRoche & Co.
	North American Phillips Co. (Norelco) (Men's & Women's Electric Shavers)		C. J. LaRoche & Co.
Wire Service	**Miller Brewing Co.** (Beer & Ale)	ABC-TV	Mathisson & Associates
	R. J. Reynolds Tobacco Co. (Tobacco Products)		William Esty
Woody Woodpecker	**Kellogg Co.** (Breakfast Cereals, Dog Foods, Soft Drinks)	ABC-TV	Leo Burnett Co.
Wyatt Earp	**General Mills, Inc.** (Gold Medal Flour, Wheaties, Cheerios, Cereals, Baking Mixes, Frostings)	ABC-TV	Dancer-Fitzgerald-Sample
	The Procter & Gamble Co. (Gleem Toothpaste, Drene Shampoo, Tide, Spic & Span, Cheer)		Compton Advertising
Wyman, Jane, Show	**Hazel Bishop, Inc.** (Cosmetics)	NBC-TV	Raymond Spector Co. Inc.
	The Quaker Oats Co. (Cereals, Cat and Dog Food)		Needham, Louis & Brorby

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Wallace, Mike, Interview	Philip Morris, Inc. (Tobacco Products)	ABC-TV	N. W. Ayer & Son Inc.
Winchell, Paul, Show	Hartz Mountain Products (Accessories, & Food for Birds, Tropical Fish, Turtles, Cats & Dog Yummies)	ABC-TV	George H. Hartman

—Y—

You Are There	Prudential Insurance Co. of America	CBS-TV	Reach, McClinton & Co.
You Asked for It	Skippy Peanut Butter Div. of the Best Foods, Inc. (Skippy Peanut Butter)	ABC-TV	Guild, Bascom & Bonfigli, Inc.
You Bet Your Life	De Soto Division of Chrysler (Cars)	NBC-TV	BBDO
	The Toni Co. (Home Permanents, Shampoo, Rinses, Lotions)		North Advertising
Young, Loretta, Show	Procter & Gamble (Tide, Lilt, Gleem, Camay)	NBC-TV	Benton & Bowles
Your Hit Parade	The American Tobacco Co. (Lucky Strike, Pall Mall, Hit Parade Cigarettes)	NBC-TV	BBDO
	The Toni Co. (Home Permanents, Shampoos, Hair Spray, Lotions)		North Adv. Inc.
You're on Your Own	Hazel Bishop Inc. (Lipstick, Rouge, Nail Polish, Cleansers, Make-up, Hair-Spray, Stick Deodorant)	CBS-TV	Raymond Spector Co. Inc.

—Z—

Zorro	A. C. Spark Plug (Div. Gen. Motors) (Spark Plugs, Oil Filters, Fuel Pumps, Guide (T-3) Headlamps, Autronic Eye, Gyros, Speed Switches, After Burner Controls, Inertial Guidance Systems, Valve (Lifters)	ABC-TV	D. P. Brother & Co.
	Seven-Up Company (7-Up)		J. Walter Thompson

STATE BROADCASTERS ASSOCIATIONS

Alabama Broadcasters Association

P.O. Box 6174, University, Alabama
Meetings: March and October
Elections: March meeting
Members: 81
Pres.....W. W. Hunt, WCOV, Montgomery
Vice-Pres...Ed Carrell, WGSV, Guntersville
Secy.-Treas....Bill Mapes, WOWL, Florence

Arizona Broadcasters Association

Meetings: January, May
Elections: January
Members: 20
Pres....Dick Lewis, KTAR, KVAR, Phoenix
Vice-Pres...Tom Wallace, Sr., KTKT, Tucson
Secy.-Treas.....Lucy Krug, KPHO, Phoenix

Arkansas Broadcasters Association

c/o Executive Secretary
Box 271, Stuttgart, Ark.
Meetings: March and August
Elections: March
Members: 49
President.....Ted Rand, KDRS, Paragould
Vice-Pres...B. J. Parrish, KOTN, Pine Bluff
Secy.....Wm. J. Hart, KGHI, Little Rock
Exec. Secy.....June S. Spann

California State Radio and Television Broadcasters Association

1420 Truxton Ave., Bakersfield
Meetings: November (and on special call)
Elections: November
Members: 97
President.....Jack Schacht, KBET-TV, Sacramento
1st Vice-Pres.....George Whitney, KFMB, San Diego
Vice-Pres. (Radio).....Lloyd Sigmon, KMPC, Los Angeles
Vice-Pres. (TV)....Joe Drilling, KJEO-TV, Fresno
Sec'y.-Treas.....Gil Paltridge, KROW, Oakland

Colorado Broadcasters and Telecasters Association

1625 California St., Denver, Colo.
Meetings: Semi-annual
Elections: June
Members: 54
Pres..Robert H. Dolph, KFTM, Fort Morgan
Vice-Pres.....Harry Hoth, KRDO, KRDO-TV, Colorado Springs
Secy.-Treas....Robert S. Hix, KOA, Denver

Connecticut Broadcasters Association

Pres.....Charles Bell, WHAY, New Britain
Vice-Pres..Julian Schwartz, WSTC, Stamford
Secy.-Treas.....William O'Brien, WCNX, Middletown

Florida Association of Broadcasters

c/o President or Secretary
Meetings: June
Election: June
Members: 85
Pres.....James L. Howe, WIRA, Fort Pierce
1st Vice-Pres....Lee Ruwitch, WTVJ (TV), Miami
2nd Vice-Pres...Laurence A. Rollins, WSIR, Winter Haven
Secy.-Treas.....Charles Fernandez, WKXY, Sarasota
Exec. Secy., Gen. Counsel...J. K. Ballinger, 214 Center Bldg.. Tallahassee

Georgia Association of Broadcasters

c/o President or Secy.-Mgr.
Meetings: August and January
Elections: August
Members: 63
Pres.....John W. Jacobs, Jr., WDUN, Gainesville
1st Vice-Pres..Frank Gaither, WSB, Atlanta
2nd Vice-Pres....Ralph N. Edwards, WWGS, Tifton
Secy.-Mgr....R. L. Patrick, Grady School of Journalism, Univ. of Ga., Athens

Hawaiian Association of Radio and TV Broadcasters

1170 Auahi St., Honolulu, T. H.
Meetings: On call
Elections: May
Members: 18
President.....John D. Keating,KONA-TV, Honolulu

Idaho Broadcasters Association

Meetings: Fall
Elections: Fall
Members: 23
President.....K. Clark, KBAR, Burley
Vice-Pres...Gene Shumate, KRXK, Rexburg
Sec.-Treas.....Marvin Ling, KAYT, Rupert

Illinois Broadcasters Association

c/o President or Secy.-Treas.
Meetings: February and October
Elections: October
Members: 70
President.....Chas. R. Cook, WJPF, Herrin
Vice-Pres.....R. Karl Baker, WLDS, Jacksonville
Secy.-Treas.....M. H. Stuckwish, WSOY, Decatur

Indiana Broadcasters Association, Inc.

Meetings: 4 times a year
Elections: March
Members 53
President.....Lester G. Spencer, WKBV Richmond
Vice-Pres. (AM).....Joe Higgins, WTHI, Terre Haute
Vice-Pres. (TV)....Bernard Barth, WNDU-TV, South Bend
Vice-Pres. (FM)....Howard White, WCTW, New Castle
Secy-Treas.....Dennis Keller, WITZ, Jasper
Asst. Treas.....Roy L. Hickox, WLRP, New Albany
Asst. Secy.....Ben Baylor, WANE-TV, Fort Wayne

Iowa Broadcasters Association

c/o President
Meeting: Annual
Elections: Annual
Members: 42
President....Ken Gordon, KDTH, Dubuque
Vice-Pres.....George Volger, KWPC, Muscatine
Secy.-Treas..Bill White, KFJB, Marshalltown

Kansas Association of Radio Broadcasters

Meetings: April or May
Elections: April or May
Members: 40
President..Grover Colb, KVGB, Great Bend
Vice-Pres...Arden Booth, KLWM, Lawrence
Secy.-Treas.....Tom Bashaw, KFH, Wichita
Leg. Chairman.....Wendell Elliott, KGNO, Dodge City

Kentucky Broadcasters Association

c/o Miss Katherine Peden, Secy.-Treas., WHOP, Hopkinsville
Meetings: October and March
Elections: October
Members: 57
President.....Dee Huddleston, WIEL, Elizabethtown
First Vice-Pres..Al Temple, WKCT, Bowling Green
2nd Vice-Pres..Francke Fox, WHLN, Harlan
Secy.-Treas.....Katherine Peden, WHOP, Hopkinsville
Exec. Committee.....Art Eilerman, WZIP, Covington; Don Horton, WVLK, Lexington; W. T. Isaac, WHIR, Danville

Louisiana Association of Broadcasters

Box 379, Baton Rouge, La.
Meetings: September
Elections: September
Members: 68
President.....Jerry Hamm, KLFY-TV, Lafayette
Radio Vice-Pres.....John Chauvin, KEUN, Eunice
TV Vice-Pres..Douglas Manship, WBRZ-TV, Baton Rouge
Treasurer....Gene Jones, KSLO, Opelousas
Exec.-Secy.....Rolfe McCollister, Box 379, Baton Rouge

Maine Radio and TV Broadcasters Association

Box 307, Augusta, Maine
Meetings: Spring and Fall
Elections: November
Members: 26
President..Eldon Shute, WKTQ, South Paris
Vice-Pres.....Donald Powers, Me.BC
Secy.-Treas.....Norman G. Gallant, WFAU, Augusta

Maryland-D.C. Radio and TV Broadcasters Association

c/o President or Secy.-Treas.
Meetings: June and October
Elections: October
Active Members: 46
Associate Members: 47
President.....Fred S. Houwink, WMAL, Washington
Vice-Pres...R. C. Embry, WITH, Baltimore
Secy.-Treas.....Jason Pate, WASA, Havre de Grace

Massachusetts Broadcasters Association, Inc.

c/o Secretary

Meetings: 3rd Wednesday in October
Elections: October
Members: 35
President....Roy Whisnand, WCOP, Boston
Vice-Pres.....W. C. Swartley, WBZ, Boston
Treasurer.....George Jaspert, WCCM, Lawrence
Secretary.....Lawrence A. Reilly, WTXL, W. Springfield

Michigan Association of Broadcasters

c/o Secretary-Treasurer
Meetings: May-September
Elections: September
Members: 85
President.....Martin Giamo, WJEF, Grand Rapids
Vice-Pres....George Millar, Knorr Bcstg. Co.
Secy.-Treas.....Gene Cahill, WBCK, Battle Creek
Directors.....James Quello, WJR, Detroit; Willard Schroeder, WOOD-AM-TV, Grand Rapids; Al Payne, WHDF, Houghton

Minnesota Association of Broadcasters

KSTP, St. Paul, Minn.
Meetings: September
Elections: September
Members: 30
President..Kenneth Hance, KSTP, St. Paul

Mississippi Broadcasters Association

c/o President or Secy.-Treas.
Meetings: March or April
Elections: March or April
Members: 53
President....Bill Guest, WPMP, Pascagoula
Vice-Pres.....John Bell, WCMA, Corinth

Missouri Broadcasters Association

c/o Exec. Secretary
Route #3, Bald Hill Rd., Jefferson City
Meetings: April and October
Elections: October
President.....Bruce Barrington, WEW, St. Louis
Vice-Pres.....W. H. Clark, KFSB, Joplin
Secy.-Treas.....A. E. Dahl, KLIK, Jefferson City
Exec. Secy.....E. A. Richter

Montana Radio Stations, Inc.

c/o President, KGHL, Billings
Meetings: September
Members: 26
President.....Art Mosby, KGVO, Missoula
Vice-Pres.....Jeff Kiichli, KGHL, Billings
Secy.-Treas..Charlotte Brader, KOJM, Havre
Leg. Chairman.....Paul MacAdam, KPRK, Livingston

Nebraska Broadcasting Association

c/o KFOR, Lincoln, Nebraska
Meetings: May 1st
Elections: May 1st
Members: 34
President....Virgil Sharpe, KOWH, Omaha
Secy.-Treas....Dick Chapin, KFOR, Lincoln

New Hampshire Association of Broadcasting

Meetings: September
Elections: September
Members: 10
President....Frank B. Estes, WKNE, Keene
Vice-Pres.....A. J. K. Malin, WWNH, Rochester
Secy.-Treas.....Warren Journay, WGIR, Manchester

New Jersey Broadcasters Association

Meetings: May and October
Elections: October
Members: 21
Pres.....Jerry McCarthy, WTOA, Trenton
Vice-Pres.....John G. Struckell, WWBZ, Vineland
Secy.-Treas.....Robert McDougall, WAAT, Newark

New Mexico Broadcasters Association

P.O. Box 268, Alamogordo
Meetings: September and April
Elections: April
Members: 35
Pres....C. O. Kendrick, KVBC, Farmington
Vice-Pres.....Jim Duncan, KSIL, Silver City
Treas.....John Burroughs, KENM, Portales
Leg. Chairman.Merle Tucker, KGAK, Gallup

New York State Association of Radio and Television Broadcasters

Address: c/o President
Meetings: Annual
Elections: Annual
Members: 104
President...William Doerr, WEBR, Buffalo
1st Vice-Pres.....Gordon Gray, WOR, WOR-TV, New York

2nd Vice-Pres.....H. Stilwell Brown, Rural Radio Network, Ithaca
Secretary.....Elliott Stewart, WIBX, Utica
Treasurer.....George Dunham, WNBF, Binghamton

North Carolina Association of Broadcasters Inc.

Meetings: June and October
Elections: October
Members: 100
Pres.....E. Z. Jones, WBBB, Burlington
V.P.-Radio...Jack Hankins, WELS, Kinston
V.P.-TV.....Gaines Kelley, WFMY-TV, Greensboro
Secretary.....Cecil B. Hoskins, WWNC, Asheville

North Dakota Broadcasters Association

Box 232, Minot, N. D.
Meetings: 2nd week in October
Elections: 2nd week in October
Members: 25
President...Charles G. Burke, KFGO, Fargo
Vice-Pres....Robert Ingstad, KOVC, Valley City
Secy.-Treas.....Les Maupin, KPLM, Minot

Ohio Association of Radio and Television Broadcasters

33 N. High St., Columbus
Meetings: March and October
Elections: March
Members: 83
Pres.....Hubbard Hood, WKRC, Cincinnati
Vice-Pres (Radio).....J. E. Wagner, Jr., WLEC, Sandusky
Vice-Pres. (TV).....R. G. Berg, WAKR-TV, Akron

Oklahoma Broadcasters' Association

Meetings: January and August
Elections: January
Members: 38
President....Leo Morris, WBBZ, Ponca City
Board of Directors.. Bill Brubaker, KRHD Duncan; Ed Ryan, KSIW, Woodward; Winston Ward, KBEL, Idabel; Jim Bellatti, KSPI, Stillwater; Eddie Peake, KTOW, Oklahoma City; John Mahoney, KVIN, Vinita; George Overton, KMUS, Muskogee

Oregon State Broadcasters Association

Mgr.: James W. Frost, Box 5025, Eugene
Meetings: April
Elections: April
President.....Dave Hoss, KSLM, Salem
Vice-Pres....Carl O. Fisher, KUGN, Eugene
Secy.-Treas...Ray Johnson, KMED, Medford
Leg. Chairman.....R. M. Brown, KPOJ, Portland

Pennsylvania Association of Broadcasters

Box 606, Harrisburg
Meetings: May
Elections: May
Members: 130
Pres.....Roy Morgan, WILK, Wilkes-Barre
1st Vice-Pres.....George Koehler, WIFL, Philadelphia
2nd Vice-Pres.....Cecil Woodland, WEJL, Scranton
Secy.....Milton Bergstein, WMAJ, State College
Treas.....Tom Metzger, WMRF, Lewistown

Puerto Rican Association of Broadcasters

Box 1072, San Juan, Puerto Rico
Meetings: 2nd Monday of each month
Elections: 2nd Wednesday of July
Members: 19
President.....Ralph Perez Perry, WKVM, San Juan

Rhode Island Broadcasters Association

c/o WADK, Newport, R. I.
Meetings: Quarterly
Elections: June
Members: 13
Pres.....Milton E. Mitler, WADK, Newport
Vice-Pres...Edward Boghossian, WJAR-TV, Providence
Secy.-Treas..Zel Levin, WWON, Woonsocket

South Carolina Radio & Television Broadcasters Association

Secretary's Office, Drawer 30, Sumter, S. C.
Meetings: January
Elections: January
Members: 64
President...Randy Davidson, WAKN, Aiken
Vice-Pres..H. Moody McElveen, WNOK-TV, Columbia
Secy.-Treas....T. Doug Youngblood, WFIG, Sumter

South Dakota Broadcasters Association

c/o President

Meetings: April
Elections: April
Members: 16
President. Evans A. Nord, KELO, KELO-TV, Sioux Falls
Vice-Pres.....Ross Case, KWAT, Watertown

Southern California Broadcasters Association

6047 Hollywood Blvd., Hollywood 28
Meetings: 3rd Thrusday each month
Elections: May
Members: 63 (including 4 Networks)
Chrmn. Bd.....Loyd Sigmon, KMPC
Vice-Chairman.....Howard Gray, KGIL
Secretary.....John Hansen, KABC
Treasurer.....Bob McAndrews, KBIG
Managing Dir.....Art Holbrook

Tennessee Association of Broadcasters

P. O. Box 680, Maryville
Meetings: May and October
Elections: October
Members: 56
Pres....Frank H. Corbett, WGAP, Maryville
Vice-Pres..Paul Overbay, WKPT, Kingsport
Secy.-Treas.....John H. Reese, WATE, Knoxville

Texas Association of Broadcasters

520 Capital Nat. Bank Bldg., Austin
Meetings: Spring and Fall
Elections: Fall
Members: 150
President.....Dave Morris, KNUZ, Houston
Vice-Pres.....M. F. Danbom, KTBB, Tyler
Sec.-Treas..A. Johnson, KENS, San Antonio

Utah Broadcasters Association

Box 550, Provo City
Meetings: January and June
Elections: January
Members: 18
President.....Harold Van Wagenen, KIXX,
Vice-Pres.....Jay W. Wright
Secy.-Treas....Arch G. Webb, KVOG, Ogden

Vermont Association of Radio & Television Broadcasters

c/o WJOY, Burlington, Vt.
President.....Frank A. Balch, WJOY, Burlington
Vice-Pres....John Bennett, WHWB, Rutland
Clerk...Craig S. Parker, WDEV, Waterbury
Treas....Donald Thurston, WIKE, Newport

Virginia Association of Broadcasters

c/o WPIK, Alexandria
Meetings: May or June
Elections: May or June
Members: 62 radio stations and 12 associate members
President.....Carl L. Lindberg, WPIK,
Vice-Pres.....Milton B. Henson, WREL, Lexington
Secy.-Treas.....Thomas P. Chisman, WVEC, Hampton
Leg. Chairman.....C. T. Lucy, WRVA, Richmond

Washington State Association of Broadcasters

Ronald A. Murphy, Manager
Legislative Building, Olympia
Meetings: April and October
Elections: April
Members: 50
President..Len Higgins, KTNT & KTNT-TV, Tacoma
Vice-Pres.....James W. Wallace, KPQ, Wenatchee
Secy.-Treas....Allen Miller, KWSC, Pullman

West Virginia Broadcasters Association

c/o Secretary
Meetings: Spring and fall
Elections: Spring
Members: 34
Pres....C. Tom Garten, WSAZ, Huntington
Vice-Pres.....Robert Ferguson, WTRF-TV, Wheeling
Sec.-Treas....C. Leslie Golliday, WTRF-TV, Martinsburg

Wisconsin Broadcasters Association

900 Gay Building, Madison
Meetings: 1st Tuesday in October
Elections: 1st Tuesday in October
Members: 46
President.....Hugh K. Boice, Jr., WEMP, Milwaukee
Vice-Pres...Paul Skinner, WHBL, Sheboygan
Secretary...Carl Kolata, WTTN, Watertown
Treasurer.....Mig Figi, WAUX, Waukesha
Exec. Secy.....Ed Conrad

Wyoming Assn. of Radio & TV Broadcasters

c/o Secretary
Meetings: Spring
Elections: Spring
Members: 18
President....Joseph Ernst, KWOR, Worland
Secretary..Don Tannehill, KWYO, Sheridan

INDUSTRY ORGANIZATIONS

Personnel — Addresses — Unions
Guilds — Associations — Radio-TV Groups

ACTORS EQUITY ASSOCIATION

226 W. 47 St., New York 36, N. Y.
PLaza 7-7660

OFFICERS

President ..... Ralph Bellamy
1st Vice-President ..... Raymond Massey
2nd Vice-President ..... Frank Maxwell
3rd Vice-President ..... Frederick O'Neal
4th Vice-President ..... Margalo Gillmore
5th Vice-President ..... Donald LaMon
Treasurer ..... Paul Dullzell
Recording Secretary ..... John Effrat
Exec. Sec. ..... Angus Duncan
Counsel ..... Herman E. Cooper

BRANCH OFFICES

612 N. Michigan Ave., Chicago 11, Ill.
6636 Hollywood Blvd., Los Angeles 28, Calif.
230 Jones St., San Francisco 2, Calif.
519 Jarvis St., Toronto, Ont.

COUNCIL

Royal Beal, Jeanna Belkin, Sara Bettis, Charles Blackwell, Paul B. Brown, Peggy Cass, Kendall Clark, Donald Cook, John Cornell, Staats Cotsworth, Robin Craven, Jack Dabdoub, Gordon Dilworth, Norma Doggett, Stephen Douglass, John Emery, Robert Flavelle, Eddie Foy, Jr., Florida Friebus, Larry Gates, Ruth Gillette, Margaret Hamilton, Carl Harms, Hurd Hatfield, Helen Hayes, Del Hughes, Kim Hunter, Earl Hyman, George Ives, Leo Kayworth, Dennis King, Judson Laire, Jack Leigh, Ralph Lowe, Ruth Matteson, Ruth McDevitt, Roddy McDowall, Patrick McVey, Edith Meiser, Thomas Mitchell, May Muth, Robert Newkum, Lloyd Nolan, Bibi Osterwald, Leonard Patrick, Robert Preston, William Redfield, Howard Roberts, Mary Roche, William Roerick, Polly Rowles, Edmon Ryan, Dorothy Sands, James Schlader, Hiram Sherman, Jean Sincere, Cornelia Otis Skinner, Margot Stevenson, Stanley Tackney, Ann Thomas, Lucia Victor, Jeff Warren, Jane White, Lois Wilson, Blanche Yurka.

THE ADVERTISING COUNCIL, INC.

25 West 45th Street, New York 36, N. Y.
JUdson 2-1520

OFFICERS

Chairman ..... Louis N. Brockway
Vice-Chairman ..... Lee H. Bristol
Vice-Chairman ..... Leo Burnett
Vice-Chairman ..... John C. Sterling
President ..... Theodore S. Repplier
Vice-President ..... Allan M. Wilson
Vice-President ..... George P Ludlam
Secretary ..... Frederic R. Gamble
Treasurer ..... Paul B. West
Radio-TV Director ..... Gordon C. Kinney
Pub. Rel. Director ..... Maxwell Fox

BRANCH OFFICES

1200 18th Street, NW, Washington 6, D. C. STerling 3-9153. T. S. Repplier, President.

203 N. Wabash Ave., Chicago 1, Ill. RAndolph 6-1753. L. S. Schwartz, midwest representative.

1680 N. Vine Street, Hollywood 28, Cal. HO 7-7166. Robert Grey, West Coast Representative.

425 Bush Street, San Francisco 8, Cal. GA 1-6868. Charles W. Collier, (AAW).

FUNCTIONS

A non-profit organization representing all phases of advertising and dedicated to the uses of advertising in the public service.

ADVERTISING FEDERATION OF AMERICA

250 W. 57th St., New York 19, N. Y.
Circle 6-2431

OFFICERS

Chairman of the Board ..... R. M. Feemster
Vice-Chairman of the Board ..... James S. Fish
Pres., Gen. Mgr. ..... C. James Proud
Secretary ..... Lorretto Fox
Treasurer ..... Ralph Winslow

BRANCH OFFICE

734 15th St., N. W., Washington 5, D. C. Phone: EXecutive 3-4268. Washington Rep., William P. Tidwell.

FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising:

To help make advertising increasingly more effective.

To raise continually higher standards of advertising practice.

To promote better public understanding of advertising.

To promote cooperative effort in advertising.

To encourage improvement in advertising education.

ADVERTISING RESEARCH FOUNDATION, INC.

3 East 54th St., New York 22, N. Y.
PLaza 1-5656

OFFICERS

Chairman ..... Wallace H. Wulfeck
Vice-Chairman ..... Ben R. Donaldson
President ..... William A. Hart
Treasurer ..... Arno H. Johnson
Managing Director ..... A. W. Lehman
Tech. Dir. ..... Darrell B. Lucas
Gen. Consul. ..... Gilbert H. Weil

FUNCTIONS

To further scientific practices in advertising and to promote greater effectiveness in advertising and marketing through impartial and objective research.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

420 Lexington Ave., New York 17, N. Y.
LExington 2-7980

OFFICERS

Chairman of the Board ..... Melvin Brorby
Vice-Chairman ..... Davis Danforth
President ..... Frederic R. Gamble
Secretary-Treasurer ..... Ross H. Ryder
Vice-Presidents .. Richard L. Scheidker, Kenneth Godfrey, A. A. Nelson, Richard Turnbull
Exec. Sec'y-Treas. ..... W. H. Haase

WESTERN REGION OFFICE

235 Montgomery St., San Francisco, Calif. Phone: YO 6-2200 Staff Exec., John L. Delmar

FUNCTIONS

The national organization of the advertising agency business. Aims: To foster, strengthen and improve the advertising agency business; to advance the cause of advertising as a whole; to give service to members.

AMERICAN COMMUNICATIONS ASSOCIATION

5 Beekman St., New York 38, N. Y.
COrtlandt 7-1374

OFFICERS

President.....Joseph P. Selly
Secty.-Treas.....Joseph F. Kehoe
Vice-Pres.....William Bender

BRANCH OFFICES

Eastern Branch, 1737 Chestnut Street, Phila. 3, Pa. Phone: LO 4-1251. Mort Borrow, Chairman.

Atlantic Branch, 5 Beekman St., N. Y. C. 38, N. Y. Phone: CO 7-1734. W. Bender, Chairman.

FUNCTIONS

Independent Union, Broadcast Department devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors.

AMERICAN FEDERATION OF MUSICIANS

425 Park Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

Pres.....James C. Petrillo
Vice-Pres.....C. L. Bagley
Secretary.....Leo Cluesmann
Treasurer.....George V. Clancy

EXECUTIVE COMMITTEE

Wm. J. Harris, Stanley Ballard, Herman D. Kenin, Lee Repp, Walter M. Murdoch.

BRANCH OFFICES

175 W. Washington St., Chicago 2, Ill. Phone: STate 2-0063.

220 Mt. Pleasant Ave., Newark 4, N. J. Phone Humboldt 2-8010. Leo Cluesmann, Secretary.

AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA)

15 West 44th Street, New York 36, N. Y.
MUrray Hill 7-1810

NATIONAL OFFICERS

President.....Clayton Collyer
1st Vice-Pres.....Ken Carpenter
2nd Vice-Pres.....Eleanor Engle
3rd Vice-Pres.....Virginia Payne
4th Vice-Pres.....Wanda Ramey
5th Vice-Pres.....Evelyn Freyman
6th Vice-Pres.....Don Courtnay
7th Vice-Pres.....Gaines C. Batson
Recording Sec.....Stanley Farrar
Treasurer.....Travis Johnson
Nat'l. Exec. Sec.....Donald F. Conaway
Counsel.....Mortimer Becker
Dir., Central Region.....Raymond A. Jones
Dir., Western Region.....Claude L. McCue

BRANCH OFFICES

6331 Hollywood Blvd., Hollywood 28, Calif. HOllywood 4-5125. Claude L. McCue, Western Regional Director.

102 E. Hubbard St., Chicago 11, Ill. WHitehall 3-1344. Raymond A. Jones, Central Regional Director.

FUNCTIONS

Union affiliated with A. F. of L., representing radio and TV performers (actors, singers, announcers), for collective bargaining purposes.

AMERICAN GUILD OF MUSICAL ARTISTS

247 West 46th St., New York 36, N. Y.
COlumbus 5-3687-8-9

NATIONAL OFFICERS

Honorary President.....Lawrence Tibbett
President.....John Brownlee
1st Vice-President.....Jascha Heifetz
2nd Vice-President.....Leopold Sachse
3rd Vice-President.....Betty Stone
4th Vice-President.....Regina Resnik
5th Vice-President.....Tilda Morse
Treasurer.....Abba Bogin
Recording Secretary.....Elizabeth Hoeppel
National Executive Secretary.....Hyman R. Faine

BRANCH OFFICES

6636 Hollywood Blvd., Hollywood, Cal. Phone: HO 2-2334. Lee Harris, Rep.

Financial Center Bldg., Oakland, Calif. Phone: GL 2-1408, Charlotte Cohelan, Rep.

215 S. Broad St., Philadelphia, Pa. Phone: KI 5-4310. Edward Davis, Rep.

100 W. Monroe St., Chicago, Ill. Phone: CE 6-9050. Sanford Wolff, Rep.

704 Bellevue N., Seattle 2, Wash., Phone: CA 0438, George Peckham, Rep.

FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artists of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

AMERICAN GUILD OF VARIETY ARTISTS (AGVA)

110 West 57th St., New York, N. Y.
Phone: Circle 6-7130

President.....Georgie Price
1st Vice-Pres.....Penny Singleton
2nd Vice-Pres.....Joe Campo
3rd Vice-Pres.....Joe Evans
Treasurer.....Joe Smith
Recording Secy.....Sally Winthrop
Nat'l. Admin. Secy.....Jackie Bright

BRANCH OFFICES

110 W. 57th St., N. Y. 19, N. Y.; Phone: CI 6-7130
Eastern Regional Director.....Lou Smolev
64 W. Randolph St., Chicago, Ill.; Phone: CEntral 6-5561
Mid-West Regional Director.....Ernie Fast
6513 Hollywood Blvd., Hollywood 28, Calif.; Phone: HOllywood 4-8281
Western Regional Director.....Irvin Mazzei

FUNCTIONS

A branch of the Associated Actors and Artistes of America (AFL-CIO); AGVA is the labor union for performers in the Variety Field of the entertainment industry.

AMERICAN MARKETING ASSOCIATION

27 East Monroe St., Chicago 3, Ill.
CEntral 6-8306

OFFICERS

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Pres.-Elect.....Wendell L. Smith
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FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

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575 Madison Ave., New York 22, N. Y.
MUrray Hill 8-8800

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FUNCTIONS

ASCAP is a performing right society through which commercial users of music obtain clearance of the right to perform publicly for profit the copyrighted works of its members.

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501 Madison Ave., New York 22, N. Y.
ELdorado 5-7281

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American Women in Radio and Television, Inc. is a self-supporting, non-profit organization open to all women professionally engaged in creative and administrative work in the radio and television industry or in industries directly related to radio and television broadcasting. Its purpose is to make each member a greater asset to her station and network, her clients, her community, and her country.

ART DIRECTORS CLUB OF NEW YORK

115 East 40th Street, New York 16, N. Y.
Phone: MUrray Hill 5-4340

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President ..... Walter Grotz
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2nd Vice-Pres. ..... Edward R. Wade
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FUNCTIONS

To elevate the standard of integrity, honor and courtesy, and the quality of service rendered in the practice of the vocation of the Art Director. To encourage and maintain, honesty, frankness and fairness in all matters involving Art Directors and those with whom they deal.

ARTISTS' REPRESENTATIVES ASSOCIATION, INC.

1270 Ave. of the Americas, New York 20, N. Y.
CIrcle 6-1379

OFFICERS

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BRANCH OFFICES

203 N. Wabash Ave., Chicago, Ill.
754 Century Bldg., Pittsburgh, Pa.
116 New Montgomery, San Francisco, Calif.
301 Fox Bldg., Detroit, Mich.

FUNCTIONS

The promoting of high ethical standards in the conduct of the business of artist's representatives and the fostering of better understanding among the people engaged in such business and the amusement field generally. To protect the agents.

ASSOCIATION FOR PROFESSIONAL BROADCASTING EDUCATION

1771 N. Street, N. W., Washington 6, D. C.
Phone: DE 2-9300

OFFICERS

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FUNCTIONS

The purpose of the Association is to promote better understanding between broadcasters and schools which offer pre-professional training in the broadcast media.

ASSOCIATED MUSIC PUBLISHERS, INC.

589 Fifth Ave., New York 17, N. Y.
1 West 47th St., New York 36, N. Y.
PL 9-8470

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FUNCTIONS

Publisher and distributor of serious music in the United States and representative of many principal serious music catalogs of Europe.

ASSOC. OF CANADIAN ADVERTISERS, INC.

701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario
EMpire 3-8046

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FUNCTIONS

An organization of Canadian companies promoting long-range, scientific development of advertising and marketing.

ASSOCIATION OF MAXIMUM SERVICE TELECASTERS, INC.

1735 DeSales St., N. W., Washington 6, D. C.
Phone: District 7-5412

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FUNCTIONS

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Oxford 7-5950.

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24 East 39th Street, New York 16, N. Y.
OXford 7-5300

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FUNCTIONS

To maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.

THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.
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FUNCTIONS

National business organization of authors in the publication field.

THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.
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FUNCTIONS

The national business organization of authors and dramatists.

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437 Fifth Ave., New York 16, N. Y.
MUrray Hill 5-0888

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Transcription Assistant ..... Marion Moss
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United Nations Office Room C-309, United Nations, N. Y. Plaza 4-1234, Ext. 3121. F. D. Walker, U. N. Correspondent.

907 Natl. Press Bldg., Washington, D. C. Phone: EXecutive 3-1465. Christopher Serpel, Douglas Willis, Washington correspondent.

BRITISH INFORMATION SERVICES, RADIO-TV DIVISION

45 Rockefeller Plaza, New York 20, N.Y.
CIrcle 6-5100
Director ..... Rodney C. Chalk

FUNCTIONS

Produce and distribute Radio-TV public service programs: film and tape news features.

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ORegon 9-2968

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Phone: HOllywood 4-7464. George Heimrich, Director.

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535 Fifth Ave., New York 17, N. Y.
MUrray Hill 7-1668
Manager ..... Martin Lawrence
Editor ..... Julienne (Judy) Dupuy

FUNCTIONS

Publishers of TV film program directories; Station & Film Who's Who and What's Where; Film Newsletter, "Facts, Figures and Film."

BROADCAST MUSIC, INC. (BMI)

589 Fifth Ave., New York 17, N. Y.
PLaza 9-1500

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FUNCTIONS

The function of BMI is to license to music users public performing rights in the music of a group of affiliated publishers, writers and organizations.

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FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purpose of friendship and education. The Club shall be a central house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about the history of the Radio industry and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information would make a valuable contribution to the public interest."

BROADCASTERS' PROMOTION ASS'N., INC.

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New York 17, N. Y.
Phone: MUrray Hill 7-0808

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FUNCTIONS

A non-profit organization dedicated to the advance-

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FUNCTIONS

The Association was formed for the betterment of broadcasting activity by furthering the recognition, organization and extension of promotional activity as an essential function in the broadcasting-telecasting business; by increasing the effectiveness of broadcasters' promotion personnel through contacts with one another, and with representatives of related business, through the exchange of information and ideas, and through consequent improvement of promotion methods, research principles and techniques; and by assisting broadcasters to secure competent personnel for promotion work.

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MAyfair 9464

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FUNCTIONS

A co-operative organization for the standardization and analysis of facts about radio and television.

CANADIAN ASSOCIATION OF RADIO & TELEVISION BROADCASTERS

108 Sparks St., Ottawa 4, Canada
CE 3-4035

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SALES OFFICE

200 St. Clair Avenue, West, Toronto 7, Ont. Phone: WAlnut 2-3334. C. W. Fenton, Sales Director, Radio; Karl Steeves, TV.

FUNCTIONS

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organization of 146 privately owned (independent) radio broadcasting stations and 32 television stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.

120 W. 45th Street, New York 36, N. Y.
CIrcle 6-5566

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FUNCTIONS

Social and charitable organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. In particular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

COMPOSERS AND LYRICISTS GUILD OF AMERICA

101 Park Ave., New York, N. Y.
LE 2-2333
12924 Sarah Street, North Hollywood, Calif.
HO 2-1353; SU 2-8377

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FUNCTIONS

CLGA was organized to represent composers (music and/or words) in screen, radio, TV, stage recording and transcription in establishing minimum terms and improved conditions in their employment relationships.

COUNTRY & WESTERN MUSIC BROADCASTERS ASSOCIATION

730 Fifth Ave., New York 19, N. Y.
Phone: COlumbus 5-3530

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FUNCTIONS

Sharing of Country and Western projects, research surveys, merchandising, promotion, and programming, in an effort to bring savings to the local station, which can be passed to national advertisers.

THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39th St., New York 16, N. Y.
MUrray Hill 9-4950

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FUNCTIONS

The national business organization of dramatists.

EPISCOPAL ACTORS GUILD OF AMERICA, INC.

1 East 29th St., New York, N. Y.
MUrray Hill 5-2927

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FUNCTION

Cultural, social, philanthropic. Membership opened to actors and friends of the theatre. Not denominational in its services. National headquarters, Church of the Transfiguration (Little Church Around The Corner.)

FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington 25, D. C.
EXecutive 3-6800

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FUNCTIONS

Under several laws designed to promote free and fair competition in interstate trade, the Commission takes action against monopolistic and deceptive practices and publishes economic studies of factors affecting the competitive economy.

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39 Broadway, New York 6, N. Y.
Phone: WHitehall 3-7376

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15 East 48th St., New York 17, N. Y., PLaza 1-1920
Legal Counsel .....John Wheeler, Wheeler & Alpert 39 Broadway, New York 6, N. Y., WH 3-7376

BOARD MEMBERS

F. C. Wood, Jr., Sound Masters; Peter Mooney, Audio Prodns.; Walter Lowendahl, Transfilm; David Pincus, Caravel Films; Stephen Elliot, Elliot, U & E; Robert Lawrence, Lawrence Prodns.; Harold Wondsel, WCD.

FUNCTIONS

At monthly meetings and through active committees, FPA works to advance the motion picture industry in all its branches—to achieve recognition for contributions made, disseminate information, stabilize labor relations. Recently, FPA voted Assoicate Memberships to a number of the laboratories and other services and suppliers who wished to participate in the promotion of the New York film industry.

FM BROADCASTERS ASSOCIATION OF SOUTHERN CALIFORNIA

6399 Wilshire Blvd., Los Angeles 48, Calif.
WE 6-1186

President.....John B. Kiefer
Secretary.....Maurice Buchen

THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA

972 Fifth Ave., New York 21, N. Y.
REgent 4-1501

Director .....Pierre Crenesse
Ass't. Dir.....Alice Lewitin
Administrator .....Suzanne Weltman
Program Director .....Maxine Skwirsky
Public Relations .....Robert Powers

FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the good will and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

THE INSTITUTE OF RADIO ENGINEERS, INC.

1 East 79th St., New York 21, N. Y.
LEhigh 5-5100

OFFICERS

President .....Donald G. Fink
Vice-Pres. .....C. E. Granqvist
Treasurer .....W. R. G. Baker
Secretary .....Haraden Pratt
Editor .....J. D. Ryder
Exec. Sec'y. .....G. W. Bailey

DIRECTORS

G. S. Brown, R. I. Cole, W. H. Doherty, G. A. Fowler, A. N. Goldsmith, H. R. Hegbar, J. T. Henderson, E. W. Herold, A. V. Loughren, R. L. McFarlan, K. V. Newton, D. E. Noble, A. B. Oxley, F. A. Polkinghorn, E. H. Schulz, Samuel Seely, D. B. Sinclair, Ernst Weber, J. R. Whinnery.

FUNCTIONS

An incorporated non-profit organization having as its object the advancement of the theory and practice of radio and electronics, including allied branches of engineering and all related arts and sciences.

JEWISH THEATRICAL GUILD OF AMERICA, INC.

1564 Broadway, New York 36, N. Y.
PLaza 7-5237

Chairman, Bd. of Trustees....Wm. Degen Weinberger
President .....Eddie Cantor
Exec. Vice-Pres.....Harry E. Gould
1st Vice-Pres.....George Jessel
Vice-Presidents .....Jack Benny, Emil Friedlander, Dr. Leo Michel, Ted Lewis, Dr. George H. Solomon, Wm. Morris, Jr., James Sauter, Milton Weintraub.
Treasurer .....Abe Lastfogel
Asst. Treasurer.....Nat Lefkowitz

Legal Committee.....Henry M. Katz
Chaplain.....Rabbi Abraham Burstein
Executive Secretary.....Leonard B. Sang

FUNCTION

Non-sectarian theatrical assistance agency.

JOINT COMMITTEE ON EDUCATIONAL TELEVISION

1785 Massachusetts Ave., N.W., Washington 6, D. C.
HUdson 3-6620
Chairman.....Dr. Albert N. Jorgensen, Nat'l Assn. of State Universities
Vice-Chairman.....James H. Denison, Assn. of Land-Grant Colleges and State Universities.
Executive Director.....Ralph Steetle
Ass't. Dir. .....David C. Stewart
Eng. Cons. .....Cyril M. Braum

JCET MEMBERS

Dr. Finis E. Engelman, American Assn. of School Administrators; Dr. Carroll V. Newsom, American Council on Education;Dr. Edgar Fuller, Council of Chief State School Officers; Dr. Harry K. Newburn, Educational Television and Radio Center; Dr. Burton Paulu. Nat'l Assn. of Educational Broadcasters; Edward L. Ryerson, National Citizens Committee for Educational Television; Mrs. Cecil S. Garey, Nat'l Congress of Parents & Teachers Dr. Lyle Ashby, National Education Association of the United States.

FUNCTIONS

The JCET represents national educational interests in TV channels reserved for education.

THE LAMBS

130 W. 44th St., New York 36, N. Y.
JUdson 2-1515

OFFICERS

Shepherd .....William Gaxton
Boy .....Loring Smith
Corresponding Secretary.....Bobby Clark
Recording Secretary .....Frank Thomas, Jr.
Treasurer .....Frank Leslie
Librarian .....Ed Begley

DIRECTORS

Mickey Alpert, Edward H. Ford, John W. Hundley, Jack Whiting, Martin Begley, Joseph S. Buhler, Henry Gladstone, H. Pierson Mapes, Conrad Nagel, Eddie Dowling, Bert Lahr, Herman Phillips, Clarence Jacobson, Thomas MacLeod, Emil Friedlander.

LIFE DIRECTORS EX-SHEPHERDS: Fred Waring, Walter N. Greaza.

FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons, engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

LEAGUE OF ADVERTISING AGENCIES, INC.

220 W. 42nd St., New York 36, N. Y.
LAckawanna 4-9735

OFFICERS

President .....Lester Harrison
Exec. Sec'y.....Julian Ross
Vice-Presidents .....Bernard M. Reiss, Alfred J. Siesel, Max Pearlman
Secretary .....Ben Bliss
Treasurer .....Hy Blumberg
Legal Counsel.....Louis N. Field, Morton J. Simon
Fiscal Advisor.....Lucius H. Coleman
Public Relations Counsel.....Bosh Stack

MOTION PICTURE INDUSTRY CREDIT GROUP, NATIONAL ASSOCIATION OF CREDIT MEN

229 Fourth Ave., New York 3, N. Y.
ORegon 4-5100
Chairman.....Joseph A. Tanney
Vice-Chairman .....Kern Moyse
Secretary .....William McAdam

EXECUTIVE COMMITTEE

Kern Moyse, S. C. Bobbins, Daniel Nemeth, Joseph Tanney, Anthony Termini.

FUNCTIONS

Provides credit-reporting services and credit group activities (basically a monthly membership meeting). Credit reports of several varieties and provides continuous information on financal status of mutual customers. Membership open to organizations supplying services, facilities, equipment or supplies to motion picture and television.

MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION OF GREATER NEW YORK, NO. 22102, A.F.L.-C.I.O.

1270 Sixth Avenue, New York 20, N. Y.
CO. 5-7362
President .....Robert Miller
Vice-President .....Joe Santly
Treasurer .....Jack Perry
Executive Secretary.....Bob Miller

MEMBERS OF EXECUTIVE COUNCIL

Bob Baumgart, Bert Haber, Leo Diston, Mickey Garlock, Mac Kooper, Jerry Lewin, Bernie Pollack, Sammy Smith, Murray Luth, Moe Shulman, Ed Burton.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill., Morton Schaeffer, Regional Dir.; 1491 N. Vine St., Hollywood, Cal., Lucky Wilber, Regional Dir.; 225 - 26th St., Santa Monica, Cal., Al Comparte, Reg. Secy.; 36 E. 5th St., Cincinnati, Ohio, Danny Engel, Reg. Director.

FUNCTIONS

Labor Union.

MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

460 Park Ave., New York, N. Y.
PLaza 1-1930

OFFICERS

Chairman of the Board.....Walter G. Douglas
President .....Louis Bernstein
Vice-President .....Jack Mills
Secretary.....J. J. Bregman
Treasurer .....Maurice Scopp
Agent and Trustee.....Harry Fox

NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

9216 Sunset Blvd., Los Angeles 46, Calif.
Phone: CRestview 4-5209
Exec. Secy. .....Thomas Freebairn-Smith
200 Central Park South, New York 19, N. Y.
Phone: JUdson 6-3833
Exec. Dir. .....Kenneth Leedom

NATIONAL OFFICERS

President .....Ed Sullivan
1st Vice-Pres.....Harry S. Ackerman
2nd Vice-Pres .....Mark Goodson
Secretary .....Robert Longenecker
Treasurer .....Lawrence Langner

CHAPTER OFFICERS

(Los Angeles)
President .....Harry S. Ackermann
1st Vice-Pres.....Sheldon Leonard
2nd Vice-Pres. .....Frederick de Cordova
Secretary .....Jane Wyatt
Treasurer .....Loren L. Ryder
(New York)
President .....Mark Goodson
1st Vice-Pres.....Robert F. Lewine
2nd Vice-Pres. .....Hubbell Robinson, Jr.
Secretary .....William J. Bratter
Treasurer .....Lawrence Langner

FUNCTIONS

National non-profit organization dedicated to advancement of arts and sciences of television. One of most important functions is annual awarding of the coveted "Emmy" for outstanding achievement in television industry.

NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION

882 Victoria Ave., Los Angeles, Cal.
WEbster 4-7830

OFFICERS

President.....Mrs. Clara S. Logan
Vice-Pres.....Dr. Lee DeForest
Secretary.....Mrs. Victor Roberts
Treasurer.....Mrs. Gertrude Blackstock

FUNCTIONS

To co-ordinate the interest of civic, religious, educational, business and labor organizations and individuals for the purpose of encouraging the presentation of radio and television programs of high standards.

NATIONAL ASSOCIATION OF BROADCASTERS

(For Complete Listing See NAB Section)

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46th St., New York 36, N. Y.
JUdson 2-5130

OFFICERS

National Chairman.....Oliver W. Nicoll

COUNCILS

27 W. 46th St., New York 36, N. Y. Phone: Judson 2-5130. Oliver W. Nicoll, Chairman, New York Council: 341 Menomonee St., Chicago 14, Ill. Phone: MOhawk 4-3592, H. Walter Thompson, Chairman, Chicago Council: 6331 Hollywood Blvd., Hollywood 28, Calif. Phone: HIllside 5125. Claude McCue, Chairman, Hollywood Council.

CORRESPONDING OFFICES

Washington, D. C.; Albuquerque, N. M.; Atlanta, Ga.; Boston, Mass.; Charlotte, N. C.; Cincinnati, Ohio; Cleveland, O.; Dallas, Texas; Denver, Colo.; Detroit, Mich.; Durham, N. C.; Erie, Pa.; Fort Wayne, Ind.; Fort Worth, Tex.; Independence, Mo.; Indianapolis, Ind.; Kansas City, Mo.; Kenosha, Wis.; La Crosse, Wis.; Louisville, Ky.; Madison, Wis.; Miami, Fla.; Milwaukee, Wis.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Norfolk, Va.; Omaha, Neb.; Peoria, Ill.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Pueblo, Colo.; Racine, Wis.; Raleigh, N. C.; Rochester, N. Y.; Salt Lake City, Utah; San Francisco, Cal.; Schenectady, N. Y.; Seattle, Wash.; Sioux City, Iowa; St. Louis, Mo.; Syracuse, N. Y.; Utica, N. Y.

FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where their mutual interests coincide.

NATIONAL ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS (NABET) AFL-CIO-CLC

80 E. Jackson Blvd., Chicago 4, Ill.
WA 2-2462

International President.....George Smith
International Vice-President.....Eugene Klump
International Exec. V. P.....G. Tyler Byrne
International Sec'y-Treasurer.....Arthur Hjorth
Canadian Sec'y-Treasurer.....Jiacomo Papa

BRANCH OFFICES

48 W. 48th St., New York 36, N. Y.; 6223 Selma Ave., Hollywood 28, Calif.; 335 Hayes St., San Francisco, 373 Church St., Toronto, Ont.; 35 Court St., Buffalo; 1410 Stanley, Montreal, P. Q.

FUNCTIONS

NABET has contracts for its 5,500 members with ABC, NBC, and 92 Independent radio and TV stations and film studios in the United States and with CBC and more than 20 independent stations in Canada.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

11 Gregory Hall, Urbana, Ill.
Urbana 7-6611, Ext. 3394

OFFICERS

President.....Burton Paulu
Vice-President.....Richard Hull
Treasurer.....Robert J. Coleman
Secretary.....Jack McBride
Executive Director.....Harry J. Skornia

DIRECTORS

Region 1: Arthur Weld, Jr., Syracuse U.; Region II: Vernon Bronson, Dade County Bd. of Public Instruction, Miami, Fla.; Region III: Ola Hiller, WFBE, Flint, Michigan Public Schools; Region IV: Richard F. Vogl, Iowa State College, Iowo; Region V: Robert Schenkkan, University of Texas, Austin; Region VI: Edwin Adams, University of Washington, Seattle.

BRANCH OFFICE

2500 Municipal Bldg., New York 7, N. Y.
WH 3-3600, Seymour N. Siegel, Past President

FUNCTIONS

Representing non-commercial, educational AM, FM and TV stations, workshops and production centers owned and operated by colleges, universities, school systems, State systems, community organizations, and public-service agencies.

NATIONAL ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.
Circle 7-8194

OFFICERS

President.....Fred Waring
General Counsel.....Alfred Rice

FUNCTIONS

To acquire for performing artists copyright protection by amending the copyrght law.

NATIONAL AUDIENCE BOARD, INC.

152 East End Ave., New York 28, N. Y.
TRafalger 9-6070

Officers

President.....Peter Goelet
Exec. Vice-Pres.....Bernard F. Kamins
Treasurer.....David J. Colton
Secretary.....Harriet Williams

Branch Offices

239½ S. Beverly Dr., Beverly Hills, Calif., CRestview 1-8141, Bernard F. Kamins, Exec. V. P.; 625 Cheney St., San Francisco 12, Calif., JUniper 5-7575, Hal Light, Coordinator.

Functions

To represent the public to the broadcasting industry; to crystallize public opinion in radio and television programming; to act as a liasion group between the public and the broadcasting industry.

NATIONAL BETTER BUSINESS BUREAU, INC.

Chrysler Bldg., New York 17, N. Y.
MUrray Hill 6-3535

OFFICERS

Chmn. of Bd.....William G. Werner
Vice-Chmn.....Lowell Schumway
President.....Kenneth B. Willson
Exec. V. P.....Allan E. Bachman
Secretary.....William E. Steers
Treasurer.....Wallace E. Campbell

DIRECTORS

Willcox B. Adsit, Claude Alexander, Edward J. Breck, Warren Burke, Wallace E. Campbell, Harry M. Dunlap, William A. Dyer, Jr., R. H. MacEachen, Winston L. May, Jr., Edward J. McCabe, Jr., Frank P. McGowan, Robert E. Healy, Virgil W. Milton, DeWitt J. Paul, Lowell Shumway, Frank F. Soule, John A. Sooner, William E. Steers, William G. Werner.

FUNCTIONS

Founded in 1912 to promote "Truth-in-Advertising." Aids advertisers and media to avoid false and deceptive advertising; helps the public to obtain maximum satisfaction in its relations with business.

NATIONAL COMMUNITY TELEVISION ASSOCIATION, INC.

714 Perpetual Bldg., 1111 E. St., N. W. Washington 4, D. C.
Phone: ME 8-1415

President.....George J. Barco
Vice-Pres.....Glen Flinn

Treasurer ..... Clive Runnells, Jr.
Secretary ..... A. J. Malin
Exec. Dir. ..... Edward P. Whitney

FUNCTIONS

Promote the development of community antenna television systems throughout the United States through techniques normally employed by national trade associations.

NAT. TELEVISION FILM COUNCIL

1639 Broadway, New York 19, N.Y.
JUdson 6-5444

OFFICERS

Honorary Lifetime Pres. ..... Melvin L. Gold
President ..... Robert Gross
Exec. V. P. ..... William J. Reddick
Exec. Sec'y. ..... Bernie Haber
General Sec'y. ..... Sally Perle
Treasurer ..... Lou Feldman
V. P., Production ..... Hal Seeger
V. P., Distribution ..... Sydney A. Mayers
V. P., Agencies ..... Don T. Widlund
V. P., TV Stations ..... Edward Hamilton
V. P., Membership ..... Joseph T. Dougherty

DIRECTORS

John J. Schneider, Chr.; Dr. Alfred N. Goldsmith, E. P. Genock, Waldo Mayo, Arche A. Mayers, Marshall G. Rothen, Dave O'Shea, Charles W. Carpenter, Donald Mack, Nicholas Farkas, Peter Keane.

FUNCTIONS

NTFC provides a hub for the interchange of ideas among all segments of the television film industry, with a view to mutual cooperation and help, and the general promotion and betterment of films on television.

NATIONAL VARIETY ARTISTS, INC.

1674 B'way, New York 19, N. Y.
COlumbus 5-0956

OFFICERS

President ..... Louis Handin
Treasurer ..... Lester Rose

DIRECTORS

Leah Behrmann, Bessie Clifford, Harry Freeman, Leo Mayer, Lillian McNeill, Frank O'Connell, Edna Osborne, Lillian Sollisch, Joe Woods, Lillian Weed, Lou Wills.

NEGRO ACTORS GUILD OF AMERICA, INC.

1674 Broadway, New York 19, N. Y.
CIrcle 5-4343

OFFICERS

President ..... Leigh Whippter
Vice-President ..... Edith Wilson
Executive Secretary ..... Virginia Girvin
Treasurer ..... A. Edward Walters
Recording Secretary ..... Evelyn Davis McBride
Admin. Secy. ..... Thomas W. Moseley
Chaplain ..... Dr. John H. Johnson
Counsel ..... Simon Finestein, Percy Sutton

NEWSPAPER REPORTERS ASSOCIATION OF NEW YORK CITY, INC.

Hotel Manhattan, New York, N. Y.
President ..... Arthur Rosenfeld
1st Vice-Pres. ..... Alfred Turk
2nd Vice-Pes. ..... Thomas D. Zumbo
Secretary ..... Edward V. McCarthy
Treasurer ..... Benjamin Finkelstein
Financial Secy. ..... James Antone
Sergeant-at-Arms ..... James J. Pierce

PHILA. RADIO & TV BROADCASTERS ASSOC.

215 South Broad St., Philadelphia 7, Pa.
President ..... Robert A. Klein
Vice-President ..... Patrick J. Stanton
Secretary ..... John R. Mahoney
Treasurer ..... William B. Caskey
Executive Director ..... Austin Marshall

BRANCH OFFICE

Radio Station WPEN, 2212 Walnut St., Philadelphia 3, Pa. LOcust 4-6000

FUNCTIONS

To initiate and promote studies of all phases of radio and television broadcasting.

PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.
COlumbia 5-7362

OFFICERS

Honorary President ..... Rocco Vocco
President ..... Robert Miller
Vice-President ..... Joseph Santly
Treasurer ..... Jack Perry
Executive Director ..... Bob Miller
Board of Governors ..... Bob Baumgart, Bert Haber, Leo Diston, Mickey Garlock, Mac Kooper, Moe Shulman, Bernie Pollack, Jerry Lewin, Sammy Smith, Bob Baumgart, Ed Burton.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director ..... Morton Schaefer
1491 N. Vine St., Los Angeles, Calif.
Regional Director ..... Lucky Wilber
36 E. 5th St., Cincinnati, O.
Regional Director ..... Danny Engel
225 - 26th St., Santa Monica, Calif.
Regional Secretary ..... Al Comparte

FUNCTIONS

Charitable and Benevolent Organization.

RADIO FREE EUROPE

Two Park Ave., New York 16, N. Y.
Phone: LE 2-8902
Director ..... W. J. Convery Egan
Deputy Dir. ..... Thomas H. Brown, Jr.
Ass't Dir. ..... John L. Dunning
Program Dir. ..... Mucio Delgado
PR Dir. ..... Alton Kastner
Tech. Dir. ..... Claude Harris
Deputy Eur. Dir. (Munich) ..... Erik Hazelhoff
Mng. Dir. (Lisbon) ..... Henry Lolliot

FUNCTIONS

Radio Free Europe, a private organization supported by contributions of the American people to Crusade for Freedom, transmits programs over 29 transmitters to Czechoslovakia, Poland, Hungary, Bulgaria and Romania. Its programs of truthful news and information about the free world and the Iron Curtain countries assist the captive people in their endeavor to establish free democratic societies, representative government, national sovereignty and full personal liberties in their lands.

RADIO ADVERTISING BUREAU INC.

460 Park Ave., New York 22, N. Y.
MUrray Hill 8-4020

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Vice-President and General Manager ..... John F. Hardesty
V.P., Dir. of Sls. Admin. ..... Sherril W. Taylor
Director of Promotion ..... Miles David
Asst. Secy.-Treas. ..... William L. Morison

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WHDH, Boston, Mass.
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Washington Post Bcst. Div.
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WDAK, Columbus, Ga.
Chrmn. of Finance Committee ..... John S. Hayes
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WMRN, Marion, Ohio; Weston C. Pullen, Jr., Time, Inc., New York, N. Y.; William E. Rine, Storer Broadcasting Co., Cleveland, Ohio; Paul Roberts, MBS, New York, N. Y.; Don Searle, KXXX, Colby, Kans.; Lester Smith, KJR, Seattle, Wash.; Ben Strouse, WWDC, Washington, D. C.; Kevin B. Sweeney, RAB, New York, N. Y.; Donald W. Thornburgh, WCAU, Philadelphia, Pa.; Allen M. Woodall, WDAK, Columbus, Ga.; Adam J. Young, Jr., Adam J. Young, Inc., New York, N. Y.

FUNCTIONS

To sell national and regional advertisers on the concept of Radio as an advertising medium; and through media and product research to develop sales aids for the use of member stations in selling greater volumes of business at the local level.

RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSOCIATION

527 Lexington Ave., New York 17, N. Y.
PLaza 1-2720

OFFICERS

President ..... Julian Anthony
1st Vice-President ..... Nick Archer
2nd Vice-President ..... Herb Schwartz
Sergeant-at-Arms ..... George Jordan
Secretary ..... Ruth Marcinak
Ass't Sec'y ..... Charles Campbell
Treasurer ..... Richard Milbauer
Exec. Secy. ..... Marie A. Durso

BOARD OF GOVERNORS

Chairman: Lou Hutt; Julian Anthony, Nick Archer, Robert F. Donahue, Roy D. Edwards, George Jordan, Burt Reinhardt.

FUNCTION

To promote and protect the professional interests and welfare of working newsmen in radio, television and newsreels.

RADIO AND TELEVISION DIRECTORS GUILD (A.F. OF L.)

114 East 52nd St., New York 22, N. Y.
PLaza 9-0949

OFFICERS

President ..... Kirk Alexander
1st Vice-President ..... Stuart Phelps
2nd Vice-President ..... Clifford Braun
3rd Vice-President ..... Harold Davis
Secretary ..... Tom Donovan
Treasurer ..... John Dillon
Exec. Dir. ..... Newman H. Burnett

NATIONAL BOARD

New York: Kirk B. Alexander, Lamar Caselli, Hal Davis, John J. Dillon, Tom Donovan, H. Wesley Kenney, Robert Priaulx, Ken Fickett, Ralph F. Warren.

Hollywood: Jack Donohue, John F. Shea, Jr., Mikel Kane, William A. Bennington, Stuart W. Phelps.

Cleveland: Carl Heiset.

Washington: Frank Slingland.

Detroit: Shields Dierkes.

Chicago: Herbert J. Cuniff.

BRANCH OFFICES

New York Local, 114 E. 62nd St., NYC, Exec. Secy., Newman H. Burnett.

Hollywood Local, 7046 Hollywood Blvd., Hollywood 28, Cal., Exec. Secy., Elizabeth Gould.

Chicago Local, Box 3391, Merchandise Mart, Chicago 54, Ill., Pres., Clifford Braun.

Detroit Local, 202 Stephenson Bldg., Detroit, Mich., Pres., Shields Dierkes.

Washington Local, Sheraton Park Hotel, Washington 8, D. C., Pres., Frank Slingland.

Cleveland Local, 815 E. Superior Ave., Cleveland 14, Ohio, Pres., Carl Heise.

FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and stage managers of television, live and film, and radio programs and to protect and secure their rights in their professional activities.

RADIO AND TELEVISION EXECUTIVES SOCIETY, INC.

Hotel Biltmore, New York 17, N. Y.
Phone: MUrray Hill 9-3480

OFFICERS

President ..... John C. Daly
1st Vice-President ..... Bernard Goodwin
2nd Vice-President ..... Norman Glenn
3rd Vice-President ..... Geraldine Zorbaugh
Secretary ..... Omar F. Elder, Jr.
Treasurer ..... Frank Pellegrin
Executive Director ..... Claude Barrere

BOARD OF GOVERNORS

Ted Bergmann, Kenneth Bilby, Robert Jay Burton, Maggi Eaton, Norman Glenn, Norman Gluck, Robert J. Leder, Mary McKenna, Harold B. Mers, Sam Slate.

FUNCTIONS

1. To create a lasting fraternity of persons professionally engaged or interested in radio and television broadcasting and its allied fields and to provide a common meeting place for all members. 2. To provide a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, information, entertainment, and cultural medium. 3. To provide and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry. 4. To do all and everything necessary, suitable and proper for the complete accomplishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

RADIO-TV CORRESPONDENTS ASSN.

U. S. Capitol, Washington, D. C.
NAational 8-3120

President ..... Edward P. Morgan (ABC)
Vice-President ..... Julian Goodman (NBC)
Secretary ..... Lewis W. Shollenberger (CBS)
Treasurer ..... Ann M. Corrick
Members-at-large ..... Arthur F. Barriault (NBC); Edward P. Ryan (WTOP); James A. Gertz (Mutual).

FUNCTIONS

The Association is the official accrediting agency for all radio-television reporters covering the United States Congress and official Washington.

RADIO-ELECTRONICS-TV MANUFACTURERS ASSOCIATION OF CANADA

200 St. Clair Ave., West, Toronto 7, Ontario, Canada
WAlnut 1-2898

Pres., Chrm. of Board ..... W. E. Jeffrey
V.-P., Chrm. Receiver Div. ..... S. D. Brownlee
V.-P., Chrmn., Components Div. ..... A. L. Stopps
V.-P., Chrm., Electronics Div. ..... W. Jones
Director of Engineering ..... R. A. Hackbusch
General Manager ..... F. W. Radcliffe

FUNCTIONS

This Association is a non-profit and cooperative organization to promote the interests of the radio-TV-electronics manufacturing industry in Canada.

THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION

Executive Secretary, Rob Downey, c/o WKAR, Michigan State U., Box 790, East Lansing, Mich.

OFFICERS

President ..... Jack E. Kreuger
WTMJ, Milwaukee
Vice-Pres., Program ..... Bill Small
WHAS, Louisville
Vice-Pres., Radio ..... Charles Day
WGAR, Cleveland
Vice-Pres., TV ..... Ralph Renick
WTVJ, Miami, Fla.
Treasurer ..... F. O. Carver, Jr.
WSJS, Winston-Salem
Bd. Chmn. ..... Ted Koop
CBS, Washington, D. C.
Exec. Sec'y ..... Rob Downey
WKAR, East Lansing, Mich.

DIRECTORS

Jack Morris, KTUL, Tulsa, Okla.; Julian Goodman, NBC, Washington; Charles Shaw, WCAU, Philadelphia; Hugh Bremner, CFBL, London, Ontario; Bill Monroe, WDSU, New Orleans, La.

FUNCTIONS

Professional Association working to maintain and improve standards of Radio and TV journalism. Prints monthly news Bulletin, presents annual awards for excellence in news Bulletin, presents annual awards for excellence in news broadcasting, and annual workshop conventions.

REGIONAL ORGANIZATION IAAB'S CENTRAL AMERICAN ASSOCIATIONS

P. O. Box 1795
Panama, City, Panama
President ..... Fernando Eleta

FUNCTIONS

Regional association of radio and TV broadcasters representing stations in the Caribbean and Central American countries to improve the standards of broadcasting techniques and business.

SCREEN ACTORS GUILD

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1101 Piaza Building, 533 Fifth Ave., Pittsburgh 19, Pa. ATlantic 1-6767. Executive Secretary, Mr. Donald B. Hirsch.

421 Phelan Bldg., 760 Market Street, San Francisco 2, Calif. EXbrook 2-6990. Mr. Bruce Poyer, Executive Secretary.

FUNCTIONS

Union affiliated with AFL-CIO, representing all actors in television motion pictures, theatrical motion pictures, etc.

SCREEN COMPOSERS ASSOCIATION

9538 Brighton Way, Beverly Hills, Calif.
CRestview 6-3123
292 Mad. Ave., c/o Zissu & Marcus,
MU 3-0966

President ..... Dr. Miklos Rozsa
Vice-President ..... Robert E. Dolan
Secretary ..... David Buttolph
Treasurer ..... George Duning

FUNCTIONS

An organization of screen, radio and TV composers, assists its members in the administration and exploitation of their performance and other rights, and advances composers' interests generally.

SCREEN DIRECTORS INTERNATIONAL GUILD

507 Fifth Ave., New York 17, N. Y.
OXford 7-9580

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1st Vice-President ..... Charles H. Wasserman
2nd Vice-President ..... Jack Glenn
Secretary ..... Joseph R. Kohn
Treasurer ..... Jean H. Lenauer
Executive Secretary ..... George L. George
General Counsel ..... Erwin Feldman

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ALTERNATES

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The Coliseum Tower, 10 Columbus Circle, New York 19, N. Y.
JUdson 6-3450

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FUNCTIONS

Licensing the use of an extensive copyrighted music repertory; producers of transcribed library service, including catalog of over 8500 bridges, moods and themes, an alphabetical and classified index, and script service; syndicated transcribed programs.

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

55 West 42nd Street, New York 36, N. Y.
LOngacre 5-0172

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FUNCTIONS

Advancement in theory and practice of engineering in motion pictures, television, and the allied arts and sciences; standardization of equipment and practices; guidance of students; dissemination of scientific knowledge.

SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)

158 W. 55th St., New York 19, N. Y.
CIrcle 6-2536

OFFICERS

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Vice-President ..... Milton Drake
2nd Vice-President ..... Walter Bishop
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BRANCH OFFICE

6272 Sunset Blvd., Hollywood 28, Calif.
HOllywood 2-1108

FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

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6047 Hollywood Blvd., Los Angeles 28, Calif.
HOllywood 9-7254

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Secretary.....John Hansen, KABC
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FUNCTIONS

Represents 64 member stations and networks, located in Southern California from San Luis Obispo to San Diego in all matters concerning broadcast industry as a whole in that area. Acts as central source of research, information, public service, promotion of use of media, etc. Regular meetings, second Thursday of every month, (noon), Hollywood-Roosevelt Hotel.

SPORTS BROADCASTERS ASSOCIATION

Box 223, Radio City Station, New York 19, N. Y.

President.....Guy LeBow
1st Vice-President.....Mel Allen
2nd Vice-President.....Charles Morey
Secretary.....Frank Litsky
Treasurer.....Joe Gallagher

FUNCTIONS

To promote fellowship and higher professional standards among members of the radio and television sportscasting industry. Annual dinner and semi-monthly luncheon meetings.

STATION REPRESENTATIVES ASSOCIATION, INC.

101 Park Avenue, New York 17, N. Y.
MUrray Hill 5-4141

OFFICERS

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Secretary.....Richard O'Connell
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Managing Director.....Lawrence Webb

FUNCTIONS

To develop the use and increase the sale of National Spot Radio and Television Advertising.

TELE-THEATRE CORPORATION

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N. Y. Phone: CIrcle 6-7043

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FUNCTIONS

A public relations and promotional org. in the radio and phonograph record fields, with a network of affiliated radio stations in 144 market areas.

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444 Madison Ave., New York 22, N. Y.
MUrray Hill 8-0215

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YUkon 2-6332

Dir., Western Div.....Walter McNiff

FUNCTIONS

The TV industry's league to improve and expand the use of television as an advertising medium. It is supported by the nation's leading television stations, networks and station representatives.

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United Nations, New York 17, N. Y.
PLaza 4-1234

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FUNCTIONS

Provides radio, TV programs and program material; assists networks and stations in planning and preparation of UN coverage.

U. S. INFORMATION AGENCY BCSTG. SERVICE—VOICE OF AMERICA

1776 Penn. Ave. N.W., Wash. 25, D. C.
Phone: REpublic 7-8340
330 Independence Ave., S.W., Washington 25, D. C.
REpublic 7-7500

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FUNCTIONS

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22 W. 48th St., New York 36, N. Y.
PLaza 7-3317

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FUNCTIONS

A labor organization representing writers in the fields of motion pictures, radio and television.

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8782 Sunset Blvd., Hollywood 46, Calif.
CRestview 5-1162

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FUNCTIONS

An organization of writers in the motion picture, radio, and television industries.

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Covering the Field of Radio—Television—FM
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YEARLY. 1501 Broadway, New York 36, N. Y. Phone, WIsconsin 7-6336. John W. Alicoate, President; Charles A. Alicoate, Editor & Publisher; Marvin Kirsch, Vice President, Associate Publisher-General Manager; Joe Morris, Managing Editor; Frank McNeely, Associate Editor. Published annually as the accepted reference volume of the radio and television industry.

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Phone: RIttenhouse 6-1600

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Publisher.....James T. Quirk
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8 St. Martin's Pl., Trafalgar Square, W-C-2, London, England
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RADIO

FM STATIONS

LOCATION, CALL LETTERS, CHANNEL, FREQUENCY, ERP, ANTENNA HGT., LAT.-LONG.

COMMUNITY TV ANTENNA SYSTEMS
"EMMY" WINNERS — 1957
CAUSES OF BUSINESS FAILURES
HOW TO APPLY FOR AN FCC LICENSE
TV BIBLIOGRAPHY

ANNUAL

1958

True Evaluation Of FM Radio Is Gradually Coming To Light



By RAY STONE
Broadcast Supervisor
Maxon, Inc.

BUYING radio time from seven to nine o'clock in the morning is not unusual these days. It now appears that the advantages of early morning radio were concealed for many years. It is probable the present advantages of FM radio are also concealed by various broadcasting industry problems which result in the practical evasion of FM radio by most national advertisers.

It is true much FM radio is duplicated AM radio but it is inconceivable that the average FM set would be purchased either at double or many times the cost of the usual AM set just to obtain the technical benefit of the elimination of interference or static. The considerable additional expenditure appears to be made by persons who expect to hear radio programs not conveniently available or absent from regular AM radio fare and who ultimately realize this expectation through FM. Without this realization, FM receivers would not continue to be sold in increasing quantities.

Contrary to many opinions, FM listeners are not, basically, AM listeners. The competition for audience between the two aural mediums is no greater than that which exists within all advertising media. This belief is substantiated by the fact that not many FM homes are to be found in any area where AM-FM duplication only has occurred. FM homes in any area are in direct proportion to the quantity and quality of the unduplicated FM effort. The FM programs tend to be on the more serious side. The FM audience tends to have more adult characteristics and more disposable income.

Sooner or later, FM stations will be more effectively programmed, researched and promoted on a group basis. Who will get what from such organization? It seems:

1. The public would get a more extensive, different and generally higher level of radio programming with better listening qualities.

2. The station could offer better community service and obtain greatly increased income from clients not now placing business.

3. The advertiser and agency will have a new advertising medium that can deliver a desirable audience at low cost.

4. The manufacturer of sets, transmitters and related products will gain increased demand.

5. Distributors and retailers of sets and related equipment can sell a higher cost product with proportionate higher profit.

6. Service shops will benefit from increased repairs required to maintain performance of FM sets.

7. Record companies and tape manufacturers will acquire greater demand for their products through increased consumer interest brought about by the unique and different FM programs.

These few enumerated advantages of stronger FM organization in the future are only a question of size and not of kind, for they are within FM radio now.

The more direct advantages that FM can presently offer the national advertiser are:

1. An unduplicated, *adult* audience noticeably free of teenagers and children.

2. An adult listener who has higher income, higher occupational status and more education than the average AM listener or TV viewer.

3. A large, influential and prosperous segment of most major markets. Those people who buy the specialized and more expensive products along with more of most everything else.

4. Constant geographical coverage. No difference in day or night reception such as exists in AM radio. This coverage is also extensive—as extensive as many TV stations.

5. Better reception that is high in quality and free of interference or static.

6. A sizable audience delivered at attractive cost—equal or lower than any other advertising medium.

FM radio offers advantages today. FM tomorrow will offer the then accepted same advantages.

FM radio does exist and can not continue to be ignored by national advertisers. FM already has made its place and has its part to play. Inevitably, the time of complete recognition has to come.

FM STATIONS IN OPERATION

Licensed FM stations on the air as of January 1, 1958 were as follows. This list does not include CPs granted or CP stations on the air.

As of Jan. 1, 1958

City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
ALABAMA							
Albertville	WAVU-FM	86	105.1	4.5	360	34.24	86.16
Alexander City	WRFS-FM	91	106.1	4.6	240	32.95	85.99
Andalusia	WCTA-FM	51	98.1	10.0	200	31.32	86.45
Anniston	WHMA-FM	63	100.5	3.6	140	33.67	85.85
Birmingham	WAFM	58	99.5	72.0	780	33.49	86.80
	WJLN	84	104.7	23.0	590	33.48	86.81
	WBRC-FM	95	106.9	15.0	800	33.49	86.80
Clanton	WKLF-FM	65	100.9	.370	255	32.84	86.68
Cullman	WFMH-FM	66	101.1	5.3	165	34.20	86.78
Decatur	WHOS-FM	23	92.5	8.6	200	34.60	87.01
Lanett	WRLD-FM	75	102.9	10.0	330	32.87	85.22
Mobile	WKRG-FM	60	99.9	3.0	310	30.72	88.06
Talladega	WHTB-FM	46	97.1	9.2	210	33.44	86.12
Tuscaloosa	WUOA	19	91.7	15.0	120	33.21	87.55
	WTBC-FM	39	95.7	17.5	320	33.20	87.53
ARIZONA							
Mesa	KTYL-FM	84	104.7	16.0	140	33.41	111.88
Phoenix	KFCA	03	88.5	.010*	75*	33.48	112.09
	KELE	38	95.5	18.0	115	32.45	112.07
Tucson	KTKT-FM	58	99.5	3.1	—7	32.24	110.98
ARKANSAS							
Blytheville	KLCN-FM	41	96.1	21.0	360	35.92	89.87
Jonesboro	KBTM-FM	70	101.9	8.0	200	35.85	90.66
Mammoth Spring	KAMS	80	103.9	.310	125	36.55	91.55
Pocahontas	KPOC-FM	49	97.7	.390	170	36.28	90.96
Siloam Springs	KUOA-FM	89	105.7	2.6	465	36.19	94.56
CALIFORNIA							
Bakersfield	KERN-FM	31	94.1	9.1	240	35.34	119.04
	KQXR	68	101.5	14.5	360	35.52	119.07
Berkeley	KPFB	07	89.3	.150	—100	37.87	122.27
	KPFA	31	94.1	54.0	1330	37.87	122.22
	KRE-FM	75	102.9	9.9	—70	37.85	122.30
Claremont	KSPC	14	90.7	.010*	75*	34.10	117.71
Eureka	KRED	42	96.3	5.6	1520	40.73	123.95
Fresno	KRFM	29	93.7	68.0	1880	37.08	119.43
	KMJ-FM	50	97.9	7.3	630	36.69	120.05
	KARM-FM	70	101.9	7.4	360	36.85	119.84
Glendale	KFMU	46	97.1	58.0	750	34.16	118.20
	KUTE	70	101.9	11.6	630	34.16	118.20
Hollywood	KRHM	34	94.7	58.0	2835	34.23	118.07
	KHJ-FM	66	101.1	16.8	2950	34.23	118.07
Long Beach	KLON	01	88.1	1.2	425	33.80	118.16
	KFOX-FM	72	102.3	1.0	120	33.78	118.19
	KNOB	76	103.1	.320	420	33.80	118.16
Los Angeles	KXLU	04	88.7	.010*	75*	33.97	118.42
	KUSC	18	91.5	2.9	150	34.02	118.28
	KFAC-FM	22	92.3	59.0	2820	34.22	118.06
	KNX-FM	26	93.1	67.0	2870	34.23	118.07
	KABC-FM	38	95.5	4.3	2800	34.23	118.07
	KRKD-FM	42	96.3	54.0	475	34.08	118.20
	KCBH	54	98.7	75.0	1260	34.12	118.39
	KHOF	58	99.5	16.5	260	34.14	118.23
	KPLA	82	104.3	7.1	64	34.10	118.33
	KBMS	90	105.9	18.0	770	34.16	118.20
Marysville	KMYC-FM	60	99.9	4.9	150	39.14	121.55
Modesto	KBEE-FM	77	103.3	11.5	150	37.64	120.99
	KTRB-FM	81	104.1	4.7	260	37.67	120.98
Ontario	KEDO	28	93.5	.310	—110	34.08	117.66

* Height above surrounding terrain.

City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
Sacramento	KCRA-FM	41	96.1	11.0	380	38.64	121.56
	KFBK-FM	45	96.9	3.2	260	38.57	121.48
	KXOA-FM	100	107.9	12.5	170	38.60	121.45
San Bernardino	KVCR	20	91.9	.770	—240	34.09	117.31
San Diego	KSDS	02	88.3	.375	37	32.72	117.15
	KFSD-FM	31	94.1	33.0	425	32.72	117.07
	KSON-FM	84	104.7	13.0	210	32.72	117.16
San Francisco	KALW	19	91.7	3.3	70	37.76	122.41
	KEAR	47	97.3	125.0	1100	37.85	122.50
	KCBS-FM	55	98.9	35.0	640	37.79	122.41
	KNBC-FM	59	99.7	45.0	1240	37.69	122.44
	KGO-FM	79	103.7	3.8	1180	37.76	122.45
San Jose	KSJO-FM	37	95.3	1.0	—610	37.33	121.86
Santa Ana	KWIZ-FM	44	96.7	1.0	160	33.75	117.91
Santa Monica	KCRW	10	89.9	.400	—310	34.01	118.47
Sausalito	KDFC	71	102.1	33.0	1050	37.85	122.50
Stockton	KCVN	17	91.3	3.40	70	37.98	121.31
COLORADO							
Boulder	KRNW	47	97.3	2.0	—730	40.06	105.27
Colorado Springs	KSHS	13	90.5	.610	1760	38.84	104.82
	KRCC	17	91.3	.165	—480	38.86	104.83
Denver	KTGM	86	105.1	10.0	9	39.74	105.07
Golden	KFML-FM	53	98.5	2.35	580	39.73	105.24
Manitou Springs	KCMS-FM	74	102.7	10.0	—780	38.85	104.84
CONNECTICUT							
Brookfield	WGHF	36	95.1	20.0	500	41.49	73.43
Danbury	WLAD-FM	52	98.3	.340	280	41.38	73.45
Hartford	WFMQ	29	93.7	7.0	750	41.56	72.84
	WTIC-FM	43	96.5	8.0	705	41.77	72.81
Meriden	WMMW-FM	39	95.7	7.0	740	41.56	72.84
New Haven	WNHC-FM	56	99.1	10.0	630	41.43	72.94
Stamford	WSTC-FM	44	96.7	.650	305	41.07	73.54
Storrs	WHUS	13	90.5	.010*	80*	41.81	72.26
DELAWARE							
Dover	WDOV-FM	34	94.7	8.3	200	39.20	75.56
Wilmington	WDEL-FM	29	93.7	20.0	460	39.82	75.53
	WJBR	58	99.5	20.0	330	39.83	75.52
DISTRICT OF COLUMBIA							
Washington	WRC-FM	30	93.9	20.0	410	38.92	77.06
	WTOP-FM	42	96.3	20.0	390	38.95	77.08
	WASH	46	97.1	15.0	470	39.04	77.06
	WOL-FM	54	98.7	20.0	485	38.89	77.20
	WFAN	62	100.3	9.4	320	38.95	77.00
	WWDC-FM	66	101.1	20.0	410	39.00	77.06
	WGMS-FM	78	103.5	20.0	440	39.04	77.17
	WMAL-FM	97	107.3	20.0	475	38.94	77.09
FLORIDA							
Daytona Beach	WNDB-FM	33	94.5	8.5	330	29.23	81.04
Gainesville	WRUF-FM	81	104.1	12.0	350	29.64	82.42
Jacksonville	WJAX-FM	36	95.1	7.7	560	30.29	81.75
	WMBR-FM	41	96.1	50.0	850	30.31	81.65
	WJHP-FM	45	96.9	9.7	350	30.30	81.74
Miami	WTHS	19	91.7	5.0	215	25.79	80.19
	WAHR-FM	30	93.9	13.0	170	25.77	80.14
	WGBS-FM	42	96.3	1.55	80	25.79	80.19
(Miami)	WCKR-FM	47	97.3	15.5	285	25.78	80.19
	WWPB	68	101.5	8.5	275	25.77	80.20
Miami Beach	WKAT-FM	26	93.1	285.0	430	25.79	80.14
Orlando	WDBO-FM	22	92.3	25.0	460	28.55	81.41
	WHOO-FM	43	96.5	59.0	460	28.58	81.45
	WORZ	62	100.3	16.5	300	28.55	81.43
Palm Beach	WQXT-FM	50	97.9	3.6	235	26.61	80.04
Panama City	WDLP-FM	55	98.9	1.6	300	30.17	85.61
Tallahassee	WFSU-FM	18	91.5	.010*	81*	30.44	84.29
Tampa	WTUN	05	88.9	.770	240	28.04	82.47
	WFLA-FM	27	93.3	46.0	910	27.84	82.26
	WDAE-FM	64	100.7	65.0	390	27.94	82.46
	WPKM	84	104.7	10.5	160	27.93	82.48
Winter Park	WPRK	18	91.5	.330	90	28.59	81.34

* Height above surrounding terrain.

City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
GEORGIA							
Athens	WGAU-FM	58	99.5	4.4	258	33.94	83.40
Atlanta	WABE	11	90.1	4.8	300	33.75	84.39
	WGKA-FM	25	92.9	9.4	270	33.79	84.38
	WSB-FM	53	98.5	52.0	1050	33.76	84.36
	WAGA-FM	77	103.3	36.2	965	33.80	84.33
Augusta	WBBQ-FM	79	103.7	10.5	72	33.46	81.99
	WAUG-FM	89	105.7	5.5	100	33.46	91.94
Columbus	WRBL-FM	27	93.3	25.0	570	32.47	85.06
Gainesville	WDUN-FM	80	103.9	.340	175	34.32	83.83
La Grange	WLAG-FM	81	104.1	2.3	180	33.04	85.03
Macon	WNEX-FM	45	96.9	4.1	415	32.85	83.66
	WMAZ-FM	56	99.1	3.0	170	32.83	83.65
Newnan	WCOH-FM	44	96.7	.330	240	33.36	84.81
Savannah	WTOC-FM	47	97.3	7.9	397	32.07	81.09
Swainsboro	WJAT-FM	69	101.7	.970	110	32.59	82.36
Toccoa	WLET-FM	91	106.1	.730	190	34.59	83.30
ILLINOIS							
Bloomington	WJBC-FM	68	101.5	5.1	425	40.46	89.01
Carmi	WROY-FM	47	97.3	11.0	210	38.08	88.20
Champaign	WDWS-FM	48	97.5	27.0	430	40.09	88.25
Chicago	WBEZ	18	91.5	16.0	550	41.88	87.63
	WENR-FM	34	94.7	4.3	580	41.88	87.64
	WBBM-FM	42	96.3	10.5	560	41.88	87.63
	WNIB	46	97.1	11.0	210	41.88	87.72
	WEHS	50	97.9	21.0	200	41.83	87.71
	WFMT	54	98.7	29.5	550	41.89	87.63
	WEFM	58	99.5	44.0	560	41.88	87.63
	WFMF	62	100.3	33.0	540	41.89	87.62
	WMAQ-FM	66	101.1	24.0	640	41.88	87.64
	WCLM	70	101.9	18.0	500	41.89	87.62
	WSEL	82	104.3	40.0	500	41.88	87.63
Decatur	WSOY-FM	71	102.1	31.0	460	39.88	88.94
De Kalb	WNIC	16	91.1	.010*	120*	41.93	88.77
Effingham	WSEI	39	95.7	20.0	295	39.13	88.49
Elgin	WEPS	01	88.1	.010*	78*	42.04	88.27
Elmwood Park	WLEY	90	105.9	3.2	250	41.93	87.81
Evanston	WNUR	07	89.3	.010*	75*	42.05	87.67
	WEAW-FM	86	105.1	36.0	240	42.03	87.71
Harrisburg	WEBQ-FM	60	99.9	4.2	305	37.72	88.54
Jacksonville	WLDS-FM	63	100.5	9.0	340	39.74	90.20
Macomb	WWKS	17	91.3	17.0	280	40.46	90.68
Mattoon	WLBH-FM	45	96.9	23.0	190	39.50	88.37
Mt. Vernon	WMIX-FM	31	94.1	15.2	550	38.37	88.92
Oak Park	WOPA-FM	72	102.3	1.0	250	41.88	87.79
Olney	WVLN-FM	25	92.9	18.5	290	38.70	88.08
Paris	WPRS-FM	52	98.3	1.0	225	39.61	87.73
Peoria	WMBD-FM	23	92.5	2.5	550	40.57	89.53
Quincy	WTAD-FM	58	99.5	27.0	770	39.97	91.33
	WGEM-FM	86	105.1	8.3	640	39.95	91.33
Rockford	WROK-FM	48	97.5	16.0	300	42.28	89.04
Rock Island	WHBF-FM	55	98.9	3.7	380	41.49	90.47
Springfield	WTAX-FM	79	103.7	6.7	315	39.79	89.60
Urbana	WILL-FM	15	90.9	300.0	500	40.00	88.63
INDIANA							
Bloomington	WFIU	79	103.7	33.0	300	39.17	86.52
Connersville	WCNB-FM	62	100.3	9.8	270	39.64	85.15
Crawfordsville	WBBS	92	106.3	1.0	58	40.04	86.90
Elkhart	WCMR-FM	36	95.1	4.4	220	41.66	86.00
	WTRC-FM	64	100.7	9.7	350	41.65	85.98
Evansville	WEVC	18	91.5	1.9	100	37.97	87.53
	WIKY-FM	81	104.1	19.0	450	37.99	87.60
Gary	WGVE	01	88.1	.010*	70*	41.53	87.34
Greencastle	WGRE	19	91.7	.010*	80*	39.64	86.85
Hammond	WJOB-FM	22	92.3	3.1	400	41.60	87.48
Hartford City	WHCI	20	91.9	.010*	80*	40.46	85.38
Huntington	WVSH	20	91.9	.010*	85*	40.89	85.50
Indianapolis	WIAN	11	90.1	.890	45	39.81	86.12
	WFMS	38	95.5	4.5	110	39.78	86.16
	WAJC	83	104.5	8.8	35	39.78	86.15
Jasper	WITZ-FM	84	104.7	1.65	280	38.35	86.94
Madison	WORX-FM	44	96.7	.350	290	38.74	85.36
Marion	WMRI-FM	95	106.9	31.0	275	40.55	85.65

* Height above surrounding terrain.

City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
Muncie	WWHI	18	91.5	.010*	110*	40.20	85.39
	WMUM	81	104.1	7.4	240	40.15	85.38
New Albany	WNAS	01	88.1	.800	—32	38.30	85.81
New Castle	WYSN	16	91.1	.010*	98*	39.94	85.36
	WCTW	73	102.5	4.0	250	39.94	85.36
Terre Haute	WTHI-FM	60	99.9	7.4	330	39.54	87.39
Wabash	WSKS	17	91.3	.010*	71*	40.81	85.83
	WAIU-FM	48	97.5	4.6	88	40.78	85.82
Warsaw	WRSW-FM	97	107.3	34.0	230	41.22	85.84
Washington	WFML	93	106.5	14.0	320	38.65	87.17
IOWA							
Ames	WOI-FM	11	90.1	16.0	480	41.99	93.69
Boone	KFGQ-FM	57	99.3	.310	200	42.09	93.91
Clinton	KROS-FM	41	96.1	13.0	400	41.86	90.20
Davenport	WOC-FM	79	103.7	33.0	490	41.55	90.48
Des Moines	KDPS	01	88.1	1.5	105	41.59	93.64
	WHO-FM	62	100.3	24.0	690	41.65	93.35
Dubuque	WDBQ-FM	77	103.3	15.0	335	42.50	90.70
Iowa City	KSUI	19	91.7	17.5	90	41.66	91.53
Mason City	KGLO-FM	66	101.1	16.0	230	43.15	93.24
Muscatine	KWPC-FM	59	99.7	.780	290	41.45	91.08
Storm Lake	KAYL-FM	68	101.5	8.9	370	42.63	95.16
Waverly	KWAR	06	89.1	.010*	110*	42.76	92.49
KANSAS							
Emporia	KSTE	04	88.7	.350	105	38.42	96.18
Lawre	KANU	18	91.5	35.0	620	38.96	95.26
Manhattan	KSDB-FM	01	88.1	.010*	80*	39.18	96.58
Ottawa	KTJO-FM	01	88.1	.010*	80*	38.60	95.27
Wichita	KMUW	06	89.1	.010*	110*	37.72	97.30
	KFH-FM	62	100.3	11.0	410	37.71	97.24
KENTUCKY							
Ashland	WCMI-FM	29	93.7	2.75	200	38.45	82.61
Bowling Green	WLBJ-FM	66	101.1	8.6	190	37.00	86.40
Central City	WNES-FM	70	101.9	21.5	215	37.27	87.14
Fulton	WFUL-FM	85	104.9	.500	155	36.52	88.90
Henderson	WSON-FM	58	99.5	20.0	400	37.83	87.55
Hopkinsville	WHOP-FM	54	98.7	8.7	210	36.87	87.47
Lexington	WBKY	17	91.3	2.3	170	38.04	84.51
	WLAP-FM	33	94.5	3.5	320	38.12	84.45
Louisville	WFPL	07	89.3	.150	360	38.23	85.71
	WFPK	20	91.9	19.5	295	38.24	85.76
Madisonville	WFMW-FM	30	93.9	2.5	375	37.35	87.49
Mayfield	WNGO-FM	34	94.7	2.3	160	36.76	88.64
	WKTM-FM	96	107.1	.510	250	36.74	88.68
Owensboro	WOMI-FM	23	92.5	19.5	375	37.74	87.12
	WVJS-FM	41	96.1	45.0	370	37.78	87.16
Paducah	WKYB-FM	27	93.3	31.0	380	37.01	88.61
	WPAD-FM	45	96.9	36.0	335	37.10	88.62
LOUISIANA							
Alexandria	KALB-FM	45	96.9	11.0	380	31.31	92.42
Baton Rouge	WLSU	19	91.7	1.3	410	30.42	91.17
	WBRL	51	98.1	7.6	460	30.42	91.18
	WAFB-FM	82	104.3	3.2	315	30.42	91.14
Monroe	KMLB-FM	81	104.1	17.0	220	32.49	92.10
New Orleans	WWMT	39	95.7	44.0	215	29.94	90.08
	WRCM	46	97.1	5.9	250	29.96	90.08
	WDSU-FM	87	105.3	3.4	590	29.95	89.96
Shreveport	KWKH-FM	33	94.5	13.5	390	32.70	93.88
	KTBS-FM	43	96.5	14.0	320	32.68	93.86
	KRMD-FM	66	101.1	11.5	200	32.51	93.75
MAINE							
Lewiston	WCOU-FM	30	93.9	9.6	250	44.09	70.19

* Height above surrounding terrain.

City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
MARYLAND							
Annapolis	WNAV-FM	56	99.1	16.6	370	38.98	76.52
Baltimore	WBJC	01	88.1	.125	145	39.33	76.59
	WCAO-FM	74	102.7	20.0	400	39.39	76.72
	WITH-FM	82	104.3	20.0	470	39.29	76.74
Bethesda	WUST-FM	92	106.3	.500	320	38.98	77.11
Cumberland	WCUM-FM	75	102.9	1.25	—4	39.64	78.74
Hagerstown	WJEJ-FM	84	104.7	9.4	1340	39.70	77.51
Oakland	WRNC	38	95.5	16.5	300	38.86	76.90
MASSACHUSETTS							
Amherst	WAMF	08	89.5	.010*	79*	42.37	72.52
	WMUA	16	91.1	.010*	109*	42.39	72.53
Boston	WERS	05	88.9	18.0	55	42.36	71.08
	WGBH-FM	09	89.7	15.5	550	42.21	71.11
	WBUR	15	90.9	20.0	50	42.35	71.08
	WHDH-FM	33	94.5	20.0	455	42.35	71.07
	WNAC-FM	53	98.5	20.0	410	42.43	71.09
	WCOP-FM	64	100.7	20.0	495	42.41	71.21
	WEEI-FM	77	103.3	20.0	430	42.43	71.09
Brockton	WBET-FM	49	97.7	.800	275	42.07	71.04
Cambridge	WXHR	45	96.9	20.0	440	42.46	71.18
Greenfield	WHAI-FM	52	98.3	1.0	—240	42.59	72.62
Lowell	WLLH-FM	58	99.5	12.2	600	42.65	71.22
New Bedford	WBSM-FM	47	97.3	2.5	330	41.65	70.92
	WNBH-FM	51	98.1	20.0	380	41.62	70.92
Pittsfield	WBEC-FM	32	94.3	1.0	—185	42.45	73.25
Springfield	WEDK	19	91.7	.010*	100*	42.12	72.55
	WHYN-FM	26	93.1	3.2	1000	42.24	72.65
	WMAS-FM	34	94.7	1.35	175	42.11	72.61
Waltham	WCRB-FM	73	102.5	10.0	180	42.36	71.26
West Yarmouth	WOCB-FM	32	94.3	1.0	155	41.63	70.24
Winchester	WHSR-FM	20	91.9	.010*	93*	42.45	71.13
Worcester	WTAG-FM	41	96.1	10.0	640	42.31	71.90
MICHIGAN							
Ann Arbor	WUOM	19	91.7	115.0	440	42.41	83.92
Benton Harbor	WHFB-FM	60	99.9	9.2	230	42.08	86.47
Coldwater	WTVB-FM	52	98.3	.260	230	41.92	85.01
Dearborn	WKMH-FM	62	100.3	7.1	190	42.26	83.25
Detroit	WDTR	15	90.9	2.0	170	42.38	83.12
	WJBK-FM	26	93.1	30.0	440	42.46	83.21
	WJR-FM	42	96.3	24.0	483	42.37	83.08
	WWJ-FM	46	97.1	50.0	480	42.45	83.17
	WBRI	50	97.9	3.3	430	42.41	83.11
	WXYZ-FM	66	101.1	14.0	410	42.36	83.07
	WDET-FM	70	101.9	52.0	320	42.38	83.24
	WMUZ	78	103.5	19.5	180	42.41	83.12
East Lansing	WKAR-FM	13	90.5	74.0	270	42.71	84.48
Flint	WFBE	36	95.1	1.3	130	43.02	83.67
	WFUM	96	107.1	.400	175	43.02	83.70
Grand Rapids	WJEF-FM	29	93.7	115.0	420	42.42	85.53
	WLAV-FM	45	96.9	1.75	210	42.96	85.67
Highland Park	WHPR	01	88.1	.010*	94*	42.40	83.10
Hillsdale	WBSE-FM	80	103.9	.740	170	41.92	84.64
Kalamazoo	WMCR	71	102.1	36.0	160	42.29	85.61
Oak Park	WLDM	38	95.5	20.0	430	42.46	83.20
Royal Oak	WOAK	07	89.3	.010*	126*	42.49	83.15
	WOMC	82	104.3	18.0	380	42.47	83.12
Saginaw	WSAM-FM	51	98.1	1.7	330	43.42	83.92
Sturgis	WSTR-FM	76	103.1	.285	210	41.78	85.42
MINNESOTA							
Mankato	KYSM-FM	78	103.5	47.0	525	44.17	94.03
Minneapolis	KWFM	46	97.1	9.7	70	44.93	93.22
	KTIS-FM	53	98.5	5.3	250	45.00	93.35
St. Cloud	KFAM-FM	84	104.7	15.0	425	45.53	94.17
Winona	KWNO-FM	48	97.5	18.5	610	44.03	91.64
MISSISSIPPI							
Gulfport	WGCM-FM	68	101.5	3.0	300	30.37	89.08
Jackson	WJDX-FM	75	102.9	50.0	600	32.26	90.11
Meridian	WMMI	18	91.5	.650	115	32.39	88.70

* Height above surrounding terrain.

City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
MISSOURI							
Clayton	KFUO-FM	56	99.1	6.7	260	38.64	90.31
Jefferson City	KWOS-FM	53	98.5	.765	310	38.58	92.20
Joplin	WMBH-FM	41	96.1	70.0	450	37.08	94.54
Knasas City	KCMO-FM	35	94.9	56.0	390	39.07	94.58
Kennett	KBOA-FM	55	98.9	6.9	320	36.22	90.08
Poplar Bluff	KWOC-FM	33	94.5	14.0	215	36.72	90.37
St. Louis	KSLH	18	91.5	12.5	400	38.62	90.24
	KCFM	29	93.7	70.0	550	38.63	90.19
Springfield	KTTS-FM	34	94.7	9.1	660	37.22	93.24
West Plains	WKPM-FM	30	93.9	3.4	130	36.74	91.83
NEVADA							
Reno	KNEV	38	95.5	10.5	—690	39.52	119.81
NEW HAMPSHIRE							
Berlin	WMOU-FM	79	103.7	10.0	160	44.46	71.17
Claremont	WTSV-FM	91	106.1	4.8	1000	43.40	72.30
Manchester	WKRR-FM	39	95.7	3.6	940	42.98	71.59
Nashua	WQTW-FM	92	106.3	1.0	195	42.74	71.49
NEW JERSEY							
Asbury Park	WJLK-FM	32	94.3	1.0	250	40.22	74.05
Bridgeton	WSNJ-FM	55	98.9	9.0	480	39.46	75.21
Newark	WBGO	02	88.3	20.0	220	40.74	74.18
	WAAT-FM	34	94.7	13.5	540	40.79	74.26
	WHFI	74	102.7	2.8	420	40.74	74.17
New Brunswick	WCTC-FM	52	98.3	1.0	110	40.49	74.42
Paterson	WPAT-FM	26	93.1	20.0	310	40.85	74.18
Princeton	WPRB	80	103.9	.850	195	40.35	74.66
South Orange	WSOU	08	89.5	2.0	370	40.75	74.25
Trenton	WTOA	48	97.5	14.5	275	40.23	74.77
Zarephath	WAWZ-FM	56	99.1	4.8	175	40.53	74.57
NEW MEXICO							
Albuquerque	KANW	06	89.1	.350	—55	35.08	106.64
	KHFM	42	96.3	1.45	—11	35.08	106.58
Los Alamos	KRSN-FM	53	98.5	4.6	—33	35.88	106.30
Mountain Park	KMFM	50	97.9	13.0	220	32.95	105.82
NEW YORK							
Allegany	WHDL-FM	39	95.7	43.0	830	42.03	78.45
Auburn	WMBO-FM	41	96.1	18.0	520	42.76	76.53
Binghamton	WKOP-FM	37	95.3	.420	320	42.07	75.91
	WNBF-FM	51	98.1	4.6	950	42.06	75.95
Brooklyn	WNYE	18	91.5	20.0	415	40.69	73.98
Buffalo	WBNY-FM	25	92.9	94.0	570	42.64	78.72
	WXRC	77	103.3	4.6	230	43.00	78.82
	WWOL-FM	81	104.1	.750	200	42.83	78.80
	WBEN-FM	93	106.5	52.0	1320	42.66	78.63
Cherry Valley	WRRC	70	101.9	5.4	1080	42.79	74.69
Corning	WCLI-FM	91	106.1	4.2	500	42.16	77.04
Cortland	WKRT-FM	60	99.9	14.0	710	42.56	76.15
De Ruyter	WRRD	86	105.1	5.3	560	42.78	75.84
Floral Park	WSHS	12	90.3	.350	112	40.72	73.70
Hempstead	WHLI-FM	52	98.3	1.0	250	40.68	73.61
Hornell	WWHG-FM	87	105.3	8.3	560	42.29	77.67
Ithaca	WITJ	19	91.7	.010*	80*	42.44	76.50
	WHCU-FM	47	97.3	40.0	730	42.46	76.39
	WRRA	79	103.7	5.6	890	42.39	76.67
Jamestown	WJTN-FM	27	93.3	9.5	735	42.04	79.08
Massena	WMSA-FM	87	105.3	13.0	335	44.90	74.88
New Rochelle	WNRC-FM	28	93.5	1.0	190	40.93	73.78
New York	WKCR-FM	10	89.9	.010*	130*	40.81	73.96
	WFUV	14	90.7	3.5	200	40.86	73.89
	WHOM-FM	22	92.3	11.0	630	40.75	73.98
	WNYC-FM	30	93.9	18.0	540	40.71	74.00
	WABC-FM	38	95.5	1.5	1270	40.75	73.99

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City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
(New York)	WQXR-FM	42	96.3	11.0	630	40.75	73.98
	WRCA-FM	46	97.1	1.1	1445	40.75	73.99
	WEVD-FM	50	97.9	20.0	340	40.72	73.92
	WOR-FM	54	98.7	1.7	1260	40.75	73.99
	WBAI	**58**	**99.5**	**18.0**	**520**	**40.77**	**73.97**
	WCBS-FM	66	101.1	1.5	1270	40.75	73.99
	WBFM	70	101.9	10.3	650	40.75	73.98
	WWRL-FM	86	105.1	20.0	235	40.74	73.91
Niagara Falls	WHLD-FM	53	98.5	46.0	420	43.01	78.99
Patchogue	WALK-FM	48	97.5	15.0	520	40.84	73.03
Poughkeepsie	WKIP-FM	84	104.7	2.3	1120	41.49	73.95
Rochester	WRNY-FM	50	97.9	7.7	460	43.17	77.66
	WHFM	55	98.9	20.0	390	43.14	77.58
Schenectady	WGFM	58	99.5	6.0	805	42.64	74.00
South Bristol	WRRE	36	95.1	5.3	990	42.75	77.43
Springville	WSPE	01	88.1	.010*	70*	42.55	78.67
Syracuse	WAER	01	88.1	.730	24	43.04	76.13
	WDDS-FM	26	93.1	35.0	690	42.95	76.03
	WSYR-FM	33	94.5	10.0	480	42.94	76.12
Troy	WFLY	22	92.3	5.4	840	42.64	74.00
Utica	WRUN-FM	89	105.7	4.3	490	43.06	75.42
Wethersfield	WRRL	99	107.7	5.4	460	42.62	78.29
White Plains	WFAS-FM	80	103.9	.120	675	41.03	73.83
NORTH CAROLINA							
Asheboro	WGWR-FM	22	92.3	10.0	650	35.72	79.81
Asheville	WLOS-FM	82	104.4	9.2	130	35.61	82.59
Burlington	WFNS-FM	30	93.9	2.8	250	36.11	79.45
	WBBB-RM	66	101.1	3.8	410	36.10	79.48
Chapel Hill	WUNC	18	91.5	15.5	135	35.91	79.06
Charlotte	WSOC-FM	78	103.5	35.0	415	35.24	80.82
Clingman's Peak	WMIT	95	106.9	36.0	3100	35.74	82.29
Durham	WDNC-FM	86	105.1	36.0	380	36.04	78.97
Elkin	WIFM-FM	65	100.9	.350	—35	36.25	80.87
Fayetteville	WFNC-FM	51	98.1	14.0	290	35.08	78.93
Forest City	WBBO-FM	27	93.3	1.5	345	35.35	81.90
Gastonia	WGNC-FM	70	101.9	11.1	890	35.23	81.28
Goldsboro	WEQR-FM	45	96.9	41.0	360	35.40	78.01
Greensboro	WGPS	10	89.9	.010*	98*	36.08	79.81
Henderson	WHNC-FM	23	92.5	9.0	260	36.35	78.38
High Point	WHPS	07	89.3	.010*	75*	35.96	80.01
	WHPE-FM	38	95.5	13.0	395	35.91	80.03
	WMFR-FM	58	99.5	8.0	350	35.96	80.01
	WNOS-FM	62	100.3	2.7	195	35.96	80.03
Laurinburg	WEWO-FM	43	96.5	9.2	215	34.76	79.42
Leaksville	WLOE-FM	33	94.5	20.0	96	36.50	79.77
Lexington	WBUY-FM	32	94.3	.300	210	35.84	80.23
Raleigh	WPTF-FM	34	94.7	15.0	560	35.79	78.76
	WKIX-FM	41	96.1	29.5	420	35.79	78.74
	WRAL-FM	68	101.5	54.0	325	35.77	78.62
Reidsville	WREV-FM	71	102.1	1.6	330	36.39	79.65
Rocky Mount	WEED-FM	21	92.1	.270	160	35.96	77.83
	WFMA	64	100.7	33.0	400	35.91	77.84
Salisbury	WSTP-FM	93	106.5	2.9	250	35.69	80.50
Sanford	WWGP-FM	88	105.5	.490	340	35.44	79.22
Shelby	WOHS-FM	41	96.1	2.6	460	35.29	81.57
Statesville	WSIC-FM	89	105.7	2.4	335	35.80	80.89
Tarboro	WCPS-FM	82	104.3	7.0	260	35.93	77.57
Thomasville	WTNC-FM	52	98.3	.450	250	35.89	80.10
Winston-Salem	WAIR-FM	26	93.1	34.0	370	30.09	80.28
	WSJS-FM	81	104.1	41.0	160	36.16	80.30
OHIO							
Akron	WAPS	06	89.1	1.3	44	41.09	81.52
	WAKR-FM	48	97.5	4.4	260	41.08	81.52
Alliance	WFAH-FM	69	101.7	1.0	160	40.93	81.13
Ashland	WATG-FM	67	101.3	10.2	380	40.84	82.36
Ashtabula	WICA-FM	79	103.7	40.0	270	41.81	80.79
Athens	WOUI	18	91.5	.010*	72*	39.33	82.10
Bellaire	WTRX-FM	63	100.5	9.0	500	40.04	80.77
Bowling Green	WBGU	01	88.1	.010*	90*	41.38	83.65
Canton	WHBC-FM	31	94.1	15.0	390	40.75	81.44
Cincinnati	WKRC-FM	70	101.9	15.5	530	39.12	84.50
	WSAL-FM	74	102.7	14.7	550	39.10	84.56
	WCPO-FM	86	105.1	12.5	590	39.13	84.50
Cleveland	WBOE	12	90.3	9.1	360	41.47	81.59

* Height above surrounding terrain.

City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
	WERE-FM	53	98.5	20.0	620	41.34	81.74
	WGAR-FM	58	99.5	31.0	410	41.31	81.69
	WHK-FM	64	100.7	11.5	620	41.36	81.67
	WDOK-FM	71	102.1	9.4	120	41.41	81.68
	WJW-FM	81	104.1	2.8	510	41.32	81.73
	KYW-FM	89	105.7	3.7	900	41.39	81.69
Cleveland Hts.	WSRS-FM	37	95.3	1.0	250	41.50	81.57
Columbus	WOSU-FM	09	89.7	14.0	300	40.03	83.06
	WCBE	13	90.5	17.5	540	39.96	83.00
	WCOL-FM	22	92.3	24.5	380	39.97	83.02
	WVKO-FM	34	94.7	52.0	220	40.05	83.06
Dayton	WHIO-FM	56	99.1	19.0	515	39.72	84.15
Delaware	WSLN	16	91.1	.010*	152*	40.30	83.07
Elyria	WEOL-FM	97	107.3	15.0	290	41.27	82.01
Findlay	WFIN-FM	63	100.5	8.2	240	41.01	83.63
Fostoria	WFOB-FM	44	96.7	1.0	215	41.10	83.40
Fremont	WFRO-FM	57	99.3	1.0	200	41.35	83.12
Kent	WKSU-FM	01	88.1	.010*	96*	41.15	81.35
Lima	WIMA-FM	71	102.1	15.0	250	40.68	84.11
Marion	WMRN-FM	95	106.9	25.0	330	40.62	83.13
Mt. Vernon	WMVO-FM	29	93.7	2.9	270	40.40	82.44
Newark	WCLT-FM	62	100.3	8.5	370	40.03	82.40
Oxford	WMUB	03	88.5	.830	130	39.51	84.73
Portsmouth	WPAY-FM	81	104.1	7.0	520	38.71	83.00
Steubenville	WSTV-FM	78	103.5	3.1	880	40.34	80.62
Toledo	WTDS	17	91.3	.730	200	41.68	83.59
	WTRT	60	99.9	8.8	160	41.62	83.62
	WSPD-FM	68	101.5	23.0	440	41.65	83.54
	WTOL-FM	84	104.7	1.3	156	41.65	83.54
Wooster	WWST-FM	83	104.5	13.0	330	40.79	81.90
Youngstown	WKBN-FM	55	98.9	25.0	490	41.06	80.64
OKLAHOMA							
Norman	WNAD-FM	15	90.9	7.0	400	35.29	97.50
Oklahoma City	KOKH	05	88.9	11.0	155	35.49	97.54
Stillwater	KAMC-FM	19	91.7	.380	8	36.12	97.08
	KSPI-FM	30	93.9	3.9	300	36.10	97.05
Tulsa	KWGS	13	90.5	4.1	350	36.15	95.94
OREGON							
Eugene	KWAX	16	91.1	.010*	77*	44.05	123.08
	KRVM	20	91.9	.400	—40	44.06	123.10
	KUGN-FM	56	99.1	.390	60	44.07	123.07
Grants Pass	KGPO	45	96.9	3.1	—1650	42.42	123.33
Oretech	KTEC	01	88.1	.010*	70*	42.31	121.75
Portland	KEX-FM	22	92.3	56.0	955	45.49	122.70
	KPFM	46	97.1	3.3	900	45.49	122.69
	KPOJ-FM	54	98.7	4.4	1100	45.45	122.55
	KQFM	62	100.3	17.0	960	45.49	122.69
	KOIN-FM	66	101.1	48.0	1390	45.52	122.73
PENNSYLVANIA							
Allentown	WFMZ	64	100.7	4.8	835	40.57	75.43
Altoona	WVAM-FM	61	100.1	.360	—345	40.40	78.40
Bethlehem	WGPA-FM	36	95.1	10.0	630	40.62	75.29
Butler	WBUT-FM	49	97.7	.720	290	40.84	79.90
Chambersburg	WCHA-FM	40	95.9	.700	240	39.93	77.70
Dubois	WCED-FM	71	102.1	3.2	660	41.04	78.70
Easton	WEEX-FM	52	98.3	1.0	115	40.71	75.22
	WEST-FM	100	107.9	11.0	50	40.67	75.21
Erie	WERC-FM	60	99.9	9.7	400	42.06	80.04
Harrisburg	WHP-FM	47	97.3	1.55	—35	40.30	76.95
Havertown	WHHS	07	89.3	.010*	80*	39.98	75.30
Hazleton	WAZL-FM	50	97.9	6.0	630	40.94	75.97
Johnstown	WARD-FM	21	92.1	.285	—87	40.33	78.92
	WJAC-FM	38	95.5	8.3	1070	40.37	78.98
Lancaster	WLAN-FM	45	96.9	6.7	80	40.05	76.34
	WGAL-FM	67	101.3	3.8	215	40.04	76.31
Lebanon	WLBR-FM	61	100.1	.720	290	40.36	76.46
Meadville	WMGW-FM	62	100.3	10.0	585	41.63	80.18
Philadelphia	WRTI-FM	11	90.1	.010*	179*	39.98	75.15
	WHYY	15	90.9	20.0	460	39.95	75.17
	WPWT	19	91.7	.180	10	39.95	75.17
	WIP-FM	27	93.3	20.0	430	39.95	75.17

* Height above surrounding terrain.

City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
	WIBG-FM	31	94.1	20.0	355	40.08	75.16
	WFLN	39	95.7	20.0	490	40.06	75.24
	WCAU-FM	51	98.1	10.0	660	40.04	75.24
	WFIL-FM	71	102.1	10.0	270	40.10	75.26
	WPEN-FM	75	102.9	20.0	420	39.95	75.17
	WHAT-FM	87	105.3	20.0	290	40.00	75.21
Pittsburgh	WDUQ	18	91.5	2.75	—5	40.45	79.98
	KDKA-FM	25	92.9	47.0	890	40.49	80.02
	WKJF	29	93.7	40.0	470	40.44	80.03
	WWSW-FM	33	94.5	20.0	500	40.46	80.00
	WJAS-FM	59	99.7	24.0	470	40.41	80.04
Pottsville	WPPA-FM	70	101.9	2.8	650	40.83	76.21
Scranton	WUSV	10	89.9	1.35	—390	41.41	75.66
	WGBI-FM	67	101.3	1.8	1200	41.43	75.75
Sharon	WPIC-FM	75	102.9	26.0	455	41.22	80.47
State College	WDFM	16	91.1	.250	—10	40.80	77.87
Sunbury	WKOK-FM	31	94.1	4.4	875	40.79	76.70
Warren	WRRN	22	92.3	3.0	450	41.81	79.17
Washington	WJPA-FM	82	104.3	4.0	360	40.19	80.23
Wilkes-Barre	WBRE-FM	53	98.5	2.25	1160	41.20	75.82
Williamsport	WRAK-FM	62	100.3	4.0	1220	41.19	76.98
	WLYC-FM	86	105.1	.840	1150	41.20	76.97
York	WNOW-FM	89	105.7	1.2	465	40.00	76.69
RHODE ISLAND							
Providence	WPRO-FM	22	92.3	15.0	560	41.80	71.47
	WPFM	38	95.5	3.2	170	41.83	71.42
	WTMH	68	101.5	20.0	500	41.85	71.78
	WPJB-FM	86	105.1	20.0	500	41.81	71.47
Woonsocket	WWON-FM	92	106.3	.390	215	41.99	71.51
SOUTH CAROLINA							
Anderson	WCAC	66	101.1	6.4	330	34.51	82.64
Charleston	WTMA-FM	36	95.1	10.0	385	32.82	79.98
	WCSC-FM	45	96.9	36.0	330	32.82	80.00
Columbia	WUSC-FM	10	89.9	.010*	129*	33.98	81.03
	WIS-FM	33	94.5	1.3	270	33.95	81.00
	WCOS-FM	50	97.9	5.3	260	34.02	81.01
Dillon	WDSC-FM	25	92.9	8.8	290	34.37	79.40
Greenville	WESC-FM	23	92.5	12.0	360	34.89	82.47
	WFBC-FM	29	93.7	10.5	1110	34.94	82.41
Greenwood	WCRS-FM	39	95.7	5.0	435	34.21	80.17
Orangeburg	WORG-FM	74	102.7	4.6	110	33.52	80.87
Rock Hill	WRHI-FM	52	98.3	.650	310	34.91	81.01
Seneca	WSNW-FM	51	98.1	9.4	330	34.69	82.99
Spartanburg	WSPA-FM	55	98.9	4.9	520	34.98	81.99
	WDXY	63	100.5	9.2	420	34.98	81.97
TENNESSEE							
Bristol	WOPI-FM	45	96.9	9.7	260	36.60	82.16
Chattanooga	WDOD-FM	43	96.5	42.0	1040	35.16	85.32
Greeneville	WGRV-FM	35	94.9	4.6	250	36.16	82.84
Jackson	WTJS-FM	81	104.1	50.0	640	35.65	88.83
Johnson City	WJHL-FM	64	100.7	8.1	620	36.32	82.34
Kingsport	WKPT-FM	53	98.5	10.0	960	36.53	82.59
Knoxville	WKCS	16	91.1	.310	73	35.99	83.92
	WUOT	20	91.9	70.5	125	35.96	83.96
	WBIR-FM	27	93.3	2.85	350	35.95	83.95
Memphis	WMCF	59	99.7	300.0	940	35.17	89.89
Nashville	WHCY	90	105.9	3.1	47	36.16	86.76
TEXAS							
Abilene	KACC-FM	20	91.9	.160	53	32.46	99.71
Austin	KHFI	52	98.3	.700	125	30.30	97.74
Baytown	KREL-FM	21	92.1	.820	190	29.78	95.02
Beaumont	KRIC-FM	48	97.5	14.0	360	30.06	94.12
Cleburne	KCLE-FM	32	94.3	.330	190	32.38	97.40
Corpus Christi	KCCT-FM	38	95.5	.340	280	27.79	97.40
Dallas	KNER	01	88.1	.010*	76*	32.80	96.65
	KSMU-FM	07	89.3	.010*	60*	32.86	96.79
	KVTT	19	91.7	.780	135	32.78	96.81
	KRLD-FM	23	92.5	40.0	480	32.89	96.64

* Height above surrounding terrain.

City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
	WRR-FM	66	101.1	68.0	500	32.78	96.76
	KIXL-FM	83	104.5	25.0	470	32.78	96.72
Denton	KDNT-FM	92	106.3	.760	270	33.23	97.17
El Paso	KVOF-FM	03	88.5	.010*	185*	31.76	106.49
Ft. Worth	WBAP-FM	42	96.3	52.0	475	32.75	97.27
Houston	KUHF	17	91.3	9.8	320	29.72	95.35
	KTRH-FM	66	101.1	29.5	470	29.76	95.36
	KPRC-FM	75	102.9	48.0	550	29.73	95.46
Nacogdoches	KELS	61	100.1	.330	175	31.59	94.62
Plainview	KHBL	01	88.1	.010*	90*	34.19	101.73
San Antonio	KONO-FM	25	92.9	3.8	410	29.44	98.48
	KAML-FM	47	97.3	8.3	185	29.44	98.55
	KISS	58	99.5	12.9	570	29.39	98.35
	KOKE	68	101.5	15.0	310	29.50	98.41
Texarkana	KCMC-FM	51	98.1	1.4	275	33.45	94.07

UTAH

Ephraim	KEPH	05	88.9	.010*	80*	39.37	111.57
Logan	KVSC	01	88.1	.010*	84*	41.74	111.81
Salt Lake City	KDYL-FM	54	98.7	1.2	2970	40.61	112.17
	KSL-FM	62	100.3	6.1	3660	40.66	112.20

VIRGINIA

Arlington	WARL-FM	86	105.1	2.05	500	38.90	77.13
	WINA-FM	37	95.3	.620	225	38.02	78.50
Crewe	WSVS-FM	84	104.7	14.0	450	37.20	76.17
Harrisonburg	WEMC	19	91.7	.010*	78*	38.47	78.88
	WSVA-FM	64	100.7	7.2	345	38.45	78.91
Lynchburg	WWOD-FM	61	100.1	.940	170	37.44	79.21
Martinsville	WMVA-FM	42	96.3	2.9	625	36.70	79.85
Newport News	WGH-FM	47	97.3	36.0	180	37.04	76.41
Norfolk	WFOS	13	90.5	.010*	75*	36.80	76.27
	WMTI	18	91.5	1.45	96	36.89	76.30
	WRVC	73	102.5	8.7	95	36.88	76.29
Richmond	WRVA-FM	33	94.5	25.0	460	37.51	77.50
	WCOD	51	98.1	34.0	430	37.58	77.49
	WRNL-FM	71	102.1	50.0	240	37.62	77.43
Roanoke	WDBJ-FM	35	94.9	14.5	1940	37.20	80.16
	WSLS-FM	56	99.1	10.5	1910	37.20	80.15
	WROV-FM	79	103.7	2.3	—20	37.27	79.97
Winchester	WRFL	23	92.5	13.4	1390	38.96	78.02

WASHINGTON

Cheney	KEWC-FM	10	89.9	.010*	62*	47.49	117.58
Seattle	KUOW	13	90.5	3.4	100	47.65	122.31
	KING-FM	51	98.1	15.0	410	47.63	122.35
	KISW	60	99.9	2.1	350	47.70	122.32
	KIRO-FM	64	100.7	4.5	470	47.40	122.44
Spokane	KREM-FM	25	92.9	4.8	720	47.62	117.37
Tacoma	KCPS	15	90.9	.070	90	47.16	122.52
	KTOY	19	91.7	3.5	450	47.25	122.45
	KTNT-FM	47	97.3	10.2	410	47.25	122.46

WEST VIRGINIA

Beckley	WJLS-FM	58	99.5	34.0	1050	37.59	81.11
Charleston	WKNA-FM	48	97.5	9.0	124.3	38.38	81.71
Huntington	WHTN-FM	63	100.5	53.0	560	38.39	82.47
Logan	WLOG-FM	77	103.3	2.1	725	37.86	81.98
Martinsburg	WEPM-FM	32	94.3	.810	170	39.46	77.84
Morgantown	WAJR-FM	57	99.3	1.0	10	39.62	79.95
Oak Hill	WOAY-FM	31	94.1	14.5	660	37.96	81.15
Parkersburg	WPAR-FM	93	106.5	8.9	280	39.29	81.53
Wheeling	WKWK-FM	47	97.3	16.0	470	40.10	80.70
	WWVA-FM	54	98.7	7.4	470	40.10	80.87

WISCONSIN

Appleton	WLFM	16	91.1	10.5	130	44.26	88.40
Chilton	WHKW	07	89.3	51.0	740	44.03	88.29
Colfax	WHWC	02	88.3	50.0	740	44.96	91.67

* Height above surrounding terrain.

City	Call Letters	Ch. No.	Freq.	Erp. (Kw)	Antenna* Hgt. in Ft.	Lat.	Long.
Delafield	WHAD	14	90.7	52.0	500	43.03	88.39
Eau Claire	WEAU-FM	31	94.1	60.0	360	44.83	91.45
Glendale	WFMR	43	96.5	24.5	35	43.13	87.91
Greenfield	WWCF	35	94.9	37.0	1300	43.43	89.22
Highland	WHHI	17	91.3	50.0	596	43.05	90.37
Highland Township	WHSA	10	89.9	38.0	450	46.47	91.57
Holmen	WHLA	12	90.3	39.0	840	43.95	91.13
Janesville	WCLO-FM	60	99.9	15.5	200	42.66	89.04
Madison	WHA-FM	04	88.7	22.0	185	43.08	89.40
	WISC-FM	51	98.1	1.0	105	43.02	89.40
	WMFM	81	104.1	7.5	80	43.09	89.35
Marshfield	WDLB-FM	80	103.9	.250	250	44.68	90.17
Merrill	WLIN	64	100.7	9.35	260	45.19	89.67
Racine	WRJN-FM	64	100.7	15.0	265	42.71	87.83
Rice Lake	WJMC-FM	42	96.3	26.0	540	45.51	91.77
	WHBL-FM	62	100.3	63.0	235	43.72	87.73
	WHRM	20	91.9	114.0	790	44.84	89.69
	WFHR-FM	77	103.3	2.1	360	44.42	89.83



99.5 WBAI FM

98.6

for the listener who is slightly above normal

2 East 61st Street
New York 21, N. Y.
TEmpleton 8-3355

For station listing see Page 1345

COMMUNITY TELEVISION ANTENNA SYSTEMS

As of January 1, 1958

City	*Firm Name*	*Stations*
	ALABAMA	
Florence	Muscle Shoals TV Cable Corp.	WBRC-TV, WABT (Birmingham) WSIX-TV (Nashville)
Fort Payne	City TV Co.	
Huntsville	TV Distribution System	WBRC-TV, WABT (Birmingham) WSM-TV, WSIX-TV (Nashville)
Russellville	Better TV Cable Co.	WBRC-TV, WABT (Birmingham) WSIX-TV (Nashville)
	ARIZONA	
Ajo	Ajo TV Service Co., Inc.	KPHO-TV, KTVK, KOOL-TV (Phoenix) KVOA-TV (Tucson)
Bisbee	Nichol's Radio & TV Service	
Clifton	Clifton-Morenci Comm. TV Inc.	KOOL-TV, KVAR, KTVK (Phoenix)
Douglas	Whitey's TV & Cable Co. Inc.	KTVK (Phoenix) KVOA-TV, KOLD-TV, KGUN-TV (Tucson)
Flagstaff	Flagstaff TV & Cable Co.	KOOL-TV, KVAR, KTVK (Phoenix)
Holbrook	Winslow-Holbrook Comm. TV	KOOL-TV, KVAR, KTVK (Phoenix)
Miami	Antennavision Inc.	KOOL-TV, KVAR, KPHO-TV, KTVK (Phoenix)
Nogales	Clear-Vision TV	KVOA-TV, KGUN-TV, KOLD-TV (Tucson) KOOL-TV (Phoenix)
Phoenix	Antennavision Inc.	KTVK, KOOL-TV, KPHO-TV, KVAR (Phoenix)
Prescott	TV Services Inc.	KPHO-TV, KOOL-TV, KVAR, KTVK (Phoenix)
Ray-Sonora	Arizona Comm. TV Systems Inc.	KOOL-TV, KVAR, KTVK (Phoenix)
Safford	Antennavision Inc.	KOOL-TV, KVAR, KTVK (Phoenix)
San Manuel	Arizona Comm. TV Systems Inc.	KOOL-TV, KVAR, KTVK (Phoenix)
Williams	Whitey's TV Cable Co. Inc.	KOOL-TV, KVAR, KTVK, KPHO-TV (Phoenix)
Winslow	Winslow-Holbrook Comm. TV	KOOL-TV, KVAR, KTVK (Phoenix)
	ARKANSAS	
Batesville	Comm. Antenna Co.	WMCT, WREC-TV, WHBQ-TV (Memphis) KARK-TV, KTHV (Little Rock)
Fayetteville	Trans-Video Corp. of Ark.	KOTV, KVOO-TV, KTUL-TV (Tulsa)
Harrison	Twin Lakes TV Corp.	KYTV, KTTS-TV (Springfield) KARK-TV (Little Rock)
Mena	TV Signal Service	KARK-TV, KTVH (Little Rock) KCMC-TV (Texarkana) KATV (Pine Bluff)
Rogers	KABO TV Cable System	KOTV, KVOO-TV, KTUL-TV (Tulsa) KODE-TV, KOAM-TV (Pittsburgh-Joplin)
Siloam Springs	Garrett Coaxial TV Towers	KVOO-TV, KTUL-TV, KOTV (Tulsa) KOAM-TV (Pittsburg-Joplin)
	CALIFORNIA	
Auburn	Master Antenna Systems Inc.	KPIX, KRON-TV, KGO-TV (San Francisco) KVOR (Stockton) KBET-TV (Sacramento)
Banning	Banning Comm. Corp.	KRCA, KABC-TV, KHJ-TV, KCOP, KTLA, KNXT, KTTV (Los Angeles)
Barstow	TV Relay Systems Inc.	KNXT, KRCA, KABC-TV, KTLA, KTTV (Los Angeles)
Beverly Hills	Comm. TV Reception Co.	KABC-TV, KCOP, KHJ-TV, KNXT, KRCA, KTLA, KTTV (Los Angeles)
Big Bear Lake	Master TV Dist. System	KNXT, KABC-TV, KRCA, KTLA, KHJ-TV (Los Angeles)
Burbank	Comm. TV Reception Co. Inc.	
Carmel	Alarm Corp.	KRON-TV, KPIX, KGO-TV (San Francisco) KSBW-TV (Salinas)
Dunsmuir	Dunamuir TV Co.	KBES-TV (Medford) KHSL TV (Chico)

City	Firm Name	Stations
Eagle Mt. Mines	Standard Reception Co.	
Glendale	Kaiser Steel Corp.	
Grass Valley	Comm. Antenna Co. Inc.	KPIX, KRON-TV, KGO-TV (San Francisco)
Ione	Angier Appliance	
Jackson	Angier Appliance	
Laguna Beach	Tel-I-Clear Systems Inc.	KRCA, KABC-TV, KHJ-TV, KCOP, KTLA, KNXT, KTTV (Los Angeles)
Martel	Angier Electric & TV	
Martinez	TV Transmission Inc.	KGO-TV, KPIX, KRON-TV (San Francisco)
Monterey	LaMesa TV Co.	KRON-TV, KPIX, KGO-TV (San Francisco) KCRA-TV (Sacramento) KNTV (San Jose) KSBW-TV (Salinas) KOVR (Stockton)
Morro Bay	Jerry Martin TV Service	KEYT (Santa Baraba) KVEC-TV (San Luis Obispo)
Nevada City	Comm. Antenna Co. Inc.	KRON-TV, KPIX, KGO-TV (San Francisco)
Palm Springs	Palm Springs Comm. TV Corp .	KNXT, KRCA, KTLA, KABC-TV, KHJ-TV, KTTV (Los Angeles)
Placerville	El Dorado TV Eng. Corp.	KRON-TV, KPIX, KGO-TV (San Francisco)
Sacramento	J. W. Brewer Co.	KVOR (Stockton) KBET-TV, KCCC-TV, KCRA-TV (Sacramento)
San Bernardino	Community TV	KRCA, KABC-TV, KHJ-TV, KCOP, KTLA, KNXT, KTTV (Los Angeles)
San Diego	Video Antenna Systems Inc.	KNXT, KRCA, KTTV, KCOP (Los Angeles) KFSD-TV, KFMB-TV (San Diego) XETV (Tijuana)
Santa Cruz	Pacific Telescription Sys.	KGO-TV, KPIX, KRON-TV (San Francisco)
Sausalito	Sausalito Community TV	
Taft	Kern Mutual Telephone Co.	KHJ-TV, KRCA, KTLA, KABC-TV, KNXT (Los Angeles)
Tujunga	Seven Hills Antenna Corp.	KNXT, KRCA, KTLA, KABC-TV, KHJ-TV, KTTV, KCOP (Los Angeles)
Ukiah	Spanish Mountain TV Corp.	KRON-TV, KPIX, KGO-TV (San Francisco) KHSL-TV (Chico)
Ventura	Avenue TV Coaxial Cable-Service	KNXT, KRCA, KTLA, KABC, KABC-TV, KHJ-TV, KTTV, KCOP (Los Angeles)
Victorville	Clearvision TV Service	KTLA, KCOP, KTTV, KRCA, KNXT, KABC-TV, KHJ-TV (Los Angeles)
	COLORADO	
Alamosa	Comm. TV Systems of Colo.	KOAT-TV, KOB-TV, KGGM-TV (Albuquerque)
Antonito	Comm. TV Systems of Colo.	KOAT-TV, KOB-TV, KGGM-TV (Albuquerque)
Climax	Climax Molybdenum Co.	KOA-TV, KTVR, KBTV, KLZ-TV (Denver)
Durango	Durango TV Network Inc.	KOB-TV, KOAT-TV, KGGM-TV (Albuquerque)
Estes Park	Estes Park TV Co.	KTVR, KOA-TV, KLZ-TV, KBTV (Denver)
Glenwood Springs	Radio & TV Service	
La Jara	Comm. TV Systems of Colo.	KOB-TV, KOAT-TV, KGGM-TV (Albuquerque)
Leadville	Leadville Comm. TV Co.	
Monte Vista	Comm. TV Systems of Co'o.	KOB-TV, KGGM-TV, KOAT-TV (Albuquerque)
Salida	Comm. TV Systems of Co'o.	KLZ-TV, KBTV, KOA-TV (Denver) KCSJ-TV (Pueblo)
Sterling	Sterling Comm. TV Co.	KOA-TV, KTVR, KLZ-TV, KBTV (Denver) KFBC-TV (Cheyenne)
Trinidad	Trinidad Comm. TV Co.	KKTV (Colorado Springs) KCSJ-TV (Pueblo)
	FLORIDA	
Key West	Key West Cable-Vision Inc.	WCKT, WTVJ (Miami) CMQ-TV (Havana)
Sarasota	City TV Antenna Network Inc.	WTVT, WFLA-TV (Tampa) WSUN-TV (St. Petersburg)
	IDAHO	
Avery	Nolan's TV Service	
Bonners Ferry	TV Sales Inc.	KREM-TV, KXLY-TV, KHQ-TV (Spokane)
Burke	Burke TV Cable	
Cottonwood	Master TV Service	KREM-TV, KXLY-TV, KHQ-TV (Spokane) KLEW-TV (Lewiston)
Craigmont	Craigmont TV Cable Service	KHQ-TV, KXLY-TV, KREM-TV (Spokane) KLEW-TV (Lewiston)
Deary	Deary TV Co-op	
Elk River	Elk River TV Co.	
Grangeville	Grangeville TV Service Inc.	KHQ-TV, KXLY-TV, KREM-TV (Spokane)
Kamiah	Fleisher Electric & TV	KXLY-TV, KHQ-TV (Spokane)
Kellogg	Kellogg TV System Inc.	KREM-TV, KXLY-TV, KHQ-TV (Spokane)
Ketchum-Sun Valley	Wood River TV, Ketchum	KBOI (Boise) KID-TV (Idaho Falls) KSL-TV (Salt Lake City) KLIX-TV (Twin Falls)

City	*Firm Name*	*Stations*
Lewiston	Pacific Northwest TV Inc.	KHQ-TV, KXLY-TV, KREM-TV (Spokane) KLEW-TV (Lewiston)
Moscow	TV Cable Co.	
Mullan	Mullan TV Cable Service	
Orofino	Clearwater Cable TV	
Osborn	Teleview Antenna Systems	
Pinehurst	Everett's Electric Corner	
Pinehurst	Pinehurst Co-op TV Inc.	
Pocatello	Bannock TV Inc.	
Smelterville	E. & F. TV System	
Troy	Troy TV Co. Inc.	KHQ-TV, KXLY-TV, KREM-TV (Spokane) KLEW-TV (Lewiston)
Twin Falls	Cable-Vision Inc.	KHQ-TV, KXLY-TV, KREM-TV (Spokane) KLEW-TV (Lewiston) KID-TV (Idaho Falls) KBOI-TV, KIDO-TV (Boise) KLIX-TV (Twin Falls)
Weippe	General Sales & Service	KLEW-TV (Lewiston) KHQ-TV, KREM-TV, KXLY-TV (Spokane)
	ILLINOIS	
Marengo	Marengo TV Inc.	
Peru	TV Transmission Co.	WBBM-TV, WNBQ, WGN-TV, WBKB (Chicago) WEEQ-TV (La Salle)
Taylorville	West End TV Assn. Co-op	WTVP (Decatur) KSD-TV (St. Louis) WCIA (Champaign) WICS (Springfield)
	INDIANA	
Cannelton	Channel Towers	WAVE-TV, WHAS-TV (Louisville)
	IOWA	
Dubuque	Dubuque Jerrold Div., Bannock TV Inc.	KCRG-TV, WMT-TV (Cedar Rapids) WOC-TV (Davenport) WHBF-TV (Rock Island) WREX-TV (Rockford) KWWL-TV (Waterloo)
Estherville	Community TV Co.	KGLO-TV (Mason City) KTIV (Sioux City) KELO-TV (Sioux Falls)
Ft. Madison	Iowa Video Inc.	WOC-TV (Davenport) WHBF-TV (Rock Island) KHQA-TV (Hannibal)
	KANSAS	
Centralia	Johnstone Auto & Electric	
Liberal	TV Cable Inc.	
Onaga	Grim Radio & Electric	
	KENTUCKY	
Alva	Black Star TV Assn.	WATE (Knoxville) WJHL-TV (Johnson City) WBTV (Charlotte)
Barbourville	Brown Radio TV Co.	WBIR-TV, WATE (Knoxville)
Benham	Benham Comm. TV Project	WJHL-TV (Johnson City) WATE (Knoxville) WSAZ-TV (Huntington)
Brookside	Harlan Colleries Co.	WATE (Knoxville) WSAZ-TV (Huntington)
Burkesville	Cumberland TV	WSM-TV, WLAC-TV (Nashville)
Frankfort	Community Service Inc.	WLWT, WCPO-TV (Cincinnati) WLEX-TV (Lexington)
Harlan	Harlan Comm. TV Inc.	WBIR-TV, WATE-TV (Knoxville) WJHL-TV (Bristol) WLOS-TV (Asheville)
Irvine	Miller's Inc.	WLWT (Cincinnati) WLEX-TV (Lexington) WAVE-TV (Louisville)
Liberty	Liberty TV Co.	WHAS-TV, WAVE-TV (Louisville) WLEX-TV (Lexington)
Lynch	Union Supply Co.	
Manchester	Perfect TV Co.	WBIR-TV, WATE-TV (Knoxville) WJHL-TV (Johnson City) WSAZ-TV (Huntington)
McDowell	Paintsville Appliance Co.	
Paducah	Midwest Video Corp.	
Paintsville	Paintsville TV Cable Corp.	WCHS-TV (Charleston) WHTN-TV, WSAZ-TV (Huntington)
Pikeville	Valley TV Service Inc.	WCHS-TV (Charleston) WHTN-TV, WSAZ-TV (Huntington)
Pineville	Paintsville Appliance Co.	WATE-TV (Knoxville) WLOS-TV (Asheville) WJHL-TV (Johnson City)

City	Firm Name	Stations
Pineville	Pineville TV	
Prestonsburg	Flanery & Dingus TV Service	WCHS-TV (Charleston) WSAZ-TV, WHTN-TV (Huntington)
Wheelwright	Inland Stell Co.	WHTN-TV, WSAZ-TV (Huntington)
Whitesburg	Salyer Radio & TV Co.	
Winchester	Tele-Ception of Winchester	
Yancey	Harlan Fuel Co.	
	LOUISIANA	
Pineville	Alpine Community TV	KLFY-TV (Lafayette) KPLC-TV (Lake Charles) KNOE-TV (Monroe)
	MAINE	
Dixfield	Rumford TV Services Corp.	
Houlton	Houlton TV Inc.	WABI-TV, WTWO (Bangor) CHJ-TV (St. John) WAGM-TV (Presque Isle)
	MARYLAND	
Cumberland	Potomac Valley TV Co. Inc.	WRC-TV, WTTG, WMAL-TV, WTOP-TV, (Washington)
Friendsville	Yough TV Co. Inc.	WJAC-TV (Johnstown) KDKA-TV (Pittsburgh) WSTV-TV (Steubenville)
Hancock	Community TV Inc.	WRC-TV, WMAL-TV, WTOP-TV (Washington)
Lonaconing	Jackson TV Co.	WJAC-TV (Johnstown) WFBG-TV (Altoona) KDKA-TV (Pittsburgh)
	MASSACHUSETTS	
Athol	Mohawk Valley TV Inc.	WBZ-TV, WNAC-TV, WGBH-TV (Boston) WTIC-TV (Hartford)
Millers Falls	Millers Falls Antenna Corp.	WNAC-TV, WBZ-TV (Boston) WNHC-TV (New Haven)
North Adams	Telecable Inc.	
Pittsfield	Pittsfield Community Antenna	WCBS-TV, WRCA-TV, WABD, WABC-TV, WPIX (New York)
Shelburne Falls	Shelburne Falls Comm. Antenna Service Inc.	WRGB (Schenectady) WMUR-TV (Manchester) WBZ-TV, WNAC-TV, WHDH-TV (Boston)
	MICHIGAN	
Caspian	Caspian Comm. TV Corp.	WBAY-TV, WFRV-TV (Green Bay) WMBV-TV (Marinette)
Houghton	Northern Comm. System Inc.	CFPA-TV (Port Arthur) WDSM-TV, KDAL-TV (Duluth) WDMJ-TV (Marquette) WFRV-TV (Green Bay) WMBV-TV (Marinette)
Iron Mountain	Northside TV Corp.	
Norway	City of Norway	WFRV-TV, WBAY-TV (Green Bay) WMBV-TV (Marinette)
Potoskey	Great Lakes Comm. TV Inc.	WBAY-TV (Green Bay) WMBV-TV (Marinette) WWTV (Cadillac) WPBN-TV (Traverse City)
	MINNESOTA	
Benson	Community TV Inc.	WCCO-TV, KEYD-TV, KSTP-TV, WTCN-TV (Minneapolis) KDLO-TV (Florence)
Brainerd	Brainerd Video Inc.	WCCO-TV, KSTP-TV, WTCN-TV, KMGM-TV, KTCA-TV (Minneapolis-St. Paul) KDAL-TV, WDSM-TV (Duluth)
Ely	Ely TV Cable Co.	KDAL-TV, WDSM-TV (Duluth)
Jackson	City of Jackson	KGLO-TV (Mason City) KTIV (Sioux City) KSTP-TV (St. Paul) KELO-TV (Sioux Falls)
Mankato	Minn. TV Signal Dist. Co.	WCCO-TV, KSTP-TV, KMGM-TV, WTCN-TV, KTCA-TV (Minneapolis-St. Paul) KROC-TV (Rochester)
Willmar	Willmar Video Inc.	KTCA, WCCO-TV, KMGM, KSTP-TV, (Minneapolis-St. Paul)
	MISSISSIPPI	
Amory	Community Antenna Co.	WMCT, WREC-TV, WHBQ-TV (Memphis) WBRC-TV (Birmingham) WCBI-TV (Columbus)
Cleveland	TV Cables Inc.	WMCT, WREC-TV, WHBQ-TV (Memphis) KTHV (Little Rock) KATV (Pine Bluff)
Columbus	Columbus TV Cable Corp.	WBRC-TV, WABT (Birmingham) WTOK-TV (Meridian) WTWV (Tupelo)
Drew	Delta Video Co.	WMCT, WHBQ-TV, WREC-TV (Memphis) KATV (Pine Bluff)

City	Firm Name	Stations
Greenville	Delta Video Co.	KNOE-TV (Monroe) WLBT, WJTV (Jackson) KATV (Pine Bluff) KARK-TV (Little Rock)
Greenwood	Community TV System Inc.	WLBT, WJTV (Jackson) WMCT (Memphis)
Grenada	Grenada Video Inc.	WMCT, WREC-TV, WHBQ-TV (Memphis) WJTV, WLBT (Jackson)
Hattiesburg	Perfect Video Inc.	WLBT, WJTV (Jackson) WKRG-TV (Mobile) WTOK-TV (Meridian) WDAM-TV (Hattiesburg)
Indianola	Crosby Home Appliance Co.	WJTV, WLBT (Jackson) KATV (Pine Bluff) KNOE-TV (Monroe)
Tupelo	Tupelo Comm. Antenna Inc.	WHBQ-TV, WMCT, WREC-TV (Memphis) WTWV (Tupelo)
	MISSOURI	
West Plains	Community Cable Co.	KYTV, KTTS-TV (Springfield) WMCT (Memphis) KTVI (St. Louis)
	MONTANA	
Big Timber	TV Cable Assn. Inc.	KOOK-TV, KGHL (Billings) KID-TV (Idaho Falls)
Bozeman	Bozeman Comm. TV Inc.	KFBB-TV (Great Falls) KXLF-TV (Butte) KID-TV (Idaho Falls)
Cut Bank	Highline Comm. Antenna Service	KFBB-TV (Great Falls) CJLH-TV (Lethbridge)
Havre	Havre Comm. TV Assn.	KXLY-TV (Spokane) CJLH-TV (Lethbridge)
Helena	Helena TV Inc.	KFBB-TV (Great Falls) KMSO-TV (Missoula) KXLF-TV (Butte)
Kalispell	Northwest Video Inc.	KXLY-TV, KREM-TV, KHQ-TV (Spokane) KMSO-TV (Missoula) KGEZ-TV (Kalispell)
Lewistown	Perfect TV Inc.	KOOK-TV, KGHL-TV (Billings) KFBB-TV (Great Falls)
Libby	Troy Video	
Livingston	Livingston Comm. Antenna Assn.	KOOK-TV, KGHL-TV (Billings) KID-TV (Idaho Falls) KXLF-TV (Butte)
Missoula	Missoula TV Cable Co.	KREM-TV, KXLY-TV, KHQ-TV (Spokane) KMSO-TV (Missoula)
Shelby	Norwest Radio Laboratories	KFBB-TV (Great Falls)
Whitefish	Big Mountain TV Inc.	KHQ-TV, KXLY-TV, KREM-TV, (Spokane)
	NEBRASKA	
Falls City	Falls City TV Dist. System	KFEQ-TV (St. Joseph) KMTV, WOW-TV (Omaha) WDAF-TV, KCMO-TV (Kansas City)
Kimball	Kimball Comm. TV Co.	KOA-TV, KLZ-TV, KBTV (Denver)
Scottsbluff	Pioneer Radio TV Inc.	KFBC-TV (Cheyenne)
Sidney	Sidney Community TV Co.	KOA-TV, KLZ-TV, KBTV (Denver) KFBC-TV (Cheyenne)
	NEVADA	
Elko	TV Transmission Inc.	KSL-TV, KTVT, KUTV (Salt Lake City)
Reno	Community Antenna Co. Inc.	KPIX (San Francisco) KOVR (Stockton) KCRA-TV (Sacramento)
Sparks	Community Antenna Co. Inc.	
Tonopah	Tonopah TV Inc.	KRON-TV (San Francisco)
	NEW HAMPSHIRE	
Berlin	Paper City TV Cable Corp.	WNAC-TV (Boston) WMTW (Mt. Washington) WCAX-TV (Burlington) WCSH-TV, WGAN-TV (Portland) CHLT-TV (Sherbrooke)
Claremont	Bellows Falls Cable Corp.	
Colebrook	Colebrook Cable TV Inc.	WCSH-TV, WGAN-TV (Portland) WMTW (Mt. Washington)
Keene	Better TV Inc.	WGBH-TV, WBZ-TV, WNAC-TV, WHDH-TV (Boston) WMTW (Mt. Washington) WMUR-TV (Manchester) WRLP (Greenfield)
Laconia	Community TV Corp.	WGBH-TV, WBZ-TV, WNAC-TV, WHDH-TV (Boston)
Lebanon	Twin State TV Inc.	WBZ-TV, WNAC-TV (Boston) WCAX-TV (Burlington) WMUR-TV (Manchester) WMTW (Mt. Washington)
Newport	Krans Dept. Store	

NEW JERSEY

City	*Firm Name*	*Stations*
Ventnor	South Jersey TV Cable Co.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WVUE (Wilmington) WPIX (New York)

NEW MEXICO

Aztec	Aztec Community TV Inc.	KOB-TV, KGGM-TV, KOAT-TV (Albuquerque)
Baynard	Nichols TV Service	KGUN-TV (Tucson) KROD-TV (El Paso)
Clovis	Midwest Video Corp.	KFDA-TV, KGNC-TV (Amarillo) KCBD-TV, KDUB-TV (Lubbock) KSWS-TV (Roswell)
Farmington	Farmington Comm. TV Inc.	KOB-TV, KGGM-TV, KOAT-TV (Albuquerque)
Grants	Tele-Grants Inc.	KOB-TV, KGGM-TV, KOAT-TV (Albuquerque)
Hobbs	Hobbs TV Co.	KCBD-TV, KDUB-TV (Lubbock) KMID-TV (Midland) KSWS-TV (Roswell) KOSA-TV (Odessa)
Lovington	Lovington Antenna Co.	KDUB-TV, KCBD-TV (Lubbock) KSWS-TV (Roswell) KOSA-TV (Odessa)
Raton	A. R. F. Products, Inc.	KKTV (Colorado Springs)
Ruidoso	Ruidoso TV Service	KSWS-TV (Roswell) KROD-TV (El paso) KOAT-TV (Albuquerque)
Silver City	Antennavision of Silver City	KOOL-TV, KVAR, KTVK (Phoenix)
Tucumcari	Tucumcari TV Co.	KGNC-TV, KFDA-TV (Amarillo) KICA-TV (Clovis) KOAT-TV (Albuquerque)

NEW YORK

Bainbridge	Bainbridge TV Service	WNBF-TV, WINR-TV (Binghamton) WSYR-TV, WHEN-TV (Syracuse) WNEP-TV (Scranton)
Canisteo	Canisteo TV Inc.	
Cooperstown	Cooperstown Video Co.	WKTV (Utica) WHEN-TV (Syracuse) WRGB (Schenectady)
Corning	Corning Community TV Corp.	WSYR-TV (Syracuse) WNBF-TV (Binghamton) WBEN-TV (Buffalo) WROC-TV (Rochester)
Corning	Comm. Enter. Signal System	WGR-TV, WBEN-TV (Buffalo) WNBF-TV (Binghamton) WROC-TV (Rochester) WHEN-TV (Syracuse) WSYE-TV (Elmira) WNEP-TV (Scranton)
Dansville	Steuben TV Antenna System Inc.	WROC-TV (Rochester)
Delhi	Delhi Video Inc.	WINR-TV, WNBF-TV (Binghamton) WRGB (Schenectady) WSYR-TV (Syracuse) WNEP-TV (Scranton)
Ellenville	Ulster County Trans-Video	WABC-TV, WABD, WCBS-TV, WOR-TV WPIX, WRCA-TV, WATV (New York)
Ellenville	Westwood Video Inc.	(Same as above)
Elmira	Elmira Video Inc.	SYR-TV, WHEN-TV (Syracuse) WBEN-TV (Buffalo) WROC-TV (Rochester) WNBF-TV, WINR-TV (Binghamton) WNEP-TV, WDAU-TV (Scranton) WSYE (Elmira)
Gibson	Fribley's Radio Service	
Hornell	Hornell TV Service Inc.	WROC-TV, WHEC-TV, WVET-TV (Rochester) WBEN-TV, WGR-TV (Buffalo) WNBF-TV (Binghamton) WSYR-TV, WHEN-TV (Syracuse)
Hornell	Ford Walton TV Co.	
Horseheads	Chemung Valley TV	
Ithaca	Ceracche TV Corp.	WNBF-TV (Binghamton) WHEN-TV, WSYR-TV (Syracuse) WHEC-TV, WVET-TV, WROC-TV (Rochester) WNEP-TV (Scranton)
Liberty	Liberty Video Corp.	
Margaretville	Tel-Viz System	WRGB (Schenectady)
Montour Falls	Montour Falls Master TV Antenna Corp.	

City	Firm Name	Stations
Napanoch	Napanoch TV Service Club	WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV, WATV, WPIX (New York)
Norwich	Norwich Video Inc.	HEN-TV, WSYR-TV (Syracuse) WKTV (Utica) WNBF-TV, WINR-TV (Binghamton) WNEP-TV (Scranton)
Olean	Olean TV Cable Co.	WBEN-TV, WGR-TV, WBUF (Buffalo) WROC-TV (Rochester) WICU (Erie)
Oneonta	Oneonta Video Inc.	WRGB (Schenectady) WSYR-TV, WHEN-TV (Syacuse) WNBF-TV (Binghamton) WKTV (Utica)
Port Jervis	Tel-Co TV Sales & Service	
Walton	Walton Comm. Antenna System	WCBS-TV (New York) WSYR-TV (Syracuse) WNBF-TV (Binghamton)
Watertown	C & H TV Service Inc.	WSYR-TV, WHEN-TV (Syracuse)
Watkins Glen	Master TV	
Woodbridge	Woodridge Wired TV Co.	WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV, WPIX, WATV (New York)
	OHIO	
Athens	TV Cable Co.	WLWC, WBNS-TV, WTVN-TV (Columbus)
Benton	Wired TV Transmission System	
Cambridge	TV Cable System Inc.	LWC, WBNS-TV, WTVN-TV (Columbus)
Coshocton	Tower Antennas Inc.	JW-TV, WEWS (Cleveland) LWC (Columbus)
Newcomerstown	Newcomerstown TV Cable System	KYW-TV, WEWS (Cleveland) WBNS-TV (Columbus)
New Philadelphia	TV Antenna System Inc.	WEWS, KYW-TV, WJW-TV (Cleveland)
Sugarcreek	Tower Antennas Inc.	WJW-TV, WEWS, KYW-TV (Cleveland) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
Waverly	Pike County Antenna System	
	OKLAHOMA	
Ardmore	Vumore Co.	KWTV (Oklahoma City) WFAA-TV (Dallas) WBAP-TV (Ft. Worth) KFDX-TV (Wichita Falls) KTEN (Ada)
Elk City	Community TV	WKY-TV, KWTV (Oklahoma City) KGEO-TV (Enid)
Guymon	Guymon TV	KFDA-TV, KGNC-TV (Amarillo)
Hobart	Vumore Co.	WKY-TV, KWTV (Oklahoma City) KFDX-TV, KSYD-TV (Wichita Falls) KSWO-TV (Lawton)
	OREGON	
Albany	Albany TV Dist. Corp.	
Arlington	Arlington TV Co-op	KEPR-TV (Pasco) KOIN-TV, KGW-TV (Portland)
Astoria	Clatsop TV Co.	KING-TV, KOMO-TV (Seattle) KTVW (Tacoma) KOIN-TV, KGW-TV (Portland)
Baker	Eastern Oregon TV Inc.	KREM-TV, KXLY-TV, KHQ-TV (Spokane)
Bates	Scott's Furniture	KBOI-TV (Boise)
Bend	Bend TV Cable Inc.	KOIN-TV, KPTV, KGW-TV (Portland)
Burns	Burns-Hines TV Inc.	
Condon	Condon TV Co-op	
Coos Bay	Bay TV Inc.	KOIN-TV, KGW-TV (Portland) KVAL-TV (Eugene)
Coquille	Community Cable TV	KVAL-TV (Eugene) KBES-TV (Medford) KOIN-TV, KGW-TV (Portland)
DeLake	Lincoln TV System Inc.	KOIN-TV, KGW-TV, KPTV (Portland)
Elgin	Elgin Electric	
Enterprise	Enterprise TV Service Co. Inc.	KHQ-TV, KXLY-TV, KREM-TV (Spokane)
Eugene	Abar TV Cable Co.	KVAL-TV (Eugene) KONN-TV, KPTV, KGW-TV (Portland)
Eugene	Carlson, Hatton Hay Inc.	
Fossil	Fossil Community TV Inc.	KOIN-TV, KPTV, KGW-TV (Portland)
Heppner	Heppner TV Inc.	KEPR-TV (Pasco)
Hood River	Hood River Cable TV System	
Imbler	Imbler TV Assn.	
Ione	Ione-Banana Valley TV System	
Ione	Ione City TV Co-op	KOIN-TV, KGW-TV (Portland) KEPR-TV (Pasco)
John Day	John Day Canyon City Cable Co.	KBOI-TV, KIDO-TV (Boise)
John Day	Scott's Furniture	
Kinzua	Kinzua Pine Mills System	
Klamath Falls	City TV Inc.	KBES-TV (Medford) KVIP (Redding)

City	Firm Name	Stations
La Grande	Eastern Oregon TV Inc.	KREM-TV, KXLY-TV, KHG-TV (Spokane)
Lebanon	Lebanon Comm. TV Co-op	
Lebanon	Lebanon TV Dist. Co.	
Lexington	Lexington TV Corp.	
Madras	Rowan's TV-Radio Service	KOIN-TV, KGW-TV, KPTV (Portland)
Mill City	Santiam TV Cable	KOIN-TV, KGW-TV, KPTV (Portland)
Mitchell	Mitchell Community TV	
Myrtle Point	TV Systems Inc.	KOIN-TV (Portland) KBES-TV (Medford) KVAL-TV (Eugene)
Newport	Magee TV Co.	KOIN-TV, KPTV, KGW-TV (Portland) KVAL-TV (Eugene)
Oakridge	Northwest Antenna Cable	KVAL-TV (Eugene) KOIN-TV (Portland)
Pendleton	Pendleton Comm. TV System	KHQ-TV, KXLY-TV, KREM-TV (Spokane)
Pilot Rock	Pilot Rock TV Corp.	KEPR-TV (Pasco) KXLY-TV (Spokane)
Portland	Trans-Video Co. of Oregon	KOIN-TV, KPTV, KGW-TV (Portland)
Prineville	Prineville Comm. TV Inc.	KOIN-TV, KPTV, KGW-TV (Portland)
Reedsport	Cable TV Corp.	KOIN-TV, KGW-TV (Portland) KPIC (Roseburg)
Roseburg	Umpqua Radio & TV Inc.	KBES-TV (Medford) KVAL-TV (Eugene) KOIN-TV (Portland)
Seaside	Dynamic TV	
Seaside	Seaside TV Service Co. Inc.	
Sheridan	Stuck Electric Co.	KPTV, KOIN-TV, KGW-TV (Portland)
The Dalles	The Dalles TV Co.	KOMO-TV (Seattle) KOIN-TV, KGW-TV (Portland)
Tillamook	Radio Sound Service	
Toledo	Mac's TV & Electronics	KOIN-TV, KGW-TV, KPTV (Portland) KVAL-TV (Eugene)
Union	Eastern Oregon TV Inc.	KREM-TV, KXLY-TV, KHQ-TV (Spokane)
Warm Springs	Warm Springs Cable System	KOIN-TV, KGW-TV, KPTV (Portland)
Wheeler	Pricketts Radio & TV	KOIN-TV, KOMO-TV (Portland) KING-TV (Seattle)
Yachats	Yachats Community TV System	KOIN-TV, KGW-TV (Portland) KVAL-TV (Eugene)
	PENNSYLVANIA	
Ashland	Ashland Video Co.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WGAL-TV (Lancaster)
Avis	Charles TV Cable System	WJAC-TV (Johnstown) WFBG-TV (Altoona) WBRE-TV, WILK-TV (Wilkes-Barre) WDAU-TV (Scranton)
Bangor	Clar-O-View Comm. TV Inc.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WPIX, WOR-TV (New York)
Bellefonte	Central Penna. Corp.	WJAC-TV (Johnstown) WFBG-TV (Altoona) WGAL-TV (Lancaster) WBRE-TV (Wilkes-Barre) WBPZ-TV (Lock Haven)
Berwick	Cable TV Co.	WCAU-TV, WRCV-TV, WFIL-TV (Philadelphia) WPIX (New York) WNBF-TV (Binghamton)
Bethlehem	Service Electric TV Cable Co.	WFIL-TV, WCAU-TV, WRCV-TV (Philadelphia) WPIX, WOR-TV, WABC-TV (New York) WVUE (Wilmington)
Blairs Mills	E. B. Kling & Co.	
Bloomsburg	Municipal TV Corp.	WRCV-TV, WCAU-TV, WFIL-TV (Philadelphia) WVUE (Wilmington) WGAL-TV (Lancaster) WDAU-TV (Scranton)
Blossburg	Williamson Road TV Co.	WNBF-TV (Binghamton) WBEN-TV (Buffalo) WSYE-TV (Elmira)
Bradford	Bradford TV Cable Co.	WBEN-TV, WGR-TV, WBUF (Buffalo) WJAC-TV (Johnstown) WICU-TV (Erie)
Bradford	Parkway Antenna Co.	
Brandonville	Community TV Assn.	
Brockton	Schuylkill Valley Trans Video Corp.	WRCV-TV, WCAU-TV, WFIL-TV (Philadelphia) WPFH (Wilmington)
Brockway	Brockway TV Inc.	KDKA-TV (Pittsburgh) WJAC-TV (Johnstown) WFBG-TV (Altoona)

City	Firm Name	Stations
Buck Hill Falls	Buck Hill Falls TV Co.	
Carlisle	Mathew's Inc.	
Clarendon	Clarendon TV Assoc.	WBEN-TV, WGR-TV (Buffalo) WJAC-TV (Johnstown) WEWS (Cleveland) WICU-TV (Erie)
Clearfield	Clearfield TV Inc.	WJAC-TV (Johnstown) WFBG-TV (Altoona) KDKA-TV (Pittsburgh)
Conemaugh	Apex TV & Radio Service Inc.	WJAC-TV, WARD-TV (Johnstown) WFBG-TV (Altoona) KDKA-TV (Pittsburgh) WSTV-TV (Steubenville)
Coudersport	Coudersport TV Cable Co.	WGR-TV, WBEN-TV (Buffalo) WJAC-TV (Johnstown) WFBG-TV (Altoona)
Danville	Service Electric Co.	WFIL-TV (Philadelphia) WDAU-TV (Scranton) WBRE-TV, WILK-TV (Wilkes-Barre) WGAL-TV (Lancaster) WPIX, WABD (New York)
Easton	Clear-Pic Electronics Inc.	WRCV-TV, WFIL-TV (Philadelphia) WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV, WPIX (New York)
Elizabethville	Elizabethville TV Corp.	WGAL-TV (Lancaster) WFBG-TV (Altoona) WTPA, WCMB-TV (Harrisburg) WFIL-TV (Philadelphia)
Elkland	Elkland Electric Co. Inc.	WBEN-TV (Buffalo) WSYE-TV (Elmira) WNBF-TV (Binghamton)
Everett	Everett TV Corp.	KDKA-TV (Pittsburgh) WTTG (Washington) WJAC-TV (Johnstown) WFBG-TV (Altoona) WSVA-TV (Harrisonburg)
Franklin	Coaxial Cable Co.	WICU-TV (Erie)
Galeton	Galeton TV Antenna Inc.	WBEN-TV (Buffalo) WNBF-TV (Binghamton) WSYE (Elmira)
Hamburg	Hamburg Tire Co.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WVUE (Wilmington) WGAL-TV (Lancaster) WLBR-TV (Lebanon)
Harrisburg	Perfect TV Inc.	WMAR-TV, WBAL-TV (Baltimore) WFIL-TV (Philadelphia) WGAL-TV (Lancaster) WHP-TV (Harrisburg)
Hazleton	Mountain City TV Co.	WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV (New York) WFIL-TV (Philadelphia)
Herndon	Pike's Peak TV Assn.	
Honesdale	Honesdale TV Service	WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV, WPIX, WATV (New York) WNBF-TV (Binghamton)
Howard	Mill Hall Cable Co. Inc.	WFBG-TV (Altoona) WJAC-TV (Johnstown) WGAL-TV (Lancaster) WBRS-TV, WILK-TV (Wilkes-Barre) WNBF-TV (Binghamton)
Isabella	Community Antenna Co.	
Jersey Shore	Hardt's Video Service	WILK-TV, WBRE-TV (Wilkes-Barre) WFBG-TV (Altoona) WGAL-TV (Lancaster) WDAU-TV, WNEP-TV (Scranton)
Johnsonburg	Johnsonburg Comm. TV Inc.	WJAC-TV (Johnstown) WFBG-TV (Altoona) WBEN-TV (Buffalo) KDKA-TV (Pittsburgh) WEWS (Cleveland)
Kingston	Teleservice Co.	WRCV-TV, WFIL-TV (Philadelphia) WCBS-TV, WABD, WPIX (New York) WDAU-TV (Scranton)
Lansford	Panther Valley TV Co. Inc.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WPIX, WOR-TV (New York) WDAU-TV (Scranton)
Lehighton	Lehigh Trans-Video Corp.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WPIX (New York) WVUE (Wilmington)

City	Firm Name	Stations
Lewiston	Pennwire TV Co.	WJAC-TV (Johnstown) WFBG-TV (Altoona) WGAL-TV (Lancaster) WRCV-TV (Philadelphia) WTPA (Harrisburg)
Lock Haven	Susquehanna Valley TV Corp.	WJAC-TV (Johnstown) WFBG-TV (Altoona) WBRE-TV, WILK-TV (Wilkes-Barre)
Lykens	Lykens TV Extension Co., Inc.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WGAL-TV (Lancaster) WVUE (Wilmington)
Mahanoy City	Service Electric Co.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WPIX, WOR-TV (New York) WBRE-TV, WILK-TV (Wilkes-Barre) WVUE (Wilmington) WDAU-TV, WNEP-TV (Scranton)
Mahanoy City	City TV Corp.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WVUE (Wilmington) WGAL-TV (Lancaster)
Mansfield	Tyco TV Co.	WNBF-TV (Binghamton) WBEN-TV (Buffalo) WSYE-TV (Elmira)
Meadville	Meadville Master Antenna	WEWS (Cleveland) WICU-TV, WSEE (Erie) KDKA-TV (Pittsburgh) WFMJ-TV (Youngstown)
Meyersdale	Kirchner TV Co.	KDKA-TV (Pittsburgh) WJAC-TV (Johnstown) WSTV-TV (Steubenville)
Millersburg	Millersburg TV Co.	WMAR-TV (Baltimore) WGAL-TV (Lancaster) WFIL-TV, WRCV-TV (Philadelphia) WHP-TV (Harrisburg)
Minersville	Minersville Trans-Video Corp.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WGAL-TV (Lancaster) WVUE (Wilmington)
Montgomery	Montgomery Video Corp.	WHP-TV (Harrisburg) WNBF-TV (Binghamton) WGAL-TV (Lancaster) WBRE-TV, WILK-TV (Wilkes-Barre)
Mt. Union	Mt. Union Antenna Co. Inc.	WJAC-TV (Johnstown) WFBG-TV (Altoona) WTTG (Washington)
Muncy	Muncy TV Corp.	WBRE-TV, WILK-TV (Wilkes-Barre) WNBF-TV (Binghamton) WGAL-TV (Lancaster) WDAU-TV (Scranton)
Nesquehoning	Nesquehoning Electronics	WPIX, WOR-TV (New York) WCAU-TV, WFIL-TV, WRCV-TV (Philadelphia) WDAU-TV (Scranton)
Newport	Newport TV Co.	WMAR-TV (Baltimore) WTPA (Harrisburg) WGAL-TV (Lancaster) WFBG-TV (Altoona)
Oil City	TV Cable Co.	KDKA-TV (Pittsburgh) WJAC-TV (Johnstown) WKBN-TV (Youngstown) WICU-TV (Erie)
Palmerton	Palmerton TV Signal Corp.	WABC-TV, WATV, WPIX, WOR-TV (New York) WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WVUE (Wilmington)
Pine Grove	Pine Grove TV Cable Service	WRCV-TV, WFIL-TV, WCAU-TV, WHYY TV (Philadelphia) WGAL-TV (Lancaster) WSBA-TV (York) WVUE (Wilmington) WHP-TV (Harrisburg)
Plymouth	Hawley TV Service Co.	WBRE-TV (Wilkes-Barre) WNEP-TV, WDAU-TV (Scranton)
Port Allegany	Dealers Repair Service	WJAC-TV (Johnstown) WGR-TV, WBEN-TV (Buffalo)
Pottsville	Pottsville Trans-Video Corp.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WVUE (Wilmington) WGAL-TV (Lancaster) WPIX (New York)

City	*Firm Name*	*Stations*
Pottsville	Wire Tele-View Corp.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WPIX (New York) WVUE (Wilmington)
Renovo	Greater Renovo TV Corp.	WNBF-TV (Binghamton) WFBG-TV (Altoona) WBRE-TV (Wilkes-Barre)
Ridgway	Ridgway TV Co.	WJAC-TV (Johnstown) WFBG-TV (Altoona) KDKA-TV (Pittsburgh) WICU-TV (Erie)
Salona	Salona Mutual TV Cable Assn.	
Schuylkill Haven	Schuylkill Haven Trans-Video	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WVUE (Wilmington) WGAL-TV (Lancaster)
Schuylkill Haven	S. L. TV Corp.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia)
Selinsgrove	River TV Co.	WFBG-TV (Altoona) WBRE-TV, WILK-TV (Wilkes-Barre) WGAL-TV (Lancaster) WDAU-TV (Scranton)
Shamokin	Eastern Penna. Relay Station	WRCV-TV, WFIL-TV (Philadelphia) WVUE (Wilmington) WGAL-TV (Lancaster) WDAU-TV (Scranton)
Shamokin	TV Extension Corp.	WRCV-TV, WFIL-TV (Philadelphia) WVUE (Wilmington) WGAL-TV (Lancaster) WDAU-TV (Scranton)
Sheffield	South Side TV Assn.	KDKA-TV (Pittsburgh) WBEN-TV, WGR-TV (Buffalo) WJAC-TV (Johnstown) WFBG-TV (Altoona) WICU-TV (Erie)
Shenandoah	Shen-Heights TV Assoc. Inc.	WCAU-TV, WFIL-TV, WRCV-TV (Philadelphia) WILK-TV (Wilkes-Barre) WNEP-TV (Scranton)
Shickshinny	Shickshinny TV Corp.	
Slatington	Kern's Electric & TV Antenna	WFIL-TV, WCAU-TV (Philadelphia) WPIX (New York) WVUE (Wilmington)
Smithport	Palmer Electric Co.	WBEN-TV, WGR-TV (Buffalo) WROC-TV (Rochester) WJAC-TV (Johnstown)
Snowshoe	Snowshoe TV Co.	WFBG-TV (Altoona) WJAC-TV (Johnstown)
South Renovo	South Renovo TV Assn.	WFBG-TV (Altoona) WJAC-TV (Johnstown) WNBF-TV (Binghamton)
St. Clair	St. Clair TV Corp.	WFIL-TV, WCAU-TV, WRCV-TV (Philadelphia) WPIX (New York) WVUE (Wilmington)
St. Mary's	St. Mary's TV Co.	
State College	State College TV Cable Co.	WJAC-TV (Johnstown) WFBG1TV (Altoona) WBPZ-TV (Lock Haven)
Steelton	Better TV Co.	
Stroudsburg	Pocono TV Relay Inc.	WCBS-TV, WRCA-TV, WABD, WPIX (New York) WFIL-TV (Philadelphia)
Sunbury	B. K. P. TV Systems Inc.	WBRE-TV, WILK-TV (Wilkes-Barre) WGAL-TV (Lancaster) WFBG-TV (Altoona) WDAU-TV, WNEP-TV (Scranton)
Tamaqua	Tamaqua TV Inc.	WRCV-TV, WFIL-TV, WCAU-TV (Philadelphia) WVUE (Wilmington) WGAL-TV (Lancaster)
Titusville	Titusville Cable Co.	WJAC-TV (Johnstown) WICU-TV, WSEE (Erie) WBEN-TV (Buffalo) KDKA-TV (Pittsburgh) WFMJ-TV (Youngstown) WEWS (Cleveland)
Warren	Warren TV Corp.	WBEN-TV, WGR-TV, WBUF (Buffalo) WSEE, WICU-TV (Erie)
Warren	Warren County TV Assn.	
Warren	West Side TV Corp.	WBEN-TV, WGR-TV (Buffalo) WJAC-TV (Johnstown) WICU-TV (Erie)

City	*Firm Name*	*Stations*
Wellsboro	West End TV Cable System	WNBF-TV (Binghamton) WSYR-TV (Syracuse) WBEN-TV (Buffalo)
Westfield	Westfield Comm. Antenna Assn.	WNBF-TV (Binghamton) WBEN-TV (Buffalo) WYSE (Elmira)
Wilkes-Barre	Teleservice Co.	WRCV-TC, WFIL-TV (Philadelphia) WCBS-TV, WPIX, WABD (New York)
Williamsport	Cole TV	WILK-TV, WBRE-TV (Wilkes-Barre) WFBG-TV (Altoona) WGAL-TV (Lancaster) WNBF-TV (Binghamton) WDAU-TV (Scranton)
Williamsport	Lycoming TV Cable Corp.	WILK-TV, WBRE-TV (Wilkes-Barre) WFBG-TV (Altoona) WNBF-TV (Binghamton) WGAL-TV (Lancaster) WDAU-TV (Scranton)
Williamsport	West Branch TV Services Inc.	WBRE-TV, WILK-TV (Wilkes-Barre) WFBG-TV (Altoona) WNBF-TV (Binghamton) WGAL-TV (Lancaster) WDAU-TV (Scranton)
Williamsport	Williamsport TV Cable Corp.	WNBF-TV (Binghamton) WFBG-TV (Altoona) WILK-TV, WBRE-TV (Wilkes-Barre) WGAL-TV (Lancaster) WDAU-TV (Scranton)
Youngsville	Youngsville TV Corp.	WBEN-TV, WGR-TV (Buffalo) WJAC-TV (Johnstown) WICU-TV (Erie)
	SOUTH DAKOTA	
Chamberlain	Missouri Valley TV Co. Inc.	KTIV, KVTV (Sioux City) KELO-TV (Sioux Falls) KDLO-TV (Florence) KPLO-TV (Reliance)
Deadwood	Western TV Inc.	KDLO-TV (Florence) KPLO-TV (Reliance) KDIX-TV (Dickinson) KFYR-TV (Bismarck)
Lead	Western TV System Inc.	KOTA-TV (Rapid City) KDIX-TV (Dickinson) KFYR-TV (Bismarck) KDLO-TV (Florence)
Mitchell	Palace Trans-Video Co.	KELO-TV (Sioux Falls) KTIV & KVTV (Sioux City)
	TENNESSEE	
Blountville	J. W. Adams Co.	WBTV (Charlotte) WJHL-TV (Johnson City) WATE (Knoxville)
Copperhill	E. R. Lewis TV System	WSB-TV, WAGA-TV, WLWA (Atlanta)
Erwin	C & M TV Cable Co.	WBTV (Charlotte) WATE-TV (Knoxville) WJHL-TV (Johnson City) WVYB-TV (Bristol) WLOS-TV (Asheville)
Johnson City	Huntsman TV Cable Co.	WBTV (Charlotte) WLOS-TV (Asheville) WATE (Knoxville)
Kingsport	TV Cable Corp.	WBTV (Charlotte) WLOS-TV (Asheville) WATE (Knoxville) WCYB-TV (Bristol) WJHL-TV (Johnson City)
	TEXAS	
Albany	King Appliance Co.	
Brady	TV Enterprises Ltd.	KTBC-TV (Austin) KRBC-TV (Abilene) KCTV (San Angelo) KRLD-TV (Dallas) WBAP-TV (Ft. Worth)
Breckenridge	Breckenridge TV Dist. Co.	WBAP-TV (Ft. Worth) KRLD-TV (Dallas) KFDX-TV & KSYD-TV (Wichita Falls) KRBC-TV (Abilene)
Brownwood	Brownwood TV Cable Service Inc.	KRLD-TV & WFAA-TV (Dallas) WBAP-TV (Ft. Worth) KRBC-TV (Abilene)
Bryan	Midwest Video Inc.	
Canadian	TV Cable Service	KWTV (Oklahoma City) KGEO-TV (Enid) KGNC-TV (Amarillo)

City	Firm Name	Stations
Childress	Vumore Co.	KFDX-TV & KSYD-TV (Wichita Falls) KDUB-TV (Lubbock)
Del Rio	Del Rio TV Cable Corp.	KONO-TV, WOAI-TV & KENS-TV (San Antonio)
Denison	Better TV Inc.	WBAP-TV & KFJZ-TV (Ft. Worth) KRLD-TV WFAA-TV (Dallas) KTEN (Ada)
Gatesville	Cable-Vision	WBAP-TV (Ft. Worth) KTBC-TV (Austin) WFAA-TV (Dallas) KWTX-TV (Waco) KCEN (Temple)
Graham	TV Distributing Co.	WBAP-TV KFJZ-TV (Ft. Worth) KRLD-TV & WFAA-TV (Dallas) KFDX-TV & KSYD-TV (Wichita Falls)
Jacksonville	TV Cable Service Inc.	WFAA-TV KRLD-TV (Dallas) KTRE-TV (Lufkin)
Madisonville	Madisonville Cable Corp.	
Marfa	Marfa TV Cable Inc.	KROD-TV (El Paso) KOSA-TV (Odessa)
Matador	T.V. Signal Service Co.	KFDX-TV (Wichita Falls) KDUB-TV & KCBD-TV (Lubbock)
Memphis	Master Antenna Service	KGNC-TV & KFDA-TV (Amarillo) KDUB-TV (Lubbock) KFDX-TV (Wichita Falls)
Mineral Wells	Community Aerial System	KRLD-TV & WFAA-TV (Dallas) WBAP-TV & KFJZ-TV (Ft. Worth) KFDX-TV (Wichita Falls)
Ozona	Ozona TV System	KCTV (St. Angelo) WOAI-TV (San Antonio) KMID-TV (Midland)
Paducah	TV Signal Service Co.	KFDX-TV (Wichita Falls) KDUB-TV & KCBD-TV (Lubbock)
Palestine	Clearview Cable Corp.	KLTV (Tyler) WBAP-TV (Ft. Worth) KRLD-TV & WFAA-TV (Dallas) KTRE-TV (Lufkin)
Paris	Mid-West Video Corp.	
Sherman	Tele-Vue Products Co.	KRLD-TV & WFAA-TV (Dallas) WBAP-TV (Ft. Worth)
Sonora	Sonora TV Service Inc.	KCTV (San Angelo) KENS-TV & WOAI-TV (San Antonio) KMID-TV (Midland)
Sulphur Springs	TV Cable System	KRLD-TV & WFAA-TV (Dallas) WBAP-TV (Ft. Worth) KLTV (Tyler)
Uvalde	Uvalde TV Cable Corp.	KENS-TV, KONO-TV & WOAI-TV (San Antonio)
Van Horn	Van Horn Cable Co.	KROD-TV (El Paso)
Victoria	Tele-Tenna Corp. of Victoria	
Wellington	Vumore Co.	KGNC-TV & KFDA-TV (Amarillo) KFDEX-TV & KSYD-TV (Wichita Falls)
	UTAH	
Helper	Helper Community TV Inc.	
Price	Vetere Perfect TV Inc.	KSL-TV, KTVT & KUTV (Salt Lake City)
Richfield	Servier TV Cable	KUTV, KTVT & KSL-TV (Salt Lake City)
Salt Lake City	Sevier TV Signal Distribution Co.	
Sunnyside	Price Trading Co.	KSL-TV, KTVT & KUTV (Salt Lake City)
Vernal	Basin TV Inc.	
	VERMONT	
Barre	Vermont TV Inc.	WRGB (Schenectady) WPTZ (Plattsburgh) WMTW (Mt. Washington) WCAX-TV (Burlington) CBMT (Montreal)
Bellows Falls	Bellow Falls Cable Corp.	WBZ-TV, WNAC-TV & WHDH-TV (Boston)
Brattleboro	Brattleboro TV Inc.	WBZ-TV, WBGH-TV, WHDH-TV & WNAC-TV (Boston) WMUR-TV (Manchester) WTIC-TV (Hartford) WMTW (Mt. Washington) WRLP (Greenfield)
Burlington	Green Mt. TV Corp.	WRGB (Schenectady) WMTW (Mt. Washington) WCAX-TV (Burlington) CBMT & CBFT (Montreal)
Ludlow	Okemo Vue Inc.	WBZ-TV & WNAC-TV (Boston) WMUR-TV (Manchester)
Montpelier	Montpelier Community TV Inc.	WMTW (Mt. Washington) WRGB (Schenectady) WCAX-TV (Burlington)

City	Firm Name	Stations
Northfield	Trans-Video	WRGB (Schenectady) WCAX-TV (Burlington) WMTW (Mt. Washington)
Springfield	Young's Community TV Corp.	WBZ-TV & WNAC-TV (Boston) WRGB (Schenectady) WMUR-TV (Manchester) WCAX-TV (Burlington)
Springfield	Windsor Community Antenna Corp.	WBZ-TV & WNAC-TV (Boston) WMUR-TV (Manchester) WCAX-TV (Burlington) WMTW (Mt. Washington)
Springfield	John T. Thurber Inc.	
St. Johnsbury	St. Johnsbury Community TV Corp.	WCSH-TV & WGAN-TV (Portland) WMTW (Mt. Washington)
Windsor	Windsor Community Antenna Corp.	WBZ-TV & WNAC-TV (Boston) WMUR-TV (Manchester) WCAX-TV (Burlington) WMTW (Mt. Washington)
Woodstock	Woodstock TV Inc.	WBZ-TV (Boston) WRGB (Schenectady) WMTW (Mt. Washington)
	VIRGINIA	
Appalachia	Paintsville Appliance Co.	WJHL-TV (Johnson City) WLOS-TV (Asheville) WCYB-TV (Bristol)
Grundy	Grundy TV Co.	WSAZ-TV (Huntington) WJHL-TV (Johnson City) WOAY-TV (Oak Hill)
Harrisonburg	Harrisonburg Trans-Video Corp.	WTTG, WMAL-TV & WTOP-TV (Washington) WXEX-TV (Petersburg) WSVA-TV (Harrisonburg) WTVR (Richmond)
Staunton	Staunton Video Corp.	WTVR (Richmond) WTTG & WTOP-TV (Washington) WSVA-TV (Harrisonburg) WXEX-TV (Petersburg)
	WASHINGTON	
Aberdeen	Harbor TV Corp.	KOMO-TV & KING-TV (Seattle) KTNT-TV & KTVW (Tacoma)
Bellingham	Telecable Inc.	KOMO-TV & KING-TV (Seattle) KTNT-TV (Tacoma)
Chehalis	KELA-TV Inc.	KING-TV & KOMO-TV (Seattle) KTNT-TV (Tacoma)
Chelan	Chelan Antenna Service	KXLY-TV, KREM-TV & WHQ-TV (Spokane)
Cle Elum	Cassassa Bros.	
Colville	Colville Video Inc.	KREM-TV, KHQ-TV & KXLY-TV (Spokane)
Connell	Connell TV Co.	KREM-TV, KXLY-TV & KHQ-TV (Spokane) KEPR-TV (Pasco)
Coulee Dam	TV Assoc. of Coulee Dam	KREM-TV, KXLY-TV, KHQ-TV (Spokane)
Dayton	Touchet Valley TV Inc.	KHQ-TV, KXLY-TV, KREM-TV (Spokane)
Ellensburg	Ellensburg Jerrold TV Cable Corp.	KING-TV & KOMO-TV (Seattle) KXLY-TV (Spokane) KIMA-TV (Yakima)
Ephrata	Empire TV Inc.	KXLY-TV, KHQ-TV & KREM-TV (Spokane) KBAS-TV (Ephrata)
Everett	TV Cable Inc.	KOMO-TV, KIRO-TV & KING-TV (Seattle) KTNT-TV & KTVW (Tacoma) KVOS-TV (Bellingham)
Goldendale	Goldendale TV Cable Inc.	KOIN-TV, KPTV & KGW-TV (Portland)
Kennewick	Columbia TV Service Co.	KREM-TV, KXLY-TV & KHQ-TV (Spokane) KEPR-TV (Pasco) KTRX (Kennewick)
Lind	Lind TV Service Inc.	KXLY-TV, KHQ-TV & KREM-TV (Spokane)
Moses Lake	Moses Lake TV, Inc.	KHQ-TV, KREM-TV & KXLY-TV (Spokane) KBAS-TV (Ephrata)
Omak-Okanogan-Tonasket	Okanogan Valley TV Cable Co.	KXLY-TV, KHQ-TV & KREM-TV (Spokane)
Pomeroy	Christensen-Rauch Co.	KHQ-TV, KXLY-TV & KREM-TV (Spokane)
Quincy	Quincy Valley TV Assn.	KREM-TV, KXLY-TV & KHQ-TV (Spokane)

City	Firm Name	Stations
Raymond	Powell's Radio & TV	KING-TV, KIRO-TV — KOMO-TV (Seattle)
Republic	TV Assoc. of Republic	KHQ-TV, KREM-TV & KXLY-TV (Spokane)
Richland	Richland TV Cable Corp.	KREM-TV, KHQ-TV & KXLY-TV (Spokane)
Seattle	Holert Electronic Inc.	
Seattle	Master TV Antenna Systems	
Sedro-Wooley	Malone Music Co.	KING-TV, KOMO-TV, KTNT-TV & KTVW (Seattle-Tacoma)
Soap Lake	Soap Lake TV Inc.	KXLY-TV, KHQ-TV & KREM-TV (Spokane) KBAS-TV (Ephrata)
Starbuck	Starbuck Community Antenna System	
Sunnyside	Harrie's TV	KIMA-TV (Yakima)
Walla Walla	Blue Mts. TV Cable Corp.	KXLY-TV, KHQ-TV & KREM-TV (Spokane)
Washtuena	Snyder Electric Co.	
Waterville	Clements TV	KXLY-TV, KHQ-TV, KREM-TV (Spokane)
Wenatchee	Consolidated TV Cable Corp.	KHQ-TV, KREM-TV & KXLY-TV (Spokane)
Wilsoncreek	S & S Electronics	
Wishram	Wishram TV	KOIN-TV, KPTV & KGW-TV (Portland)
	WEST VIRGINIA	
Amherstdale	Durfee's Inc.	
Bluefield	Bluefield TV Cable Corp.	WCHS-TV (Charleston) WSLS-TV (Roanoke) WJHL-TV (Johnson City)
Burnsville	Marlindon Cable Co.	WDBJ-TV & WSLS-TV (Roanoke) WOAY-TC (Oak Hill)
Charlton Heights	Jack Knight	
Chesapeake	Chesapeake Water & Light Co.	
Clarksburg	Clarksburg TV Cable Corp.	WTRF-TV (Wheeling) KDKA-TV (Pittsburgh) WSTV-TV (Steubenville)
Coalwood	Olga Coal Co.	WSAZ-TV (Huntington) WSLS-TV (Roanoke) WCHS-TV (Charleston)
East Gulf	C. H. Mead Coal Co.	
Elkins	Tygart Valley Cable Corp.	KDKA-TV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
Fairmont	Fairmont TV Cable Co.	KDKA-TV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
Follansbee	Alco Radio & Supply	
Glendale	Glen-Tenna	KDKA-TV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
Grafton	Bennett Refrigerator Co.	
Hinton	Hinton TV Corp.	WDBJ-TV & WSLS-TV (Roanoke) WOAY-TV (Oak Hill) WHIS-TV (Bluefield)
Keyser	Keyser TV Co. Inc.	WTOP-TV & WMAL-TV (Washington) WJAC-TV (Johnstown)
Logan	Durfee's Inc.	WSAZ-TV & WHTN-TV (Huntington) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
Lost Creek	Lost Creek TV Co.	
Man	Durfee's Inc.	WSAZ-TV & WHTN-TV (Huntington) WCHS-TV (Charleston)
Morgantown	Community Cable Co.	WDKA-TV (Pittsburgh) WJAC-TV (Johnstown) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
Moundsville	Clear TV Inc.	KDKA-TV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
Mullens	Mullens TV Cable Service	WHIS-TV (Bluefield) WCHS-TV (Charleston) WOAY-TV (Oak Hill) WSAZ-TV (Huntington)
New Martinsville	TV Cable Inc.	KDKA-TV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
Petersburg	Oates TV Inc.	
Phillippi	Phillippi Community TV	
Piedmont	Upper Potomac TV Co. Inc.	WRC-TV, WTTG, WTOP-TV & WMAL-TV (Washington) WJAC-TV (Johnstown)
Prenter	Red Parrot Coal Co.	
Rainelle	Rainell TV Corp.	WSLS-TV (Roanoke) WCHS-TV (Charleston) WOAY-TV (Oak Hill)

City	Firm Name	Stations
Richwood	Richwood TV Co. Inc.	WSAZ-TV & WHTN-TV (Huntington) WCHS-TV (Charleston)
Ronceverte	Ronceverte TV Corp.	WSLS-TV & WDJB-TV (Roanoke) WOAY-TV (Oak Hill) WHIS-TV (Bluefield)
Rowlesburg	Community Cable Co. Inc.	KDKA-TV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
Spencer	T. J. Arnold Appliance Co.	WSAZ-TV (Huntington) WCHS-TV (Charleston)
War	TV Antenna Service Inc.	WSAZ-TV & WHTN-TV (Huntington) WHIS-TV (Bluefield) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
Webster Springs	Webster TV	WSAZ-TV (Huntington) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
Weirton	Weirton TV Cable Corp.	
Welch	Welch Antenna Co.	WSAZ-TV & WHTN-TV (Huntington) WCHS-TV (Charleston) WHIS-TV (Bluefield) WOAY-TV (Oak Hill)
Weston	Weston TV Cable Corp.	WTRF-TV (Wheeling) WCHS-TV (Charleston) WHTN-TV (Huntington)
Wheeling	Wheeling Antenna Co.	KDKO-TV (Pittsburgh) WSTV-TV (Steubenville) WTRF-TV (Wheeling)
Whitesville	Whitesville Radio & Refrigeration Service	WSAZ-TV (Huntington) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
Williamson	Williamson TV Corp.	
	WISCONSIN	
Niagara	Niagara Community TV Co-op	WBAY-TV & WFRV-TV (Green Bay) WMBV-TV (Marinette)
Rhinelander	Rhinelander TV Cable Corp.	WBAY-TV & WFRV-TV (Green Bay) WSAU-TV (Wausau) WMBV-TV (Marinette)
Rice Lake	Rice Lake Radio Co.	WTCN-TV, KTCA & WCCO-TV (Minneapolis) KSTP-TV (St. Paul)
Wausau	Wisconsin Community Antenna Inc.	WBAY-TV & WFRV-TV (Green Bay) WMBV-TV (Marinette) WSAU-TV (Wausau)
	WYOMING	
Basin	Western TV Corp.	KOOK-TV & KGHL-TV (Billings) KID-TV (Idaho Falls) KWRB-TV (Riverton)
Casper	Community TV System of Wisconsin	KLZ-TV, KOA-TV, KBTV & KTVR (Denver) KFBC (Cheyenne)
Cody	Cody Community TV Corp.	KOOK-TV (Billings) KID-TV (Idaho Falls)
Cokesville	Cokesville Radio & Electric Co.	KUTV, KTVT & KSL-TV (Salt Lake City)
Greybull	Western TV Corp.	KOOK-TV & KGHL-TV (Billings) KID-TV (Idaho Falls) KWRB-TV (Riverton)
Jackson	Jackson Community TV System	KID-TV (Idaho Falls)
Kemmerer	Kem-Tev Corp.	KSL-TV, KTVT & KUTV (Salit Lake City)
Laramie	Laramie Community TV Co.	KTVR, KOA-TV, KSLZ-TV & KBTV (Denver) KFBC-TV (Cheyenne)
Mountain View	Uinta Signal Co.	KUTV, KTVT & KSL-TV (Salt Lake City)
Pine Bluffs	Pine Bluffs Community TV System	KTVR, KOA-TV, KLZ-TV & KBTV (Denver) KFBC-TV (Cheyenne)
Rawlins	Rawlins Community TV Co.	KTVR, KOA-TV, KLZ-TV & KBTV (Denver) KFBC-TV (Cheyenne)
Rock Springs	Sweetwater TV Co.	KSL-TV, KTVT, KUTV (Salt Lake City)
Sheridan	Clouds Peak Radio & TV Corp.	KOOK-TV (Billings)
Tensleep	Bighorn Radio & TV	KOOK-TV (Billings) KWRB-TV (Riverton)
Thermopolis	Thermopolis Bestg. TV Co.	KOOK-TV (Billings)
Thermopolis	Thermopolis TV Co.	KOOK-TV & KGHL-TV (Billings) KWRB-TV (Riverton)
Worland	Western TV Corp.	KOOK-TV, KGHL-TV (Billings) KID-TV (Idaho Falls) KTWO-TV &KSPR-TV (Casper) KWRB-TV (Riverton)
	ALASKA	
Ketchikan	Ketchikan Alaska TV Inc.	

"EMMY" WINNERS — 1957

BEST SINGLE PROGRAM OF THE YEAR
"The Comedian" on "Playhouse 90"

BEST DRAMATIC SERIES WITH CONTINUING CHARACTERS
"Gunsmoke"

BEST DRAMATIC ANTHOLOGY SERIES
"Playhouse 90"

BEST COMEDY SERIES
"The Phil Silvers Show"

BEST MUSICAL, VARIETY, AUDIENCE PARTICIPATION OR QUIZ SERIES
Dinah Shore on "The Chevy Show"

BEST PUBLIC SERVICE PROGRAM OR SERIES
"Omnibus"

BEST NEW PROGRAM SERIES OF THE YEAR
"Seven Lively Arts"

ACTOR—Best Single Performance (Lead or Support)
Peter Ustinov on "Life of Samuel Johnson," "Omnibus"

ACTRESS—Best Single Performance (Lead or Support)
Polly Bergen on "Helen Morgan Story," "Playhouse 90"

ACTOR—Best Continuing Performance by an Actor in a Leading Role In a Dramatic or Comedy Series
Robert Young on "Father Knows Best"

ACTRESS—Best Continuing Performance by an Actress in a Leading Role In a Dramatic or Comedy Series
Jane Wyatt on "Father Knows Best"

SUPPORTING ACTOR—Best Continuing Supporting Performance In a Dramatic or Comedy Series
Carl Reiner on "Caesar's Hour"

SUPPORTING ACTRESS—Best Continuing Supporting Performance In a Dramatic or Comedy Series
Ann B. Davis on "The Bob Cummings Show"

BEST CONTINUING PERFORMANCE (MALE) IN A SERIES BY A COMEDIAN, SINGER, HOST, DANCER, M. C., ANNOUNCER, NARRATOR, PANELIST, OR ANY PERSON WHO ESSENTIALLY PLAYS HIMSELF
Jack Benny on "The Jack Benny Show"

BEST CONTINUING PERFORMANCE (FEMALE) IN A SERIES BY A COMEDIENNE, SINGER, HOST, DANCER, M. C., ANNOUNCER, NARRATOR, PANELIST, OR ANY PERSON WHO ESSENTIALLY PLAYS HERSELF
Dinah Shore on "The Chevy Show"

BEST NEWS COMMENTARY
Edward R. Murrow for "See It Now"—CBS-TV

BEST MUSICAL CONTRIBUTION FOR TELEVISION
Leonard Bernstein for "Omnibus"

BEST TELEPLAY WRITING (HALF HOUR OR LESS)
Paul Monash for "The Lonely Wizard," "Schlitz Playhouse"

BEST TELEPLAY WRITING (ONE HOUR OR MORE)
Rod Serling for "The Comedian," "Playhouse 90"

BEST COMEDY WRITING
"Phil Silvers"—Hiken, Friedberg, Sharp, Ryan, Jacoby, Rosen, Zelinka, Russell, Webster

BEST DIRECTION (HALF HOUR OR LESS)
Robert Stevens, "Alfred Hitchcock Presents," "The Glass Eye"

BEST DIRECTION (ONE HOUR OR MORE)
Bob Banner, Dinah Shore, "The Chevy Show"

BEST COVERAGE OF AN UNSCHEDULED NEWSWORTHY EVENT
Feb., '57, Riker's Island Crash, "World News Roundup"—CBS

BEST ART DIRECTION
Rouben Ter-Arutunian, "12th Night," "Hallmark Hall of Fame"

BEST CINEMATOGRAPHY FOR TELEVISION
Harold E. Wellman, "Hemo The Magnificent," Bell Telephone Science Series

BEST LIVE CAMERA WORK
"Playhouse 90"—CBS-TV

BEST ENGINEERING OR TECHNICAL ACHIEVEMENT
"Wide, Wide World," Engineering, Camera, NBC

BEST EDITING OF A FILM FOR TELEVISION
Mike Pozen for "How To Kill A Woman"—"Gunsmoke"

LOS ANGELES STATION AWARDS

BEST LOCAL ENTERTAINMENT PROGRAM
"Golden Voyage," Jack Douglas—KCOP

BEST DOCUMENTARY OR EDUCATION PROGRAMS
"Harvest"—Dr. Frank Baxter—KRCA

BEST NEWS PROGRAM
Clete Roberts—"Special Report"—KNXT

BEST SPORTS PROGRAM
Gil Stratton—"Sports Show"—KNXT

BEST CHILDREN'S PROGRAM
"Faith Of Our Children"—KRCA

MOST OUTSTANDING MALE PERSONALITY
Clete Roberts—KNXT

MOST OUTSTANDING FEMALE PERSONALITY
Miyoshi Umeki—KNXT

BEST LOCAL STATION PRODUCTION SEEN ALSO OUTSIDE LOS ANGELES
"I Search For Adventure"—Jack Douglas—KCOP

SPECIAL STATION ACHIEVEMENT AWARDS
KTLA and KTTV

NEW YORK AREA STATION AWARDS

MOST OUTSTANDING LIVE LOCAL PROGRAM
"Sunrise Semester"—WCBS-TV

BEST DOCUMENTARY OR EDUCATIONAL PROGRAM
"Sunrise Semester"—WCBS-TV

BEST NEWS PROGRAM
"The Late News"—Ron Cochran—WCBS-TV

BEST CHILDREN'S OR TEEN AGE PROGRAM
"Shariland"—Shari Lewis—WRCA-TV

MOST OUTSTANDING MALE PERSONALITY
Prof. Floyd Zulli, Jr.—WCBS-TV

MOST OUTSTANDING FEMALE PERSONALITY
Shari Lewis—WRCA-TV

SPECIAL STATION ACHIEVEMENT AWARDS
WCBS-TV and WPIX

Causes of Business Failures in the United States — 1957

FOR ALL LINES OF BUSINESS — COMMERCIAL SERVICE

Number	Per Cent	UNDERLYING CAUSES	APPARENT CAUSES	Number	Per cent
39	3.6	NEGLECT:	Due to — Bad Habits	11	1.0
			Due to — Poor Health	18	1.7
			Due to — Marital Difficulties	6	0.5
			Due to — Other	4	0.4
11	1.0	FRAUD:	On the part of the principals, reflected by — Misleading Name	1	0.1
			On the part of the principals, reflected by — False Financial Statement	2	0.2
			On the part of the principals, reflected by — Premeditated Overbuy	—	—
			On the part of the principals, reflected by — Irregular Disposal of Assets	7	0.6
			On the part of the principals, reflected by — Other	1	0.1
161	14.7	LACK OF EXPERIENCE IN THE LINE	Evidenced by inability to avoid conditions which resulted in:— Inadequate Sales	559	51.2
228	20.9	LACK OF MANAGERIAL EXPERIENCE	Heavy Operating Expenses	114	10.4
203	18.6	UNBALANCED EXPERIENCE*	Receivables Difficulties	74	6.8
414	37.9	INCOMPETENCE	Inventory Difficulties	18	1.6
			Excessive Fixed Assets	133	12.2
			Poor Location	28	2.6
			Competitive Weakness	203	18.6
			Other	41	3.8
13	1.2	DISASTER:	Some of these occurrences could have been provided against through insurance. — Fire	3	0.3
			Flood	3	0.3
			Burglary	—	—
			Employees' Fraud	1	0.1
			Strike	—	—
			Other	6	0.5
23	2.1	REASON UNKNOWN			
1,092	100.0	TOTAL			

Because some failures are attributed to a combination of apparent causes, the totals of these columns exceed the totals of the corresponding columns on the left.

* Experience not well rounded in sales, finance, purchasing, and production on the part of an individual in case of a proprietorship, or of two or more partners or officers constituting a management unit.

Source: Dun & Bradstreet, based on opinions of informed creditors and information in Dun & Bradstreet's Credit Reports.

HOW TO APPLY FOR AN FCC LICENSE

Official FCC Procedure for AM, FM and TV Licenses

ANY qualified citizen, firm, or group may apply to the Federal Communications Commission for authority to construct a commercial standard (AM), frequency modulation (FM), or television (TV) broadcast station.

✲

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would serve the public convenience, interest or necessity. The Communications Act also recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient, and equitable distribution of radio service.

✲

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services," and "Standards of Good Engineering Practice" for AM stations.

✲

Following is a summary of the consecutive steps required in applying for authorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is for AM, FM, or TV broadcast.

Selecting a Frequency

Standard (AM) broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts power cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night. There is no separate classification for AM operation by educational stations.

✲

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a frequency search made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

✲

An applicant for a commercial FM station must specify a frequency available to the area to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural) throughout the United States. The demand for FM stations has not yet exceeded the supply of available frequencies. (The Noncommercial Educational FM Broadcast Service is a separate category with its own rules.)

✲

An applicant for a new television station must request a channel assigned in the Table of Assignments to the community involved. However, a channel assigned to any community listed in the table can be requested for operation in any unlisted community within 15 miles of the listed community. Commercial TV stations are authorized for unlimited hours of operation and are of a single class with minimum power determined by the size of the principal city and maximum power dependent on antenna height and allocation zone. Channels are reserved for noncommercial educational TV operation.

Applying for a Construction Permit

Once a prospective licensee has decided upon the type of station he wishes to apply for, the next step is to make application for a construction permit. This

application must be in writing on a form supplied by the Commission (Form 301, "Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station," which covers AM, FM, and TV broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical, and other qualifications to construct and operate a station, plus details about the transmitting apparatus to be used, and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications for new broadcast stations are twice reported by the Commission—when first tendered, and, again, when accepted for filing. Such an application is not acted upon until at least 30 days after public notice is given of its acceptance.

Applications are reviewed in their engineering, legal, and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

Applications are, in general, processed in the order in which accepted for filing. There is a Temporary Processing Procedure for TV applications.

If, upon examination of an application, the Commission determines that there are no engineering conflicts, that the applicant is qualified, and that all other requirements are met, the application is granted without hearing and a construction permit is issued.

Any grant made by the Commission without a hearing is subject to protest within a period of 30 days, during which the protesting party may request a hearing. Within 15 days thereafter the Commission must determine whether the objection merits a hearing.

The law requires that, in general, final decision on noncontested applications be rendered within three months from the date of the original filing, and within six months from the conclusion of a hearing in those cases which go through a hearing.

Hearings

Where it appears that an application violates provisions of the Commission's rules and regulations; that interference would be caused to another AM or FM broadcast station; or that the minimum separation requirements for TV stations are not met; or if other serious questions of a technical, legal, or financial character are involved, a hearing usually is required before a final decision on the application can be made. Often a hearing is necessary because two or more applicants seek to use the same frequency or immediately adjacent frequencies with such a proximity of stations that excessive interference would result. In such instances, the Commission is compelled by law to accord a hearing to the competing applicants and to make a comparative judgment as to which, if either, should be granted.

If unable to grant an application, the Commission is required to notify the applicant and other known parties of interest as to the reason. The applicant usually is given 30 days in which to reply. After that, if the Commission is still unable to make a grant, a hearing is ordered.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. The hearing notice generally allows the applicant a period of 60 days or more in which to prepare. Even after being designated for hearing, an applicant may sometimes find it possible to satisfy the issues by amending his application, especially if the apparent deficiencies are of an engineering nature.

Competing applications for the same facility are not considered if filed more than 10 days after public notice designating the prior application or applications for hearing.

Hearings are customarily conducted by an examiner. The hearing examiner has authority to administer oaths, ex-

amine witnesses and rule upon the admission of evidence.

Pre-hearing conferences are held both prior to and after an exchange of exhibits by the parties. The latter takes place at least 20 days in advance of the hearing date, the second pre-hearing conference is held at least 10 days before the hearing commences.

Within 20 days after the close of a record by the hearing examiner, each party and the Chief of the Broadcast Bureau of the Commission has the privilege of filing proposed findings of fact and conclusions in support of their contentions. After review of the evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party has 20 days from the date on which the initial decision was announced to file exceptions and to request oral argument before the Commission. In all cases heard by an examiner, the Commission will hear oral argument on request of either party. After oral argument, the Commission may adopt, modify, or reverse the hearing examiner's initial decision. Within 30 days thereafter, any party involved may petition for rehearing.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission. Court appeals can be taken within 30 days following announcement of the commission decision.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified, he can apply for extension of time on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 ("Application for New Broadcast Station License"). Applicants must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct program tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

AM, FM and TV broadcast stations are licensed for the statutory limit of three years. Applications for renewal of license are made on Form 303, which is "Application for Renewal of Broadcast Station License."

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License").

Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 ("Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License").

In certain cases a permittee or licensee can apply for a transfer of corporate control or an assignment of license by using form 316 ("Application for Assignment or Transfer—Short Form"). This form may only be used when the transfer or assignment is **pro forma** or technical in nature; i.e., where no substantial changes in interest occur.

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Cheers, heigh-ho, and hurrah
for the honored General!
For loyalty to client,
reliability in the lab,
foresight in the field, and
devotion above and beyond
the call of duty,—



That old "Chuck" wagon

America's Only
Sta

COUNTRY AND WESTERN MUSIC



CHARLES BERNARD COMPANY

Radio & TV Station Reps

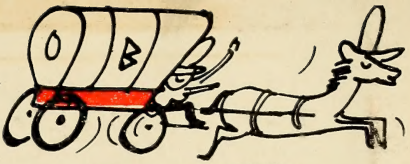
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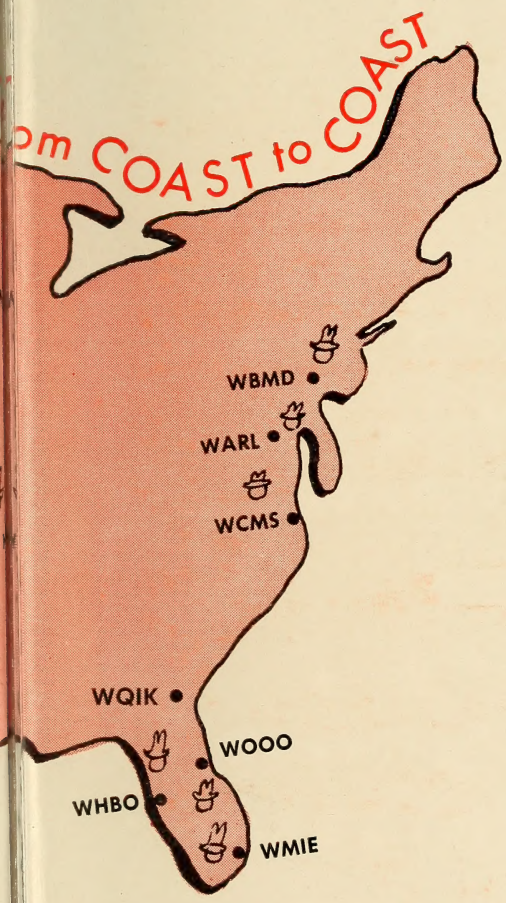
Headquarters For the "Country Music Network"

...eps rolling along



Madison Avenue Hillbilly

...lusive "Country & Western"
... Representatives



REPRESENTING:

WARL	. . . Washington
WBMD	. . . Baltimore
WCMS	. . . Norfolk
KWEM	. . . Memphis
WQIK	. . . Jacksonville
WHBO	. . . Tampa
WOOO	. . . DeLand-Daytona Beach
WMIE	. . . Miami
WHFC	. . . Chicago
WEXL	. . . Detroit
KCKN	. . . Kansas City
KEVE	. . . Minneapolis-St. Paul
KCUL	. . . Fort Worth-Dallas
KRCT	. . . Houston
KLAK	. . . Denver
KPIK	. . . Colorado Springs
KSOP	. . . Salt Lake City
KVSM	. . . San Francisco

and still growing . . .



CAWMBA

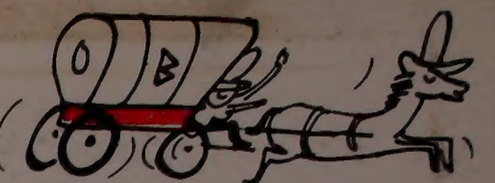
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730 Fifth Avenue, N. Y. 19 Columbus 5-3530

*"Chuck" Bernard—Director



That old "Chuck"* wagon keeps rolling along



Madison Avenue Hillbilly

America's Only Exclusive "Country & Western"
Station Representatives



REPRESENTING:

WARL	. . . Washington
WBMD	. . . Baltimore
WCMS	. . . Norfolk
KWEM	. . . Memphis
WQIK	. . . Jacksonville
WHBO	. . . Tampa
WOOO	. . . DeLand-Daytona Beach
WMIE	. . . Miami
WHFC	. . . Chicago
WEXL	. . . Detroit
KCKN	. . . Kansas City
KEVE	. . . Minneapolis-St. Paul
KCUL	. . . Fort Worth-Dallas
KRCT	. . . Houston
KLAK	. . . Denver
KPIK	. . . Colorado Springs
KSOP	. . . Salt Lake City
KVSM	. . . San Francisco

and still growing . . .

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